

Key Steps For Singapore SMS Sender ID Registration

SMS Registry Portal User Guide

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SMS SENDER ID: ACCOUNT REGISTRATION



Welcome Back

Log in to your account and get started.

[Forgot Password](#)

[REQUEST OTP](#)

New on our platform?

[CREATE AN ACCOUNT](#)

1. Go to SMS Registry Portal :
<https://smsregistry.sg/web/login>
2. Create an account & login to begin

Note: The SMS Sender ID registry is operated by the Singapore Network Information Centre (“SGNIC”), a wholly-owned subsidiary of the Singapore Infocomm Media Development Authority (“IMDA”).

Create an account to get started if you do not already have one

Fees & Billing

There will be a one-time setup fee of S\$500 for each registered organisation, and an annual charge of S\$200 for each registered Sender ID. Prices are listed before prevailing Goods & Services Tax.

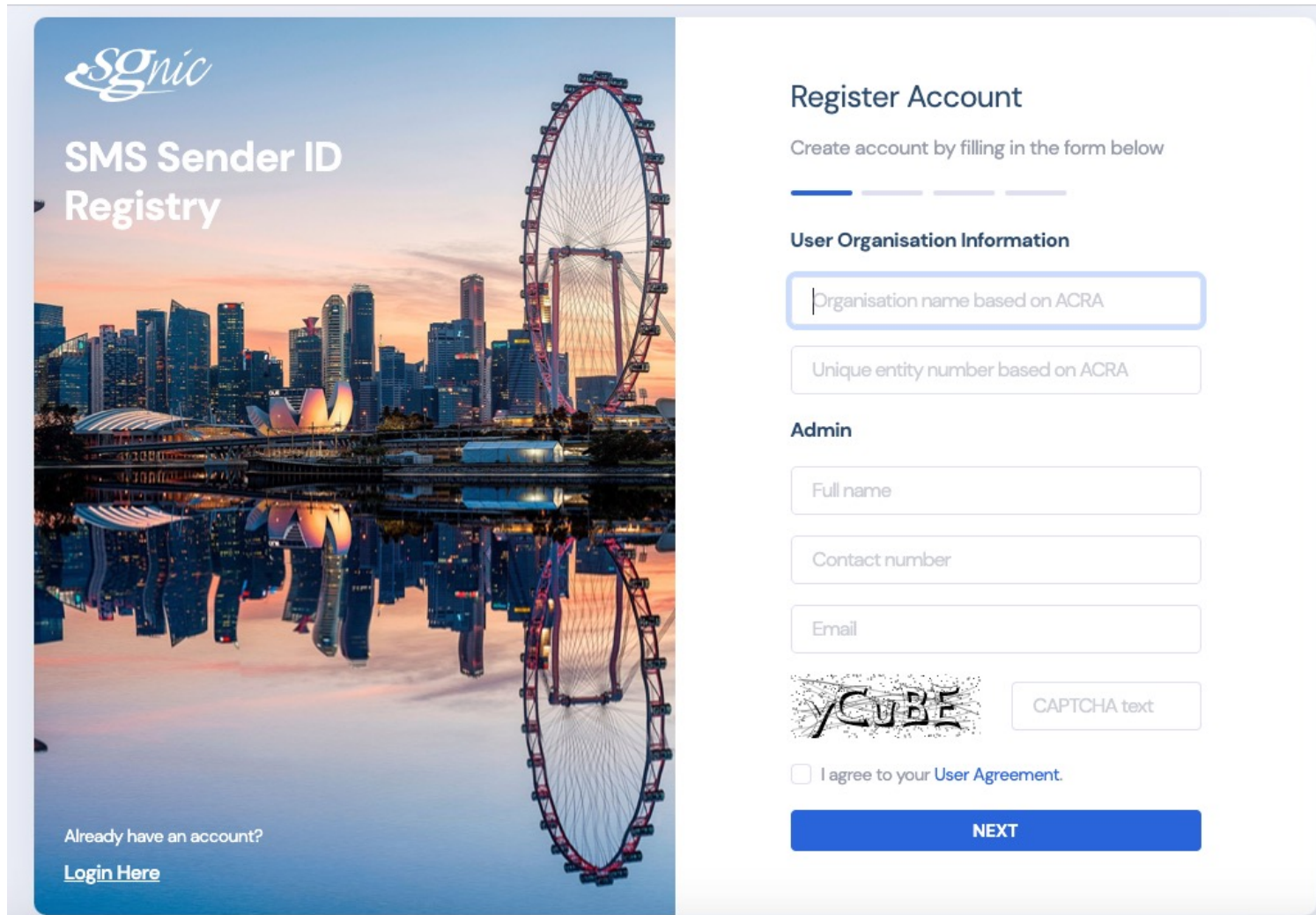
Reservation of Sender IDs for the Full SSIR Regime will be at no cost from 31 October 2022 to 30 January 2023. SSIR will commence billing organisations for their setup fee and Sender IDs from 1 February 2023 onwards.

For further information, please refer to our [FAQs](#).



[PROCEED TO CREATE ACCOUNT](#)

SMS SENDER ID: ACCOUNT REGISTRATION



SGnic
SMS Sender ID
Registry

Already have an account?
[Login Here](#)

Register Account

Create account by filling in the form below

User Organisation Information

Organisation name based on ACRA


Unique entity number based on ACRA

Admin

Full name

Contact number

Email

 CAPTCHA text

I agree to your User Agreement.

NEXT

Require:

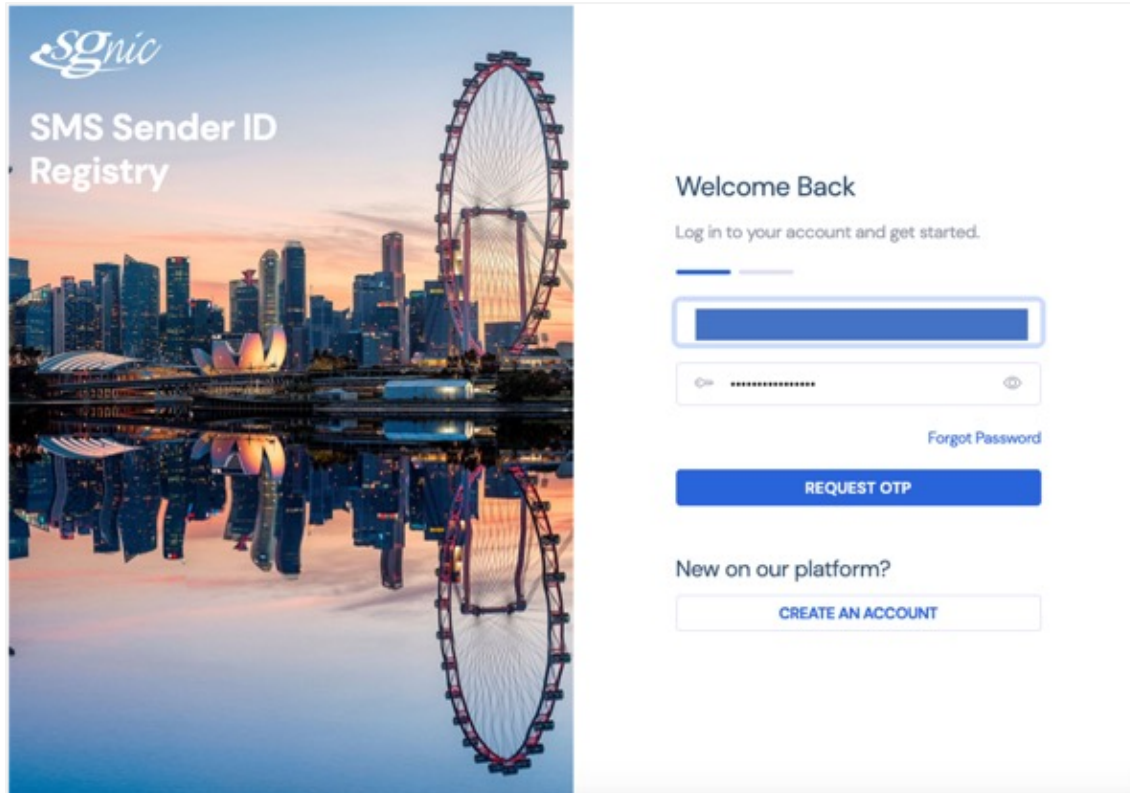
1. SG ACRA Business Registration ID (UEN)
2. Point of contact person
3. Company billing information
4. Billing address

Note:

1. To get UEN, foreigners may apply through an incorporation agent
2. Locals may apply through bizfile with SingPass:
<https://www.bizfile.gov.sg/ngbbizfileinternet/faces/oracle/webcenter/portalapp/pages/eServicesListing.jspx#>

SMS SENDER ID: LOG IN ACCOUNT

Input ID & Password



sgnic
SMS Sender ID Registry

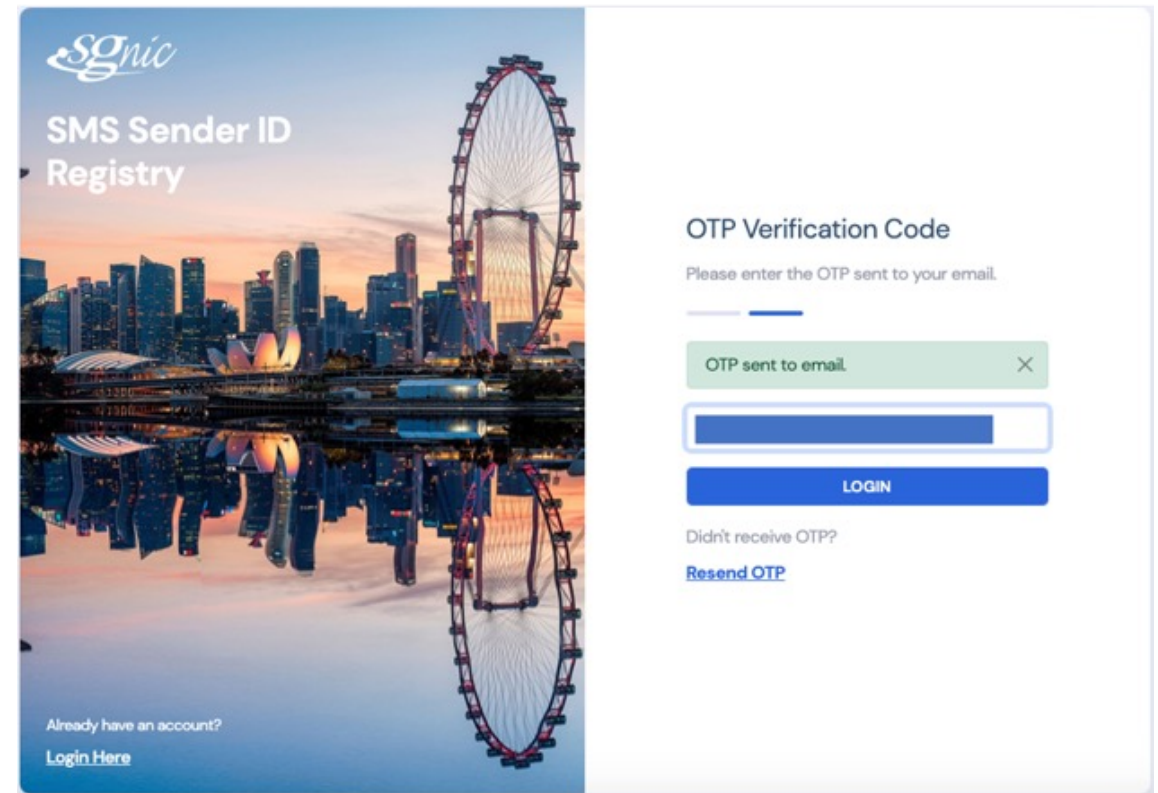
Welcome Back
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REQUEST OTP

New on our platform?
CREATE AN ACCOUNT

Input OTP



sgnic
SMS Sender ID Registry

OTP Verification Code
Please enter the OTP sent to your email.

OTP sent to email ×

LOGIN

Didn't receive OTP?
[Resend OTP](#)

Already have an account?
[Login Here](#)



Dashboard / Users

Users

Add user if required

+ Create New

RECORD ID	NAME	ADDED AT	LAST UPDATED AT	LAST UPDATED BY	STATUS
[REDACTED]	ADMIN [REDACTED]	31 Oct 2022			<input checked="" type="checkbox"/>

Show 50

<< < 1 > >>

Showing 1 - 1 of 1 records

SMS SENDER ID: REQUEST FOR NEW SENDER ID [1/3]

Browser address bar: smsregistry.sg/web/request/list#whitelist

Navigation: Dashboard / Sender IDs / Whitelist

Sender IDs

PENDING WHITELIST SENT

+ Bulk Request New + Request New

Search Sender IDs Filters

REQUEST ID	SENDER ID	CREATED AT	ACTION	LATEST STATUS	REMARKS
[Redacted]	[Redacted]	15 Nov 2022	ADD	● Live	

Show 50

Showing 1 - 1 of 1 records

Pending Requests; Whitelisted IDs; No. of SMS sent using that Sender ID

Request New Sender ID

SMS SENDER ID: REQUEST FOR NEW SENDER ID [2/3]

The screenshot shows a web application interface for managing Sender IDs. The main page is titled "Sender IDs" and has tabs for "PENDING", "WHITELIST", and "SENT". The "WHITELIST" tab is active. There are buttons for "+ Bulk Request New" and "+ Request New". A modal window titled "Request New SenderID" is open, containing a form with the following fields:

- Sender ID:** A text input field with the placeholder text "Enter your Sender ID".
- Remarks:** A larger text area for providing additional information.

At the bottom of the modal are "Cancel" and "Send Request" buttons. A red callout box points to the "Sender ID" input field with the text: "Type in your Sender ID you wish to request & submit".

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SMS SENDER ID: REQUEST FOR NEW SENDER ID [3/3]

Dashboard / Profile

Profile

User Organisation Information APPROVED

User organisation	[REDACTED]
Unique entity number	[REDACTED]
Applied on	31 Oct 2022
Approved on	15 Nov 2022
Aggregators	XGATE PTE LTD

Billing Information

Billing contact point	[REDACTED]
Billing address	[REDACTED]
Billing email address	[REDACTED]
Billing start date	01 Feb 2023

For Registry Admin Only

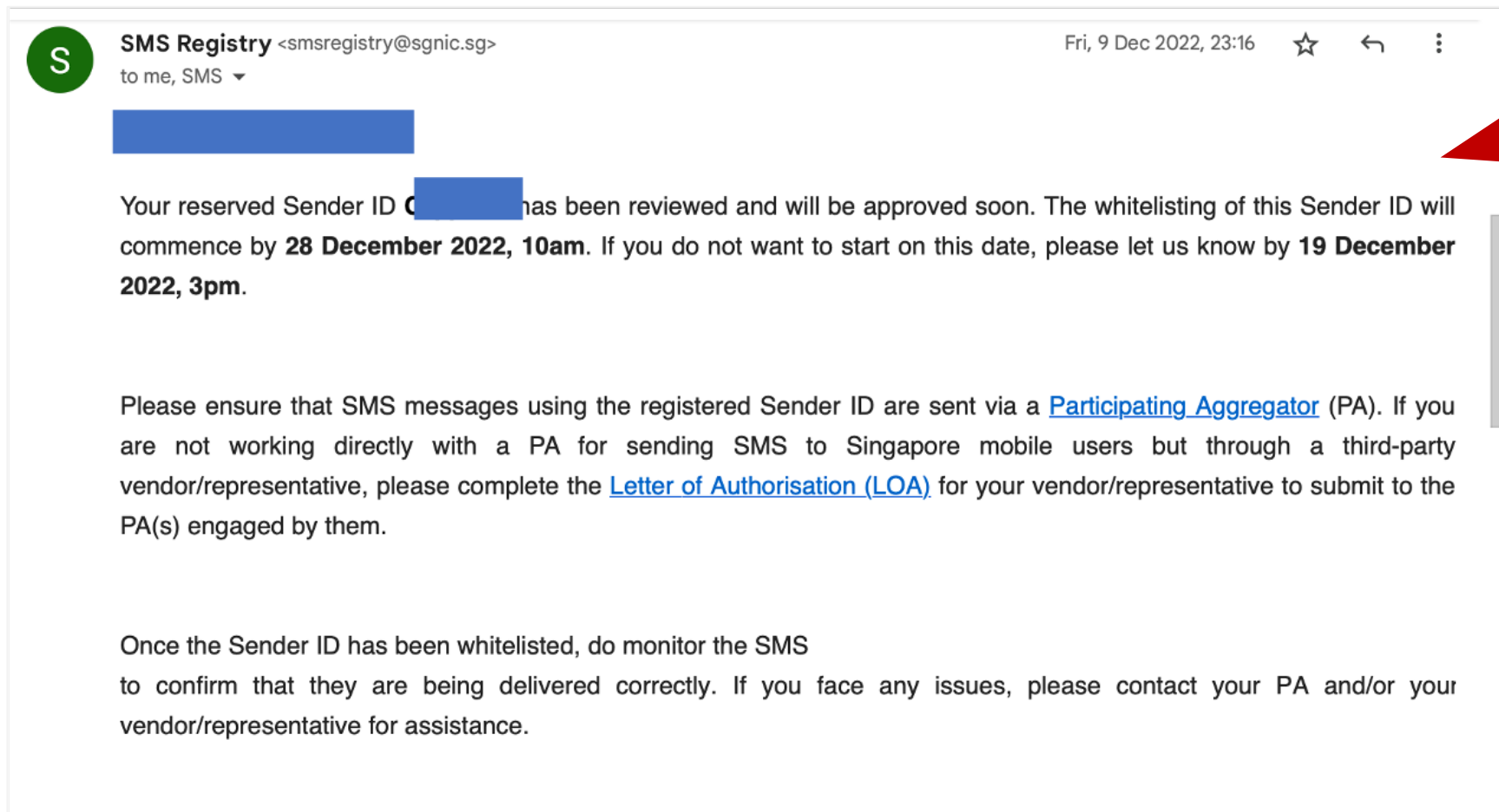
Short name	[REDACTED]
Commencement date	15 Nov 2022
No. of Sender ID	1

Admin

Full name	Email	Contact
[REDACTED]	[REDACTED]	[REDACTED]

Remember to select "XGATE PTE LTD" as aggregator

SMS SENDER ID: EMAIL NOTIFICATION (PENDING APPROVAL)



Upon submission, you'll receive an email notification stating the approval for Sender ID is pending.

Note: XGATE PTE LTD is a registered participating aggregator with Singapore Network Information Centre ("SGNIC"). We are authorized to send SMS messages using registered Sender IDs in Singapore.

XGATE PROFILE & OUR SUITE OF DIGITAL SERVICES

ABOUT XGATE

XGATE was founded in 2006, headquartered at the Science Park in Hong Kong. Since then we have expanded our footprint to Macau, Guangzhou, Chengdu, Singapore and Shanghai. We offer a complete range of marketing solutions with our flagship product, Digital Marketing Services (DMS) platform. DMS delivers a diverse range of multi-channel marketing (Mobile, Email, Social & Web) and technology services to over 500 global companies with different digital marketing needs. The platform also integrates marketing automation, CRM, big data analytics and loyalty management in a single environment. Behind XGATE's award-winning Digital Marketing Services (DMS) platform is a team of talented young professionals covering senior marketing, technical, data sciences and design experts.



CRM & LOYALTY MANAGEMENT

Build CRM loyalty strategy, design and manage loyalty tiers, points and membership programs



LIFECYCLE MARKETING AUTOMATION

Create, design, target and launch CRM lifecycle programs to grow customer loyalty and value



DATA MANAGEMENT & IT INTEGRATION

Centralize different data sources with structured data control to maintain a high standard of security in DMP



RETAIL, ECOMMERCE & CLIENTELING

Develop clienteling and integrate ecommerce with POS to create omnichannel retail experience



MULTICHANNEL MARKETING CAMPAIGNS

Use combination of email, SMS, MMS, WeChat, WhatsApp etc. for marketing communications



CREATIVE DESIGN & WEB DEVELOPMENT

Design & develop online shop, website, landing page, web forms, display ads, games, mini-programs etc.



SOCIAL MEDIA MANAGEMENT & SEM

Develop social media strategy and content for FB, IG, WeChat. Plus SEM and manage KOL for FB and TMALL



BI & ANALYTICS REPORTING

Use our BI Suite for data mining, analysis and reporting of business insights to improve marketing strategy



SMS/MMS GATEWAY INFRASTRUCTURE

Enterprise class SMS/MMS with direct routing & interconnect agreements into operator networks



CRM STRATEGY / TECHNICAL CONSULTING

Business strategy & technical consulting services; and 3rd party platform management

We'll be delighted to hear from you if you want to know more about our digital services.



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