

SALESFORCE INTEGRATION Version 2.2

LATEST CHANGES

Version 1.0	28/01/2018	First version of the document
Version 1.1	18/02/2020	Added campaign name
Version 1.2	19/02/2020	Added external ID
Version 1.3	03/03/2020	Added TAGs
Version 2.0	09/07/2020	Section New SMS campaign added from AppExchange
		Section My SMS campaigns added from AppExchange
		Section settings added from AppExchange
Version 2.1	17/07/2020	Added fragmentation option
		Added preview in the campaign list
		Added message in notifications
Version 2.2	04/11/2020	Added expiry hour in settings

INDEX

PREVIOUS CONSIDERATIONS	Page 3
CREDENTIALS	Page 4
JOURNEY BUILDER	Page 6
URLs	Page 11
SMS STATISTICS	Page 12
CERTIFIED SMS	Page 16
SETTINGS	Page 17
NEW SMS CAMPAIGN	Page 20
MY SMS CAMPAIGNS	Page 27
ANNEX A: GSM7 CHARACTER SET	Page 31
ANNEX B: GSM7 CHARACTER SET EXTENSION	Page 32

PREVIOUS CONSIDERATIONS

For this integration to work properly it is necessary to bear in mind the following previous considerations:

- You must have a 360NRS account, with a validated billing profile and sufficient credit.
- Mobile phones must **always** contain the international prefix. Otherwise, the messages can not be delivered correctly.
- The senders can be numeric or alphanumeric. For **numeric** senders, the maximum length is **15 characters** and for **alphanumerics 11 characters**.
- A standard SMS allows a maximum of 160 characters using the GSM7 codification. Characters not supported by the GSM7 codification will be automatically substituted for the most similar character in GSM7. For example: "á" is not supported by GSM7, so the system will change it for an "a", which is the character supported by GSM7. You can find all GSM7 characters allowed in the annex.
- Some characters included in the GSM7 count as 2 characters. You can find the extended characters in the annex
- If the length of SMS is greater than the maximum, the system will concatenate the necessary SMS up to a maximum of 5 SMS. (the end user sees it as if it was a single SMS).
- The certified SMS have an additional cost.

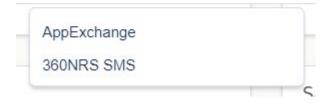
CREDENTIALS

To integrate 360NRS with Salesforce Marketing Cloud it is necessary to connect 360NRS to Salesforce Marketing Cloud..

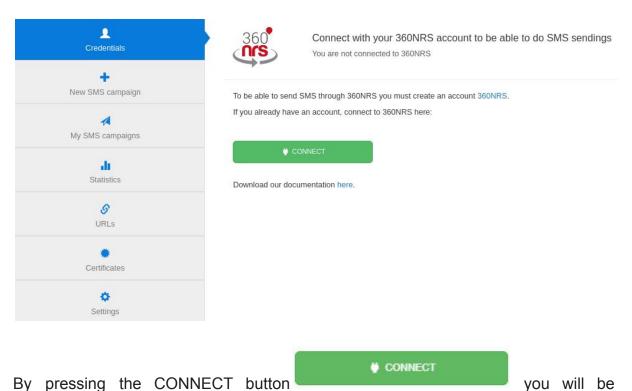
To do this, go to your Salesforce Marketing Cloud account to the **360NRS SMS** menu within AppExchange



AppExchange



There the following screen will appear:



redirected to the Login screen, where you must enter your 360NRS credentials.

salesforce 4	
THE SMART PLATFORM FOR AUTOMATING CAM	PAIGNS
CONNECT	
Connect with my 360NRS account	
Username	
Password	
CONNECT	

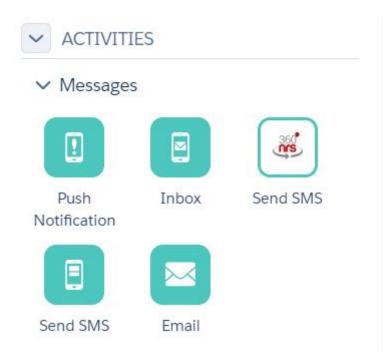
By entering the credentials you will be redirected back to the initial screen where, if everything went well, your account will now appear as connected.

L Credentials	Connect with your 360NRS account to be able to do SMS sendings You are connecting to 360NRS using your account demo360
New SMS campaign	To disconnect from your 360NRS account press the disconnect button:
My SMS campaigns	X DISCONNECT
Statistics	Download our documentation here.
8 URLs	
Certificates	
Settings	

JOURNEY BUILDER

At any time, you can add an SMS sending action through 360NRS.

To do so, you must click on the Send SMS button displayed in the Activities section.



To add the activity to the journey you must drag and drop, but first you must set-up an Entry source, otherwise the system will not allow you create your message.



After clicking on **Send SMS**, a pop-up menu will appear, where you can enter the details of your message.

MANDATORY FIELDS	2 OPTIONAL FIELDS
Sender	
Sender	
Name or sender numbe	you want the receiver to see. Maximum 11 characters.
Codification	
Advanced (UTF-16	
na na sepana desena Transcere. N	supports all characters but limits text to 70 characters per message RL_41}
Message	RL_41}
Message Hello {name} 😛 {U	RL_41} Used characters 10/70 (1 SMS
Message Hello {name} 😛 {U	RL_41} Used characters 10/70 (1 SMS
Message Hello {name} 😛 {U Custom fields and emoji name	RL_41} Used characters 10/70 (1 SMS
Message Hello {name} 😛 {U Custom fields and emoji name	RL_41} Used characters 10/70 (1 SMS s
Message Hello {name} 😛 {U Custom fields and emoji name You can add custom fiel	RL_41} Used characters 10/70 (1 SMS s

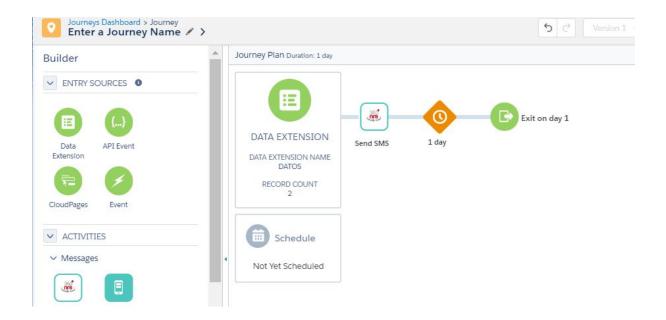
Send SMS	×
MANDATORY FIELDS OPTIONAL FIELDS	
Expiry date	
Select the date from which you do not want your message to be delivered under any circumstances.	
Certified SMS	
The Certified SMS is a text message sent to a mobile phone which generates a digitally-signed certificate that is valid as evidence.	
Campaign name	
TEST	
automatically by month. TAGs TAG1 X TAG2 X	
Add tags to your sending so you can search and get statistics by tag.	
external v	
Select the column of your Data Extension that will be additionally displayed in the statistics.	
ancel Back Do	one

Here you can enter the following data:

Field	Description
Sender	Sender's text, this label can contain up to 15 numbers or 11 alphanumeric characters

Codification	The possible values are "gsm" and "utf-16". The "gsm" value for normal sendings with GSM7 coding and 160 characters per message, and the value "utf-16 for UCS2 coding (UTF16) and 70 characters per message." If not specified, the default value is "gsm"
Message	Message text. Here you can add Custom Variables according to the selected input source; these variables are replaced by the corresponding values of the input source. You can also add emojis, the latter available only for UTF-16 codification.
URLs	Custom urls, for more information See URLs.
Expiry date	Date from which the message is no longer sent.
Certified SMS	If this parameter it's specified as "true", the message will be sent as a certified SMS.
	NOTE: Certified messages have additional costs.
Campaign Name	If specified, the statistics will be grouped with that name. If not specified, the statistics will be grouped automatically by month.
Tags	Add TAGs and they will be displayed in the "TAGs" column of the statistics.
External ID	Select a column from the "Data extension" and that information will be displayed in the "External ID" column of the statistics.

Once your message is ready, press the Done button located below and the **Send SMS** action will be integrated into the Journey; after doing that, the activity box will be green.



Once the Journey is executed and reaches that action, the SMS will be sent.

URLs

Whenever you want, you can add URLs to be inserted in your SMS sendings through 360NRS; in order to do this, go to the 360NRS SMS menu within

AppExchange and go to the URLs section.

Credentials	36		anage the URLs you can u are connecting to 360NRS us			•				
+ New SMS campaign									ADD	+
My SMS campaigns	ID ,	NAME 👙	URL	♦ PREVIEW TITLE ♦	PREVIEW DESCRIPTION	PREVIEW IMAGE URL	¢ DATE \$	LAST MODIFICATION	ACTI	
Statistics	79	Palmer Tran	https://www.libynef.com	Illum illum at dolor vel adipisci voluptate dolo	At autem distinctio Ut elit	https://www.mebakuxo.org.au	2020-06-30 09:31:41	2020-06-30 09:31:41	A	1
	77	example.com	https://example.com	test title	test desc		2020-04-14 09:53:02	2020-04-14 09:53:02	A	1
8 URLs	76	MI_URL	https://www.google.com				2020-02-05 11:59:37	2020-02-05 11:59:37	<u>A</u>	1
	75	Test Raül	http://google.com	Título	Descripción	https://www.360nrs.com/images/logo-big.png	2020-01-13 16:35:52	2020-01-13 16:35:52	<u>A</u>	1
Certificates	74	aaaaaa	http://google.com				2019-09-11 09:19:23	2019-09-17 12:50:02	<u>A</u>	1
	73	URL	http://www.rtve.es/radio/radio3/				2019-09-11 09:10:28	2019-09-11 09:10:28	A	1
Settings	72	Radio tve	http://www.rtve.es/radio/radio3/			https://cnnespanol2.files.wordpress.com/2018/01/objetos- ordenados-imagenes-emily-blincoe.jpg? quality=100&strip=info&w=1100&h=619&crop=1	2019-09-11 09:05:14	2019-09-11 09:05:14	A	1

The URLs added here will also appear in the **Send Sms** activity inside the Journey Builder.

SMS STATISTICS

To check the complete statistics on any campaign made through 360NRS you must

go to the **360NRS sms** menu within AppExchange and then select the Statistics option.

Credentials	360 Check the complete statistics of your SMS campaigns You are connecting to 360NRS using your account demo360		
+ New SMS campaign	SMS statistics 2020-06-10 to 2020-07-10		
My SMS campaigns	2020-06-10 - 2020-07-10 🛱 add a tag		FILTER
statistics	States by campaign	Sent	Summa Sent Delivered
<mark>ہ</mark> URLs	40	Delivered Not delivered Pending Unsubscriptions	Delivered Not delivere Pendin Unsubscription
Certificates	20 -	Unsubscriptions	
¢ Settings	annaign		

All the sendings made through Marketing Cloud's Journey are grouped as follows:

MARKETING_CLOUD_SMS_YEAR_MONTH

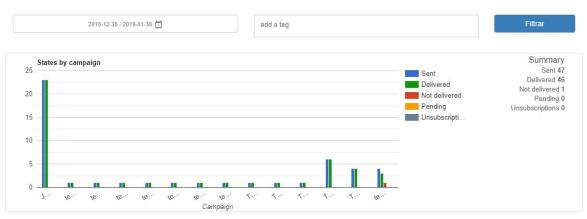
For example: MARKETING_CLOUD_SMS_2019_01

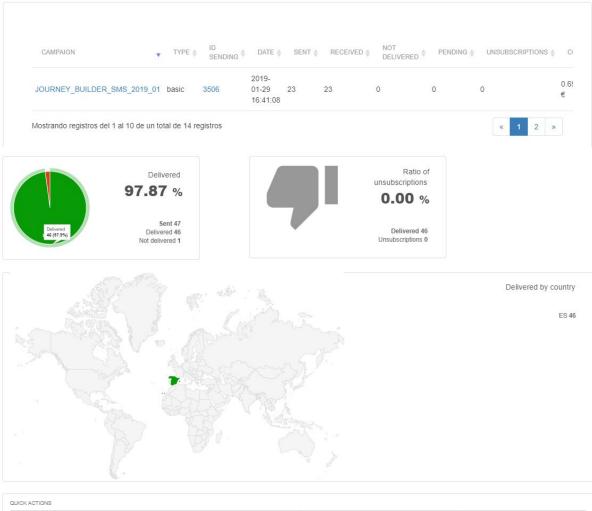
There you can find the complete statistics by channel (SMS) and download the information in CSV and PDF:



Check the complete statistics of your SMS campaigns You are connecting to 360NRS using your account demo360

SMS statistics 2018-12-30 to 2019-01-30





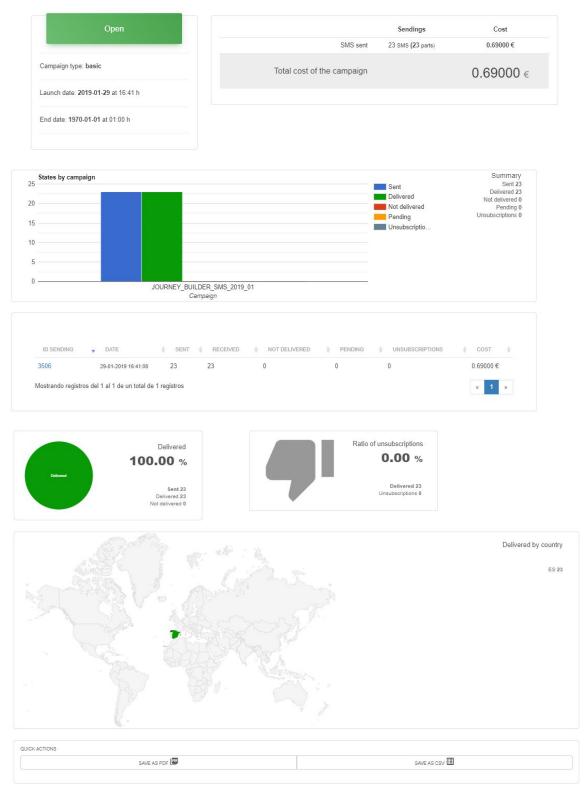
SAVE AS PDF	SAVE AS CSV

By clicking on the campaign you can see even more details per campaign:



Check the complete statistics of your SMS campaigns You are connecting to 360NRS using your account demo360

SMS campaign statistics JOURNEY_BUILDER_SMS_2019_01



And by clicking on the shipping number you will be able to see even more details (in addition to the statistics, graphs, map, etc., you will be able to see all the events by contact):

CONTACT	▼ MOBILE PHONE		0 LANDLINE	♦ EVENT	♦ DATE	¢ COUNTRY	BROWSER	0S	
100		100000-0000-00	Blank	sent	29-01-2019 16:41:12	ES			
100		1000000000000	Blank	sent	30-01-2019 18:28:12	ES			
		0.000	Blank	delivered	30-01-2019 15:41:23	ES			
100		100000-0000-001	Blank	sent	30-01-2019 15:09:09	ES			
1000		100000-0000-00	Blank	delivered	29-01-2019 17:11:09	ES			
1000		100000-0000-000	Blank	sent	30-01-2019 17:18:10	ES			
1000		100000-0000-000	Blank	sent	29-01-2019 17:08:14	ES			
100		100000-0000	Blank	delivered	29-01-2019 16:41:14	ES			
100		100000-0000-00	Blank	delivered	30-01-2019 16:26:15	ES			
			Blank	sent	30-01-2019 15:43:09	ES			

CERTIFIED SMS

To see the certified sms you must go to the 360NRS sms menu within the AppExchange and go to the Sms Certifieds section.



Download the PDF certificates for the certified SMS you have sent You are connecting to 360NRS using your account demo360

FILTERS Select date	All the status	is V	All the countries	Phone number		Search Q
DATE	TELEPHONE	COUNTRY	\$ SENDER	CERTIFICATION DATE	\$ STATUS \$	DOWNLOAD CERTIFICATE
		E Spain	Test CERT!	2018-09-19 11:04:36 (GMT+02:00)	DELIVERED	DOWNLOAD
		💿 Brazil	22222222	2017-12-21 10:47:40 (GMT+01:00)	DELIVERED	DOWNLOAD
		💿 Brazil	22222222	2017-12-21 10:41:21 (GMT+01:00)	NOT DELIVERED	DOWNLOAD
		E Spain	2222223	2017-11-15 12:33:35 (GMT+01:00)	UNKNOWN	DOWNLOAD
		9 Afghanistan	22222222	2017-11-15 12:29:51 (GMT+01:00)	REJECTED	DOWNLOAD
		Srazil	22222222	2017-11-15 12:25:48 (GMT+01:00)	EXPIRED	DOWNLOAD

SETTINGS

If you need to read from any of your Data Extension or to notify the status of the SMS in any of your Data Extension, it is necessary to introduce he following data in the Settings section: **Client id**, **Client secret**, **Auth url** y **Rest url**.

To read or notify in your Data Extension it is necessary that you introduce the following data: Client id, Client secret, Auth url and Rest url. If you do not know how to obtain those data, check our documentation.

Client id	Client secret
Auth uri	Rest url

To obtain those data you should accede to the **Setup** section from Marketing Cloud from the upper right section of the screen:

	v	
SETTI	NGS	
Setup	D I	
Cloud	d Prefere	ences
Show	/ Tips	
Sales	force He	elp & Training
Trust		
Logo	ut	

After that, inside the **Apps** > **Installed Packages** of the left side menu you will be able to see the packages installed:



Pressing on the **360nrs** package, you will be able to see the **Client id**, **Client secret**, **Auth url** y **Rest url**.

Components			
API Integration			
Business Unit	Account Id	Client Id	Client Secret
Authentication Base URI	đ		
REST Base URI	SOAP Base UF	81 6	
			ē

Once you have these data, you can introduce them in the section **Settings** inside the **AppExchange** > **360NRS SMS**:

Settings		
360 Settings You are connecting to 360NRS using your account	demo360	
To read or notify in your Data Extension it is necessary that you intro If you do not know how to obtain those data, check our documentati		Client id, Client secret, Auth url and Rest url.
Client id		Client secret
	~	
Auth url		Rest url
To notify the status of the SMS to one of your Data Extension, create Once created, introduce the External key of the Data Extension here		the attributes in the documentation.
External key (Opcional)		

It is possible to set the **expiry hour**. If it is set, the expiry date will be filled in the wizard with **today's date** and the hour you set here.

NOTIFICATIONS

If in addition, you want to write in one of your Data Extension the status of the SMS delivery notifications, you have to introduce the External Key of the Data Extension where you want to write them.

Once introduced the data press the button **CHECK** and if all are correct, press the button **SAVE**.

In order to write the notifications correctly, your Data Extension should have at least the following attributes: id, campaign, sender, phone, status, date, dateDir, external, tags and message:

	Name	Default Value	Length	Nullable
1	ABC id		50	No
	ABC campaign		150	Yes
	ABC sender		50	Yes
	ABC phone		50	Yes
	ABC status		50	Yes
	ABC date		50	Yes
	ABC external		150	Yes
	ABC tags		150	Yes
	ABC message		500	Yes
	ABC dateDir		50	Yes

NEW SMS CAMPAIGN

In this section you will be able to send or program a SMS campaign using the data of any of your Data Extension.



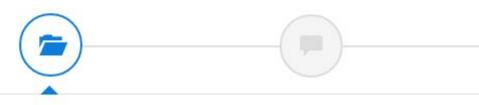
The assistant has 4 steps, in the first step the origin of the data is chosen, in the second one the SMS is set up, in the third one the optional parameters are set up and in the fourth one a preview is shown.

1. SELECT THE ORIGIN OF THE DATA

In this step the you introduce the External Key of the Data Extension where you have the data to make the campaign.

NOTE: In order that the assistant can obtain the data of your Data Extension it is necessary that you previously introduce the following data in the section Settings: **Client id**, **Client secret**, **Auth url** and **Rest url.** If you do not know how you obtain those data, check the section **Setting** of this document.





Select the origin of the data

Introduce the External Key of your Data Extensión that contains the data of the entry.

External	key *
----------	-------

СНЕСК 🗘

Here you can introduce:

Field	Description
External Key	It is the only ID from your Data Extension.

Once the External Key has been introduced, you should push the button CHECK. If everything is correct, a preview of 3 elements will appear showing the information obtained in that Data Extension.

phone	name	surname	external
652	Israel		123
653	Sergio		124
67(Dani		125
Mostrando 3 filas de 5			

After that you should choose the country to which you want to make the sending, in this column of the Data Extension the telephone number is and optionally in which column the Data Extension the External ID is.

Country *	Telephone *	External ID	ID	
España	T	•	•	

Here you can choose the following data:

Field	Description	
Country	The country where the SMS will be sent	
Telephone	It is the column of the Data Extension where the telephone number is.	
	The telephone number should be numeric, without spaces, and can have or not international prefix.	
External ID	Choose one column of the "Data Extension" and this information will be shown in the column "External ID" of the statistics and notifications.	

2. SET UP THE SMS

In this step you set up the sender ID, encoding and the text of the SMS.

Set up the SMS Set up the country, sender ID, encoding and	I text of the SMS.		
Sender *	Codification *		
Text *			
			Used characters 0 / 160 (0 SMS)
Filters Custom f	v URLs	Emojis	

Here you can introduce the following data:

Field	Description
Sender ID	Text of the sender ID, this parameter can contain until 15 digits or 11 alphanumeric characters.
Encoding	The possible values are "GSM-7" and "UTF-16". The value "GSM-7" for sendings with normal GSM-7 encoding and 160 characters each message and the value UTF-16 for UCS2 (UTF-16) encoding and 70 characters per message.
Text	Text of the message. It is possible to add Customized files, URLs and Emojis.
Filters	 Before adding a Customized field it it possible to choose a filter so that this customized file is shown: lower: in lower cases. upper: in capital letters. capitalize: the first letter of the first word in capital letters.
	 capitalizeAll: The first letter of each word in capital letters. formatDotComma: thousands separator with dot and decimals separator with comma.

	 formatCommaDot: thousands separator with comma and decimals separator with dot. shorten: returns a shortened url. It must be a valid url.
Customized files	The name of the columns found in your Data Extension will be shown. When the SMS is sent it will be replaced with the information on this column.
URLs	If you whitelist the URLs in the section URLs these ones will be shown in the selector. When the SMS is sent the system will automatically replace that URL with a short URL so that it uses less space in the SMS.
Emojis	It is possible to add emojis in the text of the SMS. The emojis are special characters, therefore they are not supported in GSM-7. When adding an emoji, the system will ask you to change the encoding to UTF-16 so that it can be shown correctly.

If when you are writing a SMS you introduce any character that is not supported with the encoding you are using, a confirmation message where you will be able to change the encoding or keep the current one will be shown.

coding change warning	
Do you want to change the encoding from GSM-7 to l	JTF-16?
Some of the characters you are using are not compatible with the cho	osen encoding (GSM-7).
If you change to UTF-16 encoding, the maximum text allowed will be	reduced, but you will be able to include any character.
If you do not change the encoding, the non compatible characters wil	I be replaced automatically by others compatible.
	MANTAIN IN GSM-7 🖏

3. SET UP OPTIONAL PARAMETERS

In this step you are able to set optional parameters like Campaign name, certificate or not, programming date, expiry date, time zone and tags.

		•	
Set up optional parameters			
Set up the campaign name, programming and	expiration date, tags and certificate.		
Campaign name		Certified?	
		No	
Schedule date (Y-M-D H:m)	Expiry date (Y-M-D H:m)	Time zone	
		(GMT+02:00) Madrid, Europe	
Fragments	Frequency per fragment		
	. T	· · ·	
Tags			
add a tag			

Here you can introduce the following data:

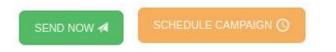
Field	Description
Campaign name	Name of the campaign. If it is not specified it will appear like the following example: <i>Marketing Cloud Campaign 2020-07-09 10:17:39</i>
Certificate	Indicates if the SMS will be sent as certified or not
	NOTE: The certified messages have an additional cost.
Programming date	Date when the SMS will be sent.
Expiry date	Date from which no other SMS will be sent.
Time zone	Time zone of the programming date and expiry date.
Fragmentation	Add the fragments in which you want to split the sending and the sending frequency for each fragment.
Tags	Add TAGs and they will be shown in the column "TAGs" of the statistics and in your Data Extension.

4. PREVIEW

In the preview you will be able to check all the details of the campaign. If any of these data are not correct, go to the previous steps and correct it.

(
Preview			
Check that the data	a are correct and send the campaign.		
SF			
Hi {name}, this	s is a test		
			Used characters 19 / 160 (1 SMS)
	Origin of the data		Campaign data
External key		Campaign	6222
Rows	5	Tags	122
Columns	phone,name,sumame,external	Codification	GSM-7
Telephone	phone	Certificate?	No
External ID		Programming date	-
Country	España	Expiry date	

When the details are correct, press the button SEND NOW or SCHEDULE CAMPAIGN. Depending if the campaign has a programming date or not one or the other button will be shown.

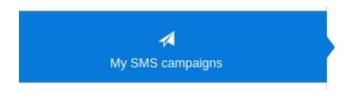


When pressing the button a message will be shown confirming that the campaign has been correctly processed:

ampaign processed	
The campaign was processed correctly You can check the status of the campaign from the section My SMS campaigns in the menu on the left.	
ACCEPT 🗸	

MY SMS CAMPAIGNS

In this section you will be able to see a list of the campaigns sent from the assistant My new SMS campaign.



In the list you will be able to see the status of the campaign, the sms sent and the possible actions depending on the status:

360°	My SMS campaigns You are connecting to 360NRS using your acco	unt demo360				
FILTERS	Select date	SEARCH Q	SENDING DATE	LAST UPDATE	▼ SENT ∳ S'	atus actions
4735 Market	ing Cloud Campaign 2020-07-10 12:14:04	SMS	2020-07-10 12:05:00 +02:00	2020-07-10 12:14:33 +02:00	5/5	FINISHED
4734 Market	ing Cloud Campaign 2020-07-10 09:21:52	SMS	2020-07-10 09:21:52 +02:00	2020-07-10 09:22:22 +02:00	1/1	FINISHED
4733 MI_CA	MPAÑA_123	SMS	2020-07-10 09:16:42 +02:00	2020-07-10 09:17:13 +02:00	5/5	FINISHED
4731 test		SMS (Certificate)	2020-07-09 14:39:14 +02:00	2020-07-10 09:23:23 +02:00	1/1	CANCELLED

<	Jul		•	2020	•			Aug		•	2020	¥	>
Su	Мо	Tu	We	Th	Fr	Sa	Su	Мо	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	1	23	24	25	26	27	28	29
2	3	4	5	6	7	8	30	31	1	2	3	4	5

It is possible to filter between different dates:

Depending on the status, a campaign can be **paused**, **restarted**, **cancelled** and **duplicated**. Independently of the status you will be able to see a preview of the campaign.

Pause campaign:

When the campaign is in sending status you can pause it.

SENDING	PAUSE
A CONTRACTOR OF	1.0003

When pressing the button PAUSE a confirmation message will be shown:

Pause campaign	
Do you want to pause this campaign? Once paused you will not be able to restart it.	
YES 🗸	NO X

Restart campaign:

When a campaign is in paused status you can restart it. The campaign will continue from there it was stopped when it was paused.



When pressing the button RESTART a confirmation message will be shown:

Restart campaign	
Do you want to restart this campaign? The campaign will continue from where it was stopped.	
YES 🗸	NO X

Cancel campaign:

When a campaign is cancelled you are not able to restart it.

SCHEDULED	CANCEL
-----------	--------

When pressing the button CANCEL a confirmation message will be shown:

Cancel campaign	
Are you sure that you want to cancel this campaign? Once cancelled you will not be able to restart it.	
YES 🗸	NO X
	000 0 T TO 00 0 LEA 100.00 00 00 00 00 00 00 00 00 00 00 00 0

Duplicate campaign:

When pressing the button DUPLICATE the wizard with the filled data of that campaign will be shown. The result will be a different campaign.



See preview

When pressing the button PREVIEW a window with all the data of the campaign will be shown.

SHED PREVI	w 💿
------------	-----

mpaign preview			
SF			
Test sms 3			
			Used characters 10 / 160 (1 SMS)
	Origin of the data		Campaign data
External key of Data Extension		Campaign	Marketing Cloud Campaign 2020-07-17 09:01:22
		Tags	test
Rows of Data Extension	3	Codification	GSM-7
Header of Data Extension	phone,name,sumame,external_id	Certified?	Yes
Telephone	phone	Schedule date	
External ID		9990 891 8400	
Country	España	Expiry date	
Country	Lapana	Fragments	

ANNEX A: GSM7 CHARACTER SET

BASIC CHARACTER CODE

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00	@	Δ	SP	0	i	Р	i	р
0x01	£	_	!	1	А	Q	a	q
0x02	\$	Φ	"	2	В	R	b	r
0x03	¥	Г	#	3	С	S	с	s
0x04	è	٨	¤	4	D	Т	d	t
0x05	é	Ω	%	5	Е	U	е	u
0x06	ù	Π	&	6	F	V	f	v
0x07	ì	Ψ	'	7	G	W	g	w
0x08	ò	Σ	(8	Н	Х	h	x
0x09	Ç	Θ)	9	Ι	Y	i	у
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0x0D	CR	æ	-	=	М	Ñ	m	ñ
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ANNEX B: GSM7 CHARACTER SET EXTENSION

THESE CHARACTERS OCCUPY TWO SPACES

	0x00	0x10	0x20	0x30	0x40	0x50	0x60	0x70
0x00					I			
0x01								
0x02								
0x03								
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