

Guide on filling up LOA towards Cambodia

Created on: 15 December 2023

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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

DO NOT COPY

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

Insert Company Letterhead here

→ A

SENDER ID REGISTRATION REQUEST

To: 8x8 International Pte Ltd

Persuant to A2P SMS Agreement between [client's registered entity name] and 8x8 International Pte Ltd, → B

We [client's registered entity name], → B would like to authorize 8x8 International Pte Ltd to 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

.....
(Signature) → G

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

Client Logo and Letter head → A

Reference number: (Insert client letter numbers if applicable) → B

Date: [] → C

To: Oscar Lee

8x8 International Pte. Ltd.
1 George St, #22-03/04 One George Street
Singapore 049145

Re: Sender ID Request and Statement Letter for SMS services for Bank & Financial institutions

Dear Sir/Madam,

In order to provide service which would bring added value to our customers, (Client) company, engaging in the field of (Industry of client) wishes to enter into SMS A2P Service. → D
→ E

Whereas to support SMS A2P Service as mentioned above, (Client) appoints 8x8 International Pte. Ltd. ("8x8") as sole provider of SMS A2P Service application and requests 8x8 International Pte. Ltd. ("8x8") to cooperate with Smart Axiata Company Limited ("SMART") as well as any related telecommunication operator, whether directly or indirectly, in carrying out activities as deemed necessary for the implementation of SMS A2P Service. → F

Moreover, to cooperate on SMS A2P Service to be established between 8x8 and SMART as well as with any relevant telecommunication operator, whether directly or indirectly, the undersigned, name: xxxxx, position: xxx representing (Client) hereby declare: → G

H
I
I
I
I
I
I
I

1. That (Client) warrants that all cellular telephone numbers (of Customers) as registered by (Client) which will receive SMS through SMS A2P Service are community members of (Client) whose telephone numbers have been registered and have agreed to receive SMS A2P Service. → I
2. That (Client) warrants and is responsible for all contents of SMS sent via SMS A2P Service, and therefore 8x8, SMART and any relevant telecommunication operator shall be released from any claims or suits which may arise out of the content of SMS sent via SMS A2P Service.
3. That (Client) guarantees and is responsible for all violations that will arise as a result of misuse of masking and misuse of categories will be resolved by the rules made by SMART and will be fined 200% from publish rates for all the misuse of masking which are found by SMART.
4. That (Client) guarantees the validity and responsibility for all registered sender names, client company name, website URL, sample content, content type and headquarter location registered. With the following detail as follows:

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)**
 - Based on the **Content Sample** provided.
 - 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*)

The diagram shows a form for an Appointment Letter. It includes a table for client information, a signature line, and a name/position line. Callouts J through N point to specific fields:

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

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

DO NOT COPY

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

Insert Company Letterhead here → **A**

SENDER ID REGISTRATION REQUEST

← **B** To: 8x8 International Pte Ltd

↕ **C**

Persuant to A2P SMS Agreement between **client's registered entity name** and 8x8 International Pte Ltd. → **D**

We, **client's registered entity name** would like to authorize 8x8 International Pte Ltd to perform all procedures of Brand-name registration within Vietnam and 8x8's affiliate markets. Details as below: → **D**

Brandname Registration:

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

→ **F**

(*) 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

Metfone/Cambodia Unitel/Laos Telemor/Timor Leste

Nexttel/Cameroon Lumitel/Burundi Movitel/Mozambique

Halotel/Tanzania Natcom/Haiti Bitel/Peru

Mytel/Myanmar

G ← Metfone/Cambodia

H ← **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 → **I**

.....
(Signature) → **J**

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

Persuant to A2P SMS Agreement between [client's registered entity name] and 8x8 International Pte Ltd. → B

We [client's registered entity name], would like to authorize 8x8 International Pte Ltd to perform all procedures of Brand-name registration within Vietnam and 8x8's affiliate markets. → B

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

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Nexttel/Cameroon Lumitel/Burundi Movitel/Mozambique

Halotel/Tanzania Natcom/Haiti Bitel/Peru

Mytel/Myanmar

[client's registered entity name] shall assure our registered sender ID(s) shall deliver content registered above and shall not send spam SMS. → D

Thank you for your cooperation. → E

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

Client Logo and Letter Head → A

Reference number: (Insert client letter numbers if applicable) → B

Date: () → C

To: Oscar Lee → D

8x8 International Pte. Ltd.
1 George St, #22-03/04 One George Street
Singapore 049145

Re: Sender ID Request and Statement Letter for SMS services for Bank & Financial institutions

Dear Sir/Madam,

In order to provide service which would bring added value to our customers, (Client) a company → E
engaging in the field of (industry of client) wishes to enter into SMS A2P Service. → F

Whereas to support SMS A2P Service as mentioned above, (Client) appoints 8x8 International Pte. Ltd. → H
("8x8") as sole provider of SMS A2P Service application and requests 8x8 International Pte. Ltd. → H
("8x8") to cooperate with Smart Axiata Company Limited ("SMART") as well as any related → I
telecommunication operator, whether directly or indirectly, in carrying out activities as deemed
necessary for the implementation of SMS A2P Service. → I

Moreover, to cooperate on SMS A2P Service to be established between 8x8 and SMART as well as with → I
any relevant telecommunication operator, whether directly or indirectly, the undersigned, name: xxxxxx, → J
position: xxx representing (Client) hereby declare: → K

1. That (Client) warrants that all cellular telephone numbers (of Customers) as registered by → L
(Client) which will receive SMS through SMS A2P Service are community members of (Client) whose → L
telephone numbers have been registered and have agreed to receive SMS A2P Service. → L

2. That (Client) warrants and is responsible for all contents of SMS sent via SMS A2P Service, and → L
therefore 8x8, SMART and any relevant telecommunication operator shall be released from all claims → M
or suits which may arise out of the content of SMS sent via SMS A2P Service. → M

3. That (Client) guarantees and is responsible for all violations that will arise as a result of misuse of → N
masking and misuse of categories will be resolved by the rules made by SMART and will be fined 200% → N
from publish rates for all the misuse of masking which are found by SMART. → N

4. That (Client) guarantees the validity and responsibility for all registered sender names, client company → N
name, website URL, sample content, content type and headquarter location registered. With the
following detail as follows: → N

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

Client Logo and Letter head → A

Reference number: (Insert client letter numbers if applicable) → B

Date: () → C

To: Oscar Lee

8x8 International Pte. Ltd.
1 George St, #22-03/04 One George Street
Singapore 049145

Re: Sender ID Request and Statement Letter for SMS services for Bank & Financial institutions

Dear Sir/Madam,

In order to provide service which would bring added value to our customers (Client) company engaging in the field of (Industry of client) wishes to enter into SMS A2P Service. → D, E

Whereas to support SMS A2P Service as mentioned above (Client) appoints 8x8 International Pte. Ltd. ("8x8") as sole provider of SMS A2P Service application and requests 8x8 International Pte. Ltd. ("8x8") to cooperate with Smart Axiata Company Limited ("SMART") as well as any related telecommunication operator, whether directly or indirectly, in carrying out activities as deemed necessary for the implementation of SMS A2P Service. → F

Moreover, to cooperate on SMS A2P Service to be established between 8x8 and SMART as well as with any relevant telecommunication operator, whether directly or indirectly, the undersigned, name (xxxxx), position: xxx representing (Client) hereby declare: → G

H

I

I

I

I

I

I

1. The (Client) warrants that all cellular telephone numbers (of Customers) as registered by (Client) which will receive SMS through SMS A2P Service are community members of (Client) whose telephone numbers have been registered and have agreed to receive SMS A2P Service. → I

2. The (Client) warrants and is responsible for all contents of SMS sent via SMS A2P Service, and therefore 8x8, SMART and any relevant telecommunication operator shall be released from any claims or suits which may arise out of the content of SMS sent via SMS A2P Service.

3. That (Client) guarantees and is responsible for all violations that will arise as a result of misuse of masking and misuse of categories will be resolved by the rules made by SMART and will be fined 200% from publish rates for all the misuse of masking which are found by SMART.

4. The (Client) guarantees the validity and responsibility for all registered sender names, client company name, website URL, sample content, content type and headquarter location registered. With the following detail as follows:

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**)

Client Logo and Letter head → J	
Sender name(s)	→ K
Client Company name	
Website URL	
Content sample	
Content Type (Transactional/OTP/Promotional)	
Registered Headquarter location	

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