Guide on filling up LOA towards Thailand

Created on: 1 December 2023

Requirements towards Thailand

For Direct clients (Owner of SID directly connected to 8x8)

1. Letter of Authorisation – Thailand (End-client to 8x8)

For Non-Direct clients (Owner of SID is not directly connected to 8x8)

- 1. Letter of Authorisation Thailand ****Chained LOA is required****
 - Letter of Authorisation Thailand (End-client to Aggregator/Authorized Agent)
 - Letter of Authorisation Thailand (Aggregator/Authorized Agent to 8x8)

Note:

- 1. For Thailand, if Sender ID is for both **OTP and Marketing**, **TWO** Sender ID is needed (1 Sender ID for OTP and another Sender ID for Marketing)
- 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 in some)
- 3. Please provide it in **PDF format** after filling up the letters.
- 4. Do not change any content in the template

Private and confidential

Direct Client

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

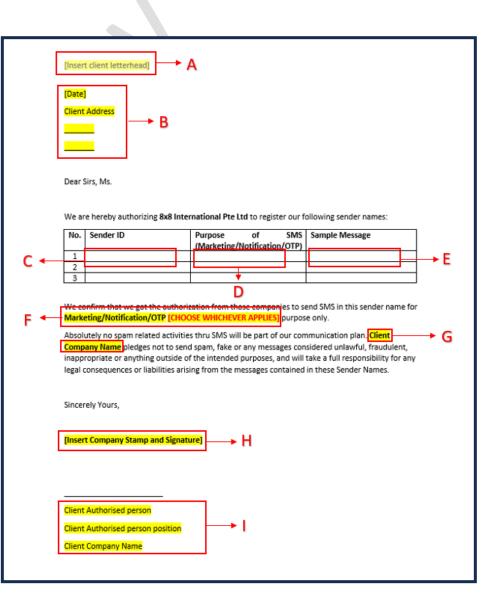
8x8

Direct Client

Letter of Authorisation - Thailand (end client to 8x8)

<u>Guide</u>

- A. Provide **client's** Company letterhead.
- B. Fill in current date, **client's** Company name and Company Address.
- C. Fill in the **Sender ID**
 - Take note of the following:
 - Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
 - OTP and Marketing traffic is <u>not allowed</u> to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)
- D. Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- E. Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- F. Fill in purpose of SMS similar to what is indicated on the table
- G. Fill in **client's** company name
- H. Insert signature and company stamp here
- I. Fill in Authorized person's name, position/designation and client's company name



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Non-Direct Client

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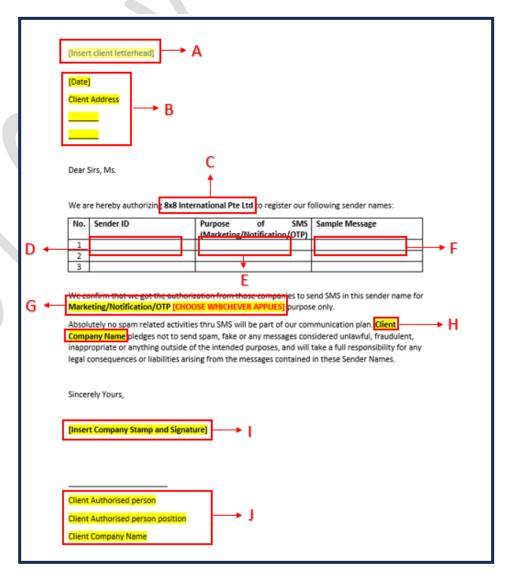
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Non-Direct Client

Letter of Authorisation - Thailand (end client to Aggregator/Authorized Agent)

<u>Guide</u>

- A. Provide **end-client's** Company letterhead.
- B. Fill in end-client's Company name and Company Address.
- C. Change to Aggregator/Authorized Agent's Company Name
- D. Fill in the Sender ID
 - Take note of the following:
 - Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
 - OTP and Marketing traffic is <u>not allowed</u> to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)
- E. Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- F. Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- G. Fill in purpose of SMS similar to what is indicated on the table
- H. Fill in end-client's company name
- I. Insert signature and company stamp from end-client here
- J. Fill in **end-client's** Authorized person's name, position/designation and client's company name



<u>Guide</u>

- A. Provide Aggregator/Authorized Agent's Company letterhead.
- B. Fill in current date, **Aggregator/Authorized Agent's** Company name and Company Address.
- C. Fill in the Sender ID
 - Take note of the following:
 - Sender ID (Alphanumeric only, minimum 3 and maximum 11 characters including spacing)
 - Best to not have spacing (e.g. "Amazon-OTP" is preferred over "Amazon OTP")
 - OTP and Marketing traffic is <u>not allowed</u> to have same Sender ID (It should be 1 Sender ID for OTP/Notification and another 1 Sender ID for Marketing)
- D. Fill in the **purpose of SMS**: either OTP / Notification / Marketing
- E. Fill in **Sample Message** (Provide the relevant content based on traffic type. Full URL is required if there is any)
- F. Fill in purpose of SMS similar to what is indicated on the table.
- G. Fill in Aggregator/Authorized Agent's company name.
- H. Insert signature and company stamp from Aggregator/Authorized Agent here
- I. Fill in **Aggregator/Authorized Agent's** Authorized person's name, position/designation and client's company name

