Guide on filling up LOA towards Cambodia

Created on: 15 December 2023

8x8

Requirements towards Cambodia

For Direct clients *(Owner of SID directly connected to 8x8)*
1. Client to 8x8 International Form 1
2. Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions (*Required only for Bank & Financial SIDs*)

For Non-Direct clients: *(Owner of SID is not directly connected to 8x8)*
1. Client to 8x8 International Form 1 **Chained LOA required**
   - Client to 8x8 International Form 1 *(End-client authorizing Aggregator/Authorized Agent)*
   - Client to 8x8 International Form 1 *(Aggregator/Authorized Agent authorizing 8x8)*

2. Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions **(Required only for Bank & Financial SIDs)** **Chained LOA required**
   - Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions *(End-client authorizing Aggregator/Authorized Agent)*
   - Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions *(Aggregator/Authorized Agent authorizing 8x8)*

Note:
1. All documents provided should be in **PDF format except for the excel sheet**
2. Sender ID is case sensitive; hence the Sender ID must be the same throughout the letters (e.g., if Sender ID is LAZADA, it should be LAZADA for all and not Lazada)
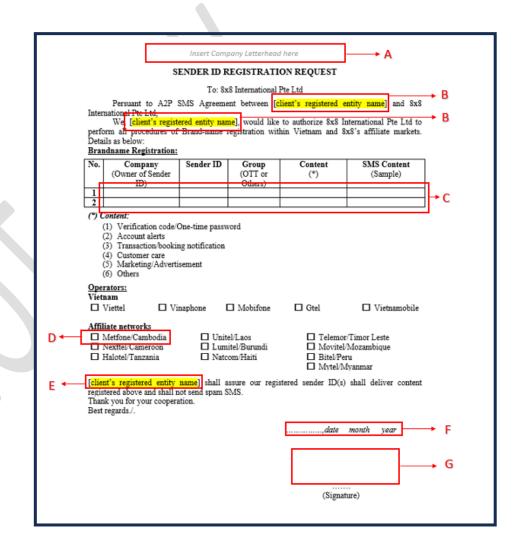3. **Do not change any content in the template**

Direct Client

8x8 International Pte Ltd | 1 George Street, #22-03/04 One George Street, Singapore 049145 | hello-asia@8x8.com

UEN: 201019122K | www.8x8.com/cpaas

Direct Client

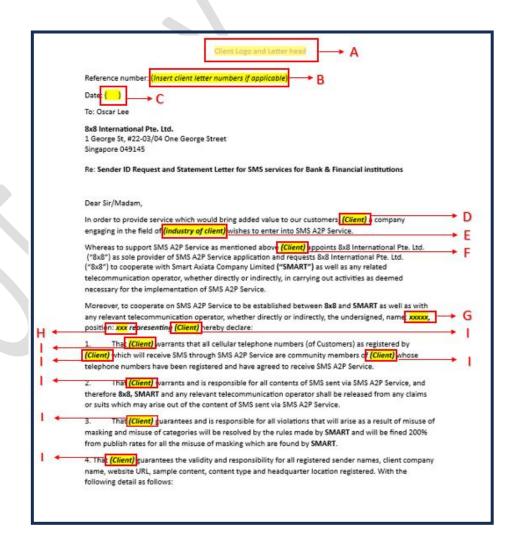### Client to 8x8 International Form 1

Guide

A. Provide client's Company letterhead
B. Fill in client's Company name
C. Fill in the following:
- **Company (Owner of Sender ID)** – Company Name
- **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- **Group** (OTT or Others)
- **Content (*)** – Choose number as shown below the table (e.g. (1) Verification code/One-time password)
- **SMS Content** (Provide the relevant content based on Content (*) column header. Full URL is required if there is any)

D. Tick the box for **Metfone/Cambodia**
E. Fill in client's Company name
F. Fill in current's date
G. Signature of Authorized Signatory and company stamp here

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Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) Page 1

Guide

A. Provide client's Company letterhead
B. Fill in client's Company reference letter number
   (Reference letter number is a unique identifier that is assigned to a particular document determined by the company)
C. Update to current date
D. Fill in client's Company name
E. Fill in client's Company industry (e.g. banking, cryptocurrency, fintech, e-commerce)
F. Fill in client's Company name
G. Fill in name of Authorized Signatory
H. Fill in title/designation of Authorized Signatory
I. Fill in client's Company name

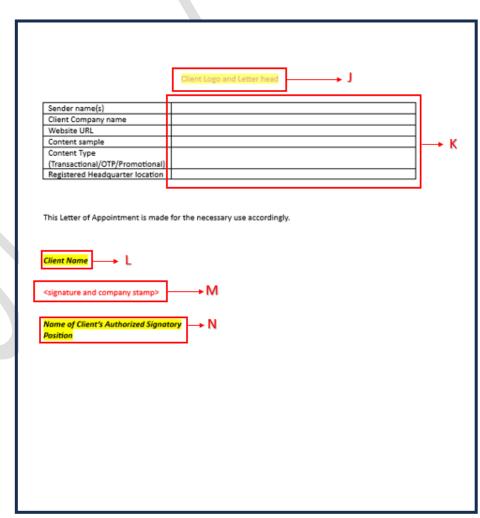**Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) Page 2**

J. Provide client's Company letterhead
K. Fill in the following:
- **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- **Client Company Name** (Client's Company name)
- **Website URL** (URL link of client's Company website)
- **Content Sample** (Provide the relevant content message. Full URL is required if there is any)
- **Content Type (Transactional/OTP/Promotional)**
  - o Based on the **Content Sample** provided.
  - o Transactional : notification, OTP : OTP, Promotional : marketing/advertising
- **Registered Headquarter location** (Indicate Headquarter address of Client's company)

L. Fill in client's Company name
M. Signature of Authorized Signatory and company stamp here
N. Fill in Authorized Signatory's name and designation/position *(same as point **G** and **H**)*

Client Logo and Letter head	→ J

Sender name(s)	
Client Company name	
Website URL	
Content sample	
Content Type (Transactional/OTP/Promotional)	
Registered Headquarter location	

→ K

This Letter of Appointment is made for the necessary use accordingly.

Client Name → L

<signature and company stamp> → M

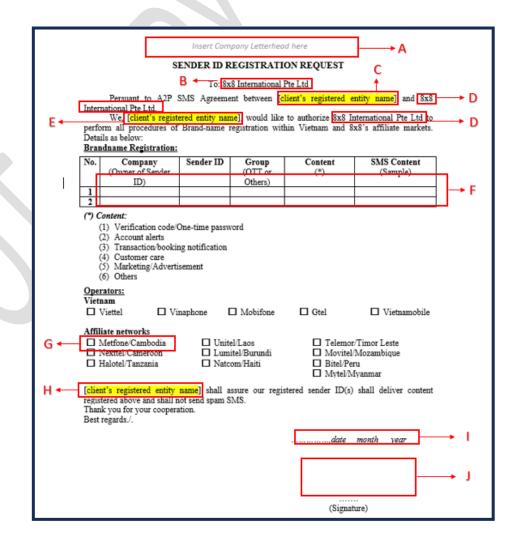Name of Client's Authorized Signatory Position → N

Non-Direct Client
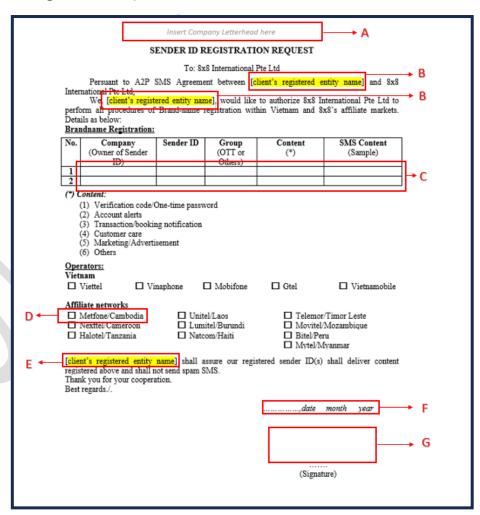
Non-Direct Client

Client to 8x8 International Form 1 (*End-client to Aggregator/Authorized Agent*)

Guide

A. Provide **end-client's** Company letterhead
B. Change to **Aggregator/Authorized Agent's** Company name
C. Fill in **end-client's** Company name
D. Change to **Aggregator/Authorized Agent's** Company name
E. Fill in **end-client's** Company name
F. Fill in the following:
   - **Company** (Owner of Sender ID)
     - **End-client's** Company name
   - **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
   - **Group** (OTT or Others)
   - **Content** (*) – Choose number as shown below the table (e.g. (1) Verification code/One-time password)
   - **SMS Content** (Provide the relevant content based on Content (*) column header. Full URL is required if there is any)
G. Tick the box for **Metfone/Cambodia**
H. Fill in **end client's** Company name
I. Fill in current's date
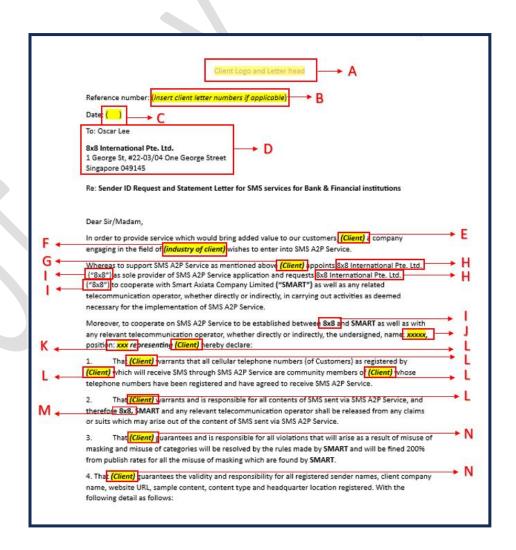J. Signature of Authorized Signatory and company stamp of **end-client** here

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Client to 8x8 International Form 1 *(Aggregator/Authorized Agent to 8x8)*

Guide

A. Provide ==Aggregator/Authorized Agent's== Company letterhead

B. Fill in ==Aggregator/Authorized Agent's== Company name

C. Fill in the following:
   a. **Company** (Owner of Sender ID)
      - ==End-client's== Company name
   b. **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
   c. **Group** (OTT or Others)
   d. **Content** (*) – Choose number as shown below table (e.g. (1) Verification code/One-time password)
   e. **SMS Content** (Provide the relevant content based on Content (*) column header. Full URL is required if there is any)

D. Tick the box for **Metfone/Cambodia**

E. Fill in ==Aggregator/Authorized Agent's== Company name

F. Fill in current's date

G. Signature of Authorized Signatory and company stamp of ==Aggregator/Authorized Agent== here

Insert Company Letterhead here → A

SENDER ID REGISTRATION REQUEST

To: 8x8 International Pte Ltd

Pursuant to A2P SMS Agreement between [client's registered entity name] and 8x8 → B
International Pte Ltd,
We [client's registered entity name], would like to authorize 8x8 International Pte Ltd to → B
perform all procedures of Brand-name registration within Vietnam and 8x8's affiliate markets.
Details as below:
Brandname Registration:

No.	Company (Owner of Sender ID)	Sender ID	Group (OTT or Others)	Content (*)	SMS Content (Sample)
1					
2					

→ C

(*) Content:
(1) Verification code/One-time password
(2) Account alerts
(3) Transaction/booking notification
(4) Customer care
(5) Marketing/Advertisement
(6) Others

Operators:
Vietnam
☐ Viettel ☐ Vinaphone ☐ Mobifone ☐ Gtel ☐ Vietnamobile

Affiliate networks
D → ☐ Metfone/Cambodia ☐ Unitel/Laos ☐ Telemor/Timor Leste
☐ Nexttel/Cameroon ☐ Lumitel/Burundi ☐ Movitel/Mozambique
☐ Halotel/Tanzania ☐ Natcom/Haiti ☐ Bitel/Peru
☐ Mytel/Myanmar

E → [client's registered entity name] shall assure our registered sender ID(s) shall deliver content
registered above and shall not send spam SMS.
Thank you for your cooperation.
Best regards./.

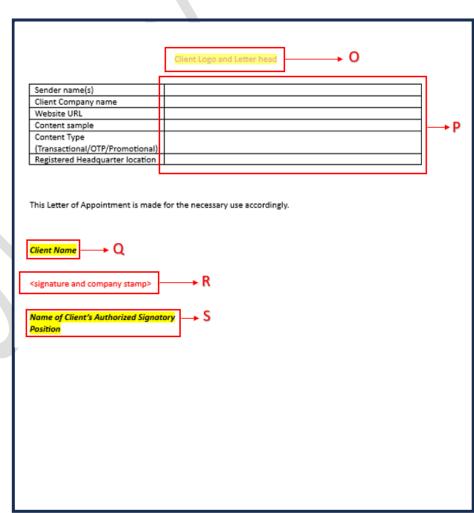................date month year → F

→ G
....
(Signature)

Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) *(End-client to Aggregator/Authorized Agent)* **- Page 1**

Guide

A. Provide end-client's Company letterhead
B. Fill in end-client's Company reference letter number (*Reference letter number is a unique identifier that is assigned to a particular document determined by the company*)
C. Update to current date
D. Change to Aggregator/Authorized Agent's authorized signatory name, company name and company address
E. Fill in end-client's Company name
F. Fill in end-client's Company industry (e.g. banking, cryptocurrency, fintech, e-commerce)
G. Fill in end-client's Company name
H. Change to Aggregator/Authorized Agent's company name
I. Change to Aggregator/Authorized Agent's short name
J. Fill in name of Authorized Signatory of end-client
K. Fill in title/designation of Authorized Signatory of end-client
L. Fill in end-client's Company name
M. Change to Aggregator/Authorized Agent's short name (*same as point I*)
N. Fill in end-client's Company name

Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) *(End-client to Aggregator/Authorized Agent)* **- Page 2**
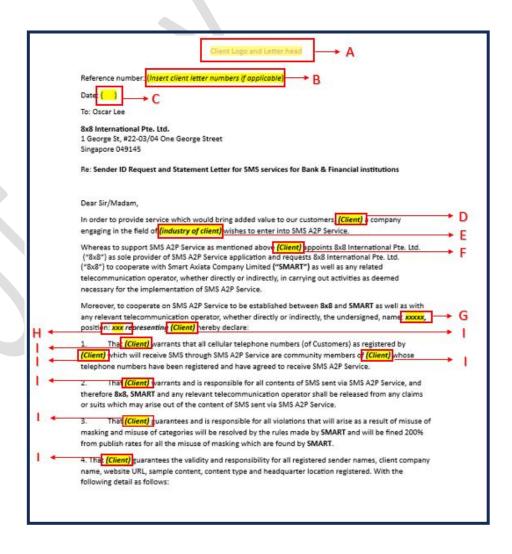
O. Provide **end-client's** Company letterhead

P. Fill in the following:

- **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- **Client Company Name** (**End-client's** Company Name)
- **Website URL** (URL link of **end-client's** Company website)
- **Content Sample** (Provide the relevant content message. Full URL is required if there is any)
- **Content Type (Transactional/OTP/Promotional)**
  - Based on **Content Sample** provided.
  - Transactional : notification, OTP : OTP, Promotional : marketing/advertising
- **Registered Headquarter location** (Indicate Headquarter address of **end-client's** company)

Q. Fill in **end-client's** Company name

R. Signature of authorized Signatory and company stamp of **end-client** here

S. Fill in Authorized Signatory's name and designation/position of **end-client** *(same as point J and K)*

Client Logo and Letter head → **O**

Sender name(s)	
Client Company name	
Website URL	
Content sample	
Content Type (Transactional/OTP/Promotional)	
Registered Headquarter location	

→ **P**

This Letter of Appointment is made for the necessary use accordingly.

Client Name → **Q**

<signature and company stamp> → **R**

Name of Client's Authorized Signatory Position → **S**

Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) *(Aggregator/Authorized Agent to 8x8)* **- Page 1**

Guide

A. Provide **Aggregator/Authorized Agent's** Company letterhead

B. Fill in **Aggregator/Authorized Agent's** Company reference letter number *(Reference letter number is a unique identifier that is assigned to a particular document determined by the company)*

C. Update to current date

D. Fill in **Aggregator/Authorized Agent's** Company name

E. Fill in **Aggregator/Authorized Agent's** Company industry (e.g. banking, cryptocurrency, fintech, e-commerce)

F. Fill in **Aggregator/Authorized Agent's** Company name

G. Fill in name of Authorized Signatory of **Aggregator/Authorized Agent**

H. Fill in title/designation of Authorized Signatory of **Aggregator/Authorized Agent**

I. Fill in **Aggregator/Authorized Agent's** Company name

Axiata Smart Cambodia ONLY - Appointment Letter for SMS services for Bank & Financial institutions 8x8 International (Non-Tsel) *(Aggregator/Authorized Agent to 8x8)* - Page 2

J.   Provide **Aggregator/Authorized Agent's** Company letterhead

K.   Fill in the following:

- **Sender ID** (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
- **Client Company Name** (**End-client's** Company Name)
- **Website URL** (URL link of **end-client's** Company website)
- **Content Sample** (Provide the relevant content message. Full URL is required if there is any)
- **Content Type (Transactional/OTP/Promotional)**
    - Based on **Content Sample** provided.
    - Transactional : notification, OTP : OTP, Promotional : marketing/advertising
- **Registered Headquarter location** (Indicate Headquarter address of **end-client's** company)

L.   Fill in **Aggregator/Authorized Agent's** Company name

M.   Signature of Authorized Signatory and company stamp of **Aggregator/Authorized Agent** here

N.   Fill in Authorized Signatory's name and designation/position of **Aggregator/Authorized Agent** *(same as point **G** and **H**)*