
UAE Sender ID Registration Process

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Understanding Bulk SMS Sender ID:

Before diving into the registration process, let's first understand what a Bulk SMS Sender ID is. A Sender ID is a unique identifier displayed as the sender of an SMS message. It typically consists of an alphanumeric string (e.g., company name or brand) and serves to establish trust and authenticity among recipients. Registering your Bulk SMS Sender ID ensures that your messages are delivered with a recognizable and legitimate sender, reinforcing your brand identity.

Bulk SMS Sender ID Registration in UAE

As per the latest changes introduced by TDRA of UAE, below are the steps to register a Bulk SMS sender ID in UAE:

1. Brand registration on either Etisalat's CMS Portal or DU's ESP Portal.
2. Sender Registration on Portal.
3. Sender Whitelisting with SMS Provider.

Let's look at them in detail:

1. Brand registration on CMS or ESP Portal:

CMS stands for Consent Management System, this is Etisalat's portal for uploading Senders, Collecting and maintaining customer's consents. While ESP stands for Enterprise SMS Portal created by EITC(DU) for applying Senders and managing and uploading brand's customers consent information.

If you have a valid Establishment card of your company, then you can proceed registering your brand with DU's ESP Portal by submitting the following documents to W2WTS:

1. Form B (fillable PDF document)
2. Valid Trade license copy (minimum 2 months)
3. Valid Establishment card copy
4. Emirates ID of Signing authority
5. Letter of Authorization (LOA) in case signing authority is other than mentioned in Trade license.

If you don't have an establishment card but your business is taking any service from Etisalat like internet, landline or mobile service which is on Company's name then you will be having a party ID. A party ID is your Company's account number mentioned in Etisalat's Bill. With party ID in hand you can simply proceed registering CMS account with Etisalat submitting the following documents to your W2WTS:

1. Etisalat's Consent Management Form
2. Valid Trade license copy of UAE entity
3. Emirates ID of Signing authority
4. Letter of Authorization (LOA) in case signing authority is other than mentioned in Trade license.

However, in case you neither have an establishment card nor have a business account with Etisalat, you can still apply for CMS account. Simply walk-in to the nearest Etisalat's business center with the following documents and open an account to get your party ID after which you can approach W2WTS to proceed registering your sender.

1. Valid Trade license copy of UAE entity
2. Emirates ID of Signing authority
3. Letter of Authorization (LOA) in case signing authority is other than mentioned in Trade license.

Once the required documents are submitted to W2WTS, based on the documents wither an ESP or a CMS account is registered and an activation link will be sent to the email id mentioned in the forms. Please note, in case of Etisalat, Commercial Person will be receiving the CMS credentials and all relation communication by operator while for DU , technical person shall be receiving ESP credentials and all its related communication by operator.

The activation link in Email must be clicked and password must be reset within 48 hours of link generation followed by uploading Sender registration documents on the portal.

2. Sender Registration on Portal

Sender Registration on ESP Portal

To register a sender on Du's ESP portal kindly prepare form B. You can list multiple senders in same form, sign, stamp and get colored scanned copy in PDF format. You can either submit this form to W2WTS along with valid trade license copy or login to your ESP account and self-upload these documents under "Sender Registration". Please note in case form B is signed by person other than listed in trade license then an LOA will be required. Once documents are uploaded it will be verified by operator and unique identifier called blockchain ID will be generated for each sender. You will receive this confirmation on email.

Sender Registration on CMS Portal

To register a sender on Etisalat's CMS portal kindly prepare its NOC. You can list multiple senders in same NOC, sign, stamp and get colored scanned copy in PDF format. You can either submit this document to W2WTS along with valid trade license copy and emriates ID or login to your CMS account and self-upload these documents under "Sender Registration". Please note in case NOC is signed by person other than listed in trade license then an LOA will be required. Once documents are uploaded it will be verified by operator and a unique identifier called blockchain ID will be generated for each sender. You will receive this confirmation on email.

3. Sender whitelisting with W2WTS

Once the blockchain ID is received you can send the uploaded documents (NOC and TL copy in case of Etisalat and Form B and TL copy in case of DU) along with the received blockchain ID(s) on support@w2wts.com for us to get them whitelisted in our accounts with Du & Etisalat. This process may take 3-7 business days. Once done the senders will be activated in your SMS accounts with W2WTS and you shall receive an email confirmation for the same.