Mobile Alerting
How to create personalized alerts and distribute them through the mobile device's native push notification system

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Mobile Alerting

Agenda

How to create personalized alerts and distribute them through a mobile device's native push notification system

How to preset and trigger different alert types such as threshold-based alerts and subscriptions

Deliver alerts to a mobile device

Free SMS!
Mobile Alerting
Mobile Alerting
Push Notifications

• Deliver alert-based subscriptions to users automatically

• Delivery to iPhone, iPad, or Android (10.4 and above) with MicroStrategy Mobile

• Base alert on metric conditions

Integration with native device push notifications delivers personalized content and alerts
Mobile Alerting
Enable Push Notifications iOS

Prerequisites

- **Apple Push Notification Service (APNS)**
  - You must have an Apple iOS developer license to send mobile push notifications

- Intelligence Server machine must have a **direct internet connection** to the APNS

- **MicroStrategy Distribution Services**

- **Push notifications must be enabled** on an iPhone or iPad
  - The first time MicroStrategy Mobile for iPhone or iPad is opened on a device, the user is prompted to allow the application to receive push notifications

- To enable push notifications, Mobile Server must be configured to use **Secure Socket Layer (SSL) encryption**
  - See the Enabling Secure Communication chapter in the System Administration Guide for detailed instructions

https://community.microstrategy.com/s/article/KB299072-Configuring-MicroStrategy-Mobile-for-iPhone-or-iPad-to

http://www2.microstrategy.com/producthelp/10.10/MobileServer/WebHelp/Lang_1033/Content/MobileDesignAndAdmin/Configuring_MicroStrategy-Mobile_for_iPhone_or_iPad_1.htm
Mobile Alerting
Enable Push Notifications Android

Prerequisites

- **Google Cloud Message (GCM)** (free service without customizations)

- Intelligence Server machine must have a **direct internet connection** to the GCM

- **MicroStrategy Distribution Services**

- **Push notifications must be enabled** on an iPhone or iPad
  - The first time MicroStrategy Mobile for iPhone or iPad is opened on a device, the user is prompted to allow the application to receive push notifications

- To enable push notifications, Mobile Server must be configured to use **Secure Socket Layer (SSL) encryption**
  - See the Enabling Secure Communication chapter in the System Administration Guide for detailed instructions


http://www2.microstrategy.com/producthelp/10.10/MobileServer/WebHelp/Lang_1033/Content/MobileDesignAndAdmin/Configuring_MicroStrategy_Mobile_Android_push_notifications.htm
Mobile Alerting
Enable Push Notifications

High Level Steps

1. Setup environment on the Intelligence Server

2. Create a Mobile Configuration

3. Create a Mobile Subscription

4. Trigger a Push Notification

5. The first time the user opens MicroStrategy Mobile for iPhone, iPad or Android on a device, the user is prompted to allow push notifications for MicroStrategy Mobile.
   • The user must select Allow push notifications
Mobile Alerting
Setup environment on Intelligence Server

Install the certificate on the Intelligence Server machine that provides the push notifications.

- For instructions, see the documentation provided with your iOS developer license.

```javascript
//opt/mstr/MicroStrategy

Name | Size | Changed | Rights
--- | --- | --- | ----
public.pem | 27 KB | 11/30/2017 3:57:40 AM | rwxr-xr-x
apns-prod.pem | 5 KB | 9/11/2017 12:12:12 PM | rwxr-xr-x
```
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Setup environment on Intelligence Server

In Developer, create a Distribution Services Device for iPhone, iPad or Android.

- For detailed instructions, see the Scheduling Jobs and Administrative Tasks chapter in the System Administration Guide, or see the Developer Help (formerly the MicroStrategy Desktop Help).
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Setup environment on Intelligence Server
Mobile Alerting
Create a Mobile Configuration

Mobile App Configuration

- Before a user can view MicroStrategy reports and documents on a mobile device, that device must be configured to communicate with Intelligence Server.

- Within Mobile Administrator, you create a mobile configuration for iPhone, iPad, or Android which created an an XML file containing mobile device configuration instructions.
Mobile Alerting
Create a Mobile Configuration
Mobile Alerting
Create a Mobile Subscription

How to Schedule Mobile Notifications with Distribution Services
Mobile Alerting
But, First, Some Concepts…

Distribution Services Key Concepts

Subscription
• Mechanism for to receive reports and dashboards periodically

Schedule
• **Time-based Schedule:** Time-based that sets the periodicity of the subscription, (for example, 8AM every day, Weekly at 4 pm)
• **Event-based Schedule:** Delivery triggers only after a specific event takes places (for example, data load or ETL completion)

Alert-based Triggers
• Delivery triggers only after a specific threshold condition on the report is met (for example, Profit < $5000)

Recipients
• Group of users who will receive the reports or dashboards
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Schedules

- **Time-based schedule**: Send every Monday morning
- **Event-based schedule**: Send when the database is loaded

Mobile History List
File
Print
Email
Mobile Alerting
Alert Based Triggers

Proactively monitor KPIs that you care the most about

- Users can set thresholds on metric in reports
- Distribution Services regularly monitors the warehouse to check for threshold conditions
- Condition triggers delivery of alert reports, or delivery of any other report or dashboard…
Mobile Alerting
Create a Mobile Subscription
Mobile Alerting
Trigger a Push Notification
Mobile Alerting
SMS Notifications

FREE...mostly

- Simple text emails to a mobile phones
- Distribution Services
- Subscription with Delivery Notification to SMS Gateway Service
  - Email address will be in the format of "phonenumber@correspondingcarrierdomain"
  - AT&T for example, the email format is @mms.att.net
- Majority of those gateways are FREE and available to the general public
Mobile Alerting
SMS Gateway Carriers

US Carriers and MVNOs

**Alltel**: sms.alltelwireless.com | mms.alltelwireless.com
**AT&T**: txt.att.net | mms.att.net
**Boost Mobile**: sms.myboostmobile.com | myboostmobile.com
**Cricket Wireless**: txt.att.net | mms.att.net
**MetroPCS**: mymetropcs.com | mymetropcs.com
**Project Fi**: msg.fi.google.com
**Republic Wireless**: text.republicwireless.com
**Sprint**: messaging.sprintpcs.com | pm.sprint.com
**Ting**: message.ting.com
**T-Mobile**: tmomail.net
**US Cellular**: email.uscc.net | mms.uscc.net
**Verizon Wireless**: vtext.com | vzwpix.com
**Virgin Mobile**: vmobl.com | vmpix.com
Thank You!

Questions?