KooMessage

Service Overview

Issue   01
Date   2024-11-13

Contents

1 What Is KooMessage?

This one-stop rich media messaging service provides digital marketing for all industries, scenarios, and devices. KooMessage integrates multiple user contact channels, including Email messages, and marking automation. Users are reached in all scenarios and with multiple devices thanks to industry services and user growth methods, and their service satisfaction and marketing conversion are higher.

Architecture

Figure 1-1 KooMessage architecture
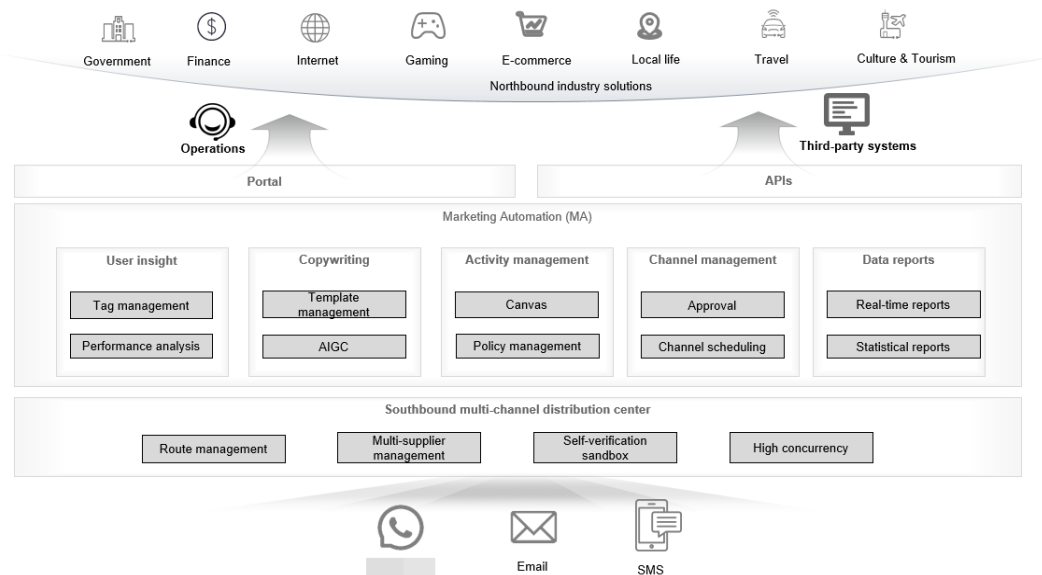
Accessing KooMessage

KooMessage is a web-based service management console.

Once a user **registers** a Huawei ID and passes **real-name authentication**, they log in to the console and select or search for **KooMessage**.

2 Why Use KooMessage

- **All-scenario, multi-device rich media messaging**

  Integrates multiple user contact channels, including Email messages, and marking automation. It helps enterprises achieve full-scenario and multi-device user contact.

- **Convenient and personalized copywriting**

  Provides users with building-block and GUI-based assembly to generate personalized content based on people positioning in the material template library and user behavior data. Copywriting for enterprises is based on personalized parameters.

- **Efficient and reliable traffic distribution**

  Distributes traffic through intelligent scheduling of southbound streams at 1000 TPS distribution capability. Full-link monitoring optimizes traffic distribution.

- **Precise and intelligent user analysis**

  Integrates internal and external enterprise data with 360-degree user insights through user profiles and user tags.

- **Overall security & trustworthiness**

  Design and development comply with Huawei Cloud security and privacy protection mechanisms, including *Huawei Cloud Security White Paper*, *Huawei Cloud Data Security White Paper, Huawei Cloud Trustworthiness White Paper*, and *Huawei Cloud Privacy Protection White Paper*. KooMessage adopts strict security measures to protect data privacy and only uses data the user allows.
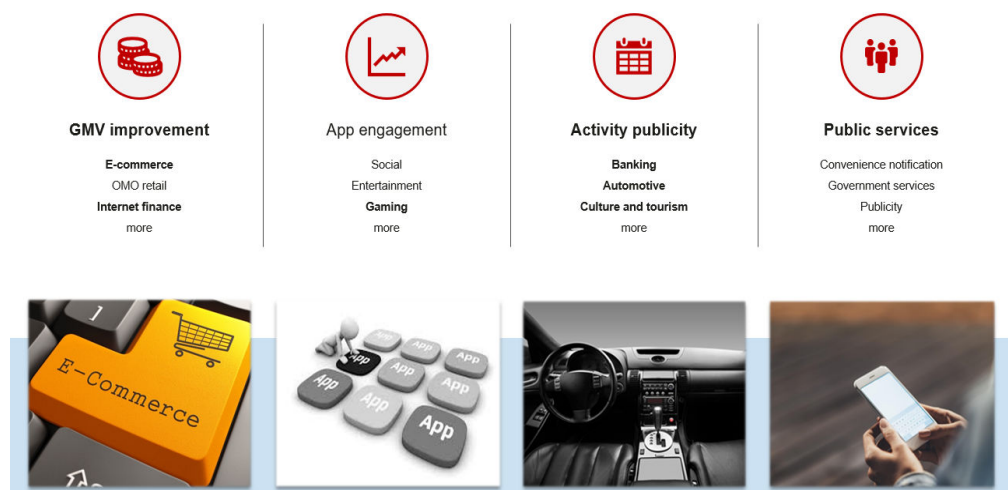
3 Use Cases

KooMessage works with different service scenarios in various industries, such as in product promotion, red packets, product launches, latest news, epidemic prevention, tourism publicity, and activity invitations.

Core Values:

- Improved business value

  With the new direction of "service as marketing", enterprises market the full link of user attraction, activation, conversion, and membership. This prolongs the user lifecycle and expands revenue potential. This mainly occurs via gross merchandise volume (GMV) improvement and app activeness promotion.

- Improved brand value

  Technical upgrades of service content diversify presentation and interaction, improving user experience and creating full contact. This mainly occurs via activity publicity and public services.

Figure 3-1 Use cases

GMV improvement	App engagement	Activity publicity	Public services
E-commerce	Social	**Banking**	Convenience notification
OMO retail	Entertainment	**Automotive**	Government services
Internet finance	**Gaming**	**Culture and tourism**	Publicity
more	more	more	more

4 Functions

4.1 Email Messages

Based on the Huawei Cloud platform, Email messages provide out-of-the-box, secure, stable, and reliable email push service for global enterprise customers. It helps you reach users in more than 200 countries and regions around the world in real time and build low-cost, accurate, and efficient communication channels. This service provides various built-in industry templates for various scenarios such as identity authentication, transaction notification, and member marketing. It is available on the management console, APIs, and SMTP.

Advantages

- **Stable and powerful sending platform**

Figure 4-1 Powerful sending platform
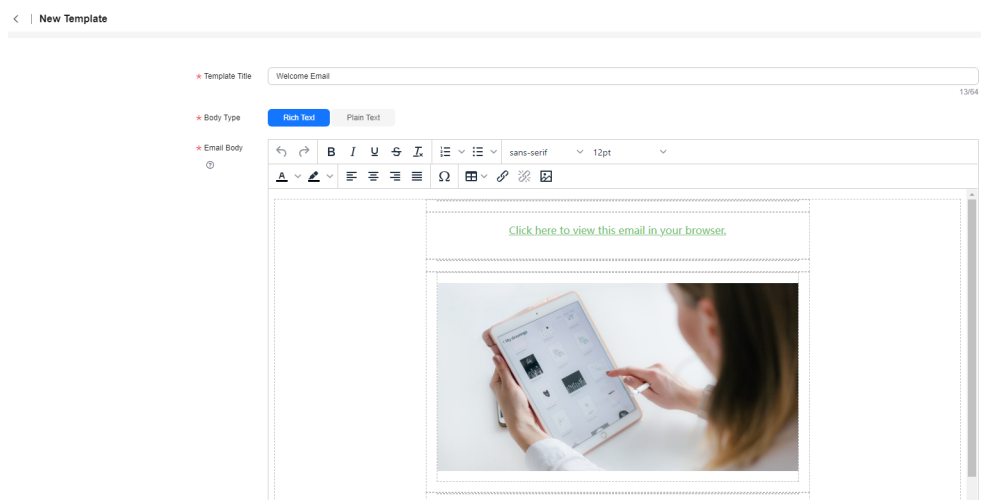
< 100 ms	< 2s	99.4%
Average request response time	Average email delivery time	Email delivery rate

- Editor with rich functions and flexible custom email templates
  Customizes email templates and manages dynamic content sending.

Figure 4-2 Custom emails

- **Support from the operations expert team**

  The dedicated operations manager provides professional technical consultation, email delivery management, and IP/domain name warm-up plan. The sending plan is adjusted weekly or daily to build a positive reputation with Internet service providers (ISPs).

Figure 4-3 Send reputation
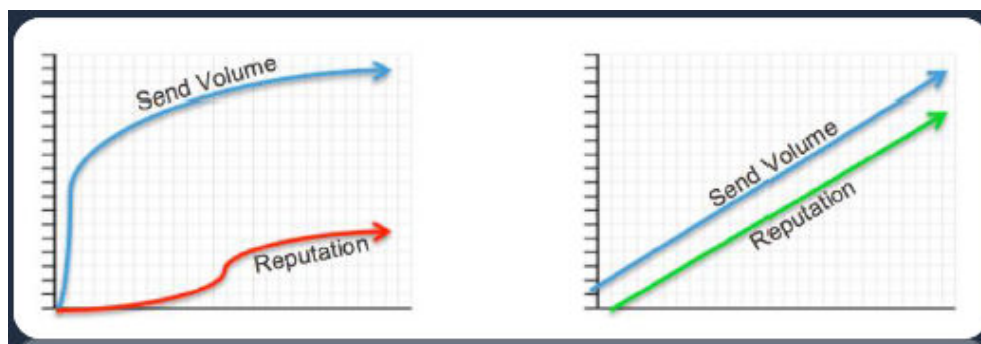
5 Security

5.1 Shared Responsibilities

Huawei guarantees that its commitment to cyber security will never be outweighed by the consideration of commercial interests. To cope with emerging cloud security challenges and pervasive cloud security threats and attacks, Huawei Cloud builds a comprehensive cloud service security assurance system for different regions and industries based on Huawei's unique software and hardware advantages, laws, regulations, industry standards, and security ecosystem.

Figure 5-1 illustrates the responsibilities shared by Huawei Cloud and IAM users.

- **Huawei Cloud**: Ensure the security of cloud services and provide secure clouds. Huawei Cloud's security responsibilities include ensuring the security of our IaaS, PaaS, and SaaS services, as well as the physical environments of the Huawei Cloud data centers where our IaaS, PaaS, and SaaS services operate. Huawei Cloud is responsible for not only the security functions and performance of our infrastructure, cloud services, and technologies, but also for the overall cloud O&M security and, in the broader sense, the security and compliance of our infrastructure and services.

- **Tenant responsibility "Security in the Cloud"**: Tenants of Huawei Cloud are responsible for the secure and effective management of the tenant-customized configurations of cloud services including IaaS, PaaS, and SaaS. This includes but is not limited to virtual networks, the OS of virtual machine hosts and guests, virtual firewalls, API Gateway, advanced security services, all types of cloud services, tenant data, identity accounts, and key management.

Huawei Cloud Security White Paper introduces in detail the building ideas and measures of Huawei Cloud security, including cloud security strategy, responsibility sharing model, compliance and privacy, security organization and personnel, infrastructure security, tenant service and tenant security, engineering security, O&M and operation security, and ecosystem security.

Figure 5-1 Huawei Cloud shared security responsibility model
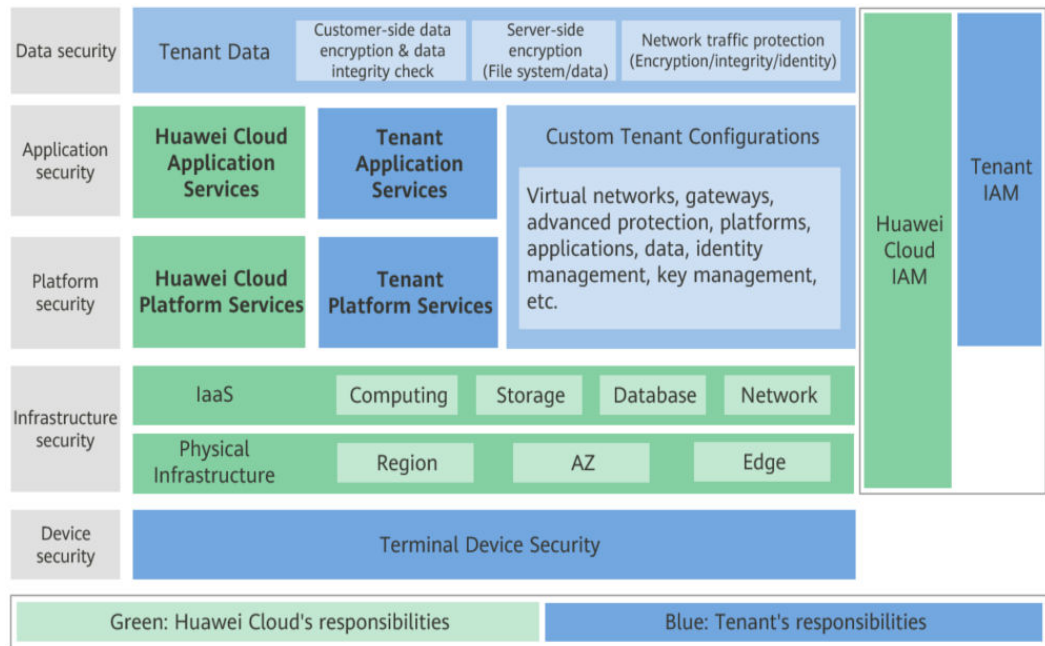
5.2 Authentication and Access Control

Identity Authentication

Console

You can use the Huawei Cloud username and password to log in to the console for user authentication. Unauthorized users cannot access KooMessage.

ACL

KooMessage supports access control through permission management (IAM permissions). For details, see **Permissions Management**.

5.3 Data Protection Controls

KooMessage data protection measures protect data security in the data space, as described in **Table 5-1**.

Table 5-1 Method

Method	Description
Transmission encryption (HTTPS)	APIs between KooMessage cloud services support HTTPS to ensure data transmission security.

5.4 Certificates

Compliance Certificates

Huawei Cloud services and platforms have obtained various security and compliance certifications from authoritative organizations, such as International Organization for Standardization (ISO), system and organization controls (SOC), and Payment card industry (PCI) compliance standards. These certifications are available for **download**.

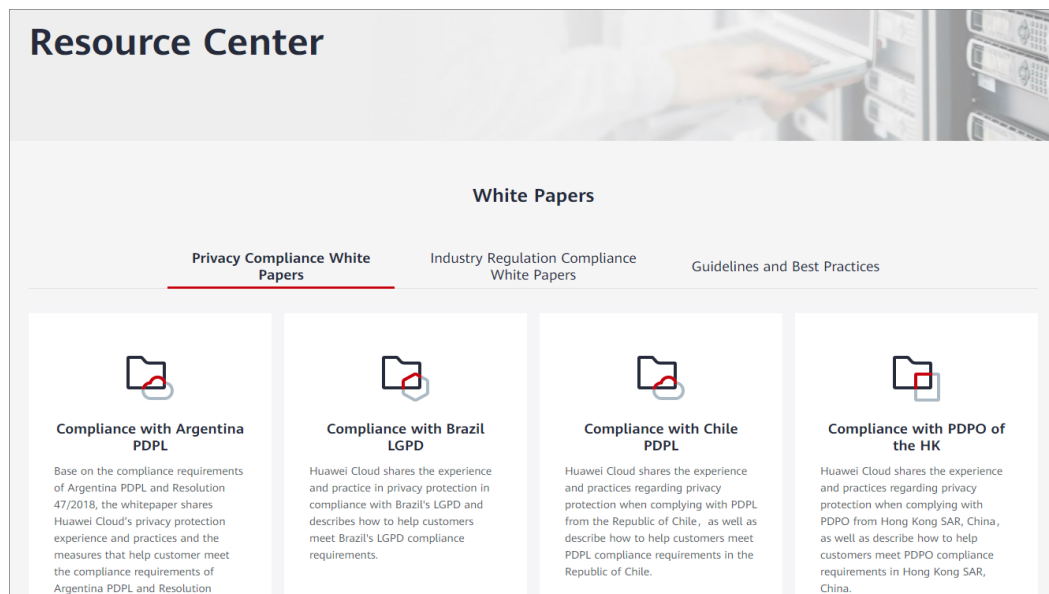**Figure 5-2** Downloading compliance certificates
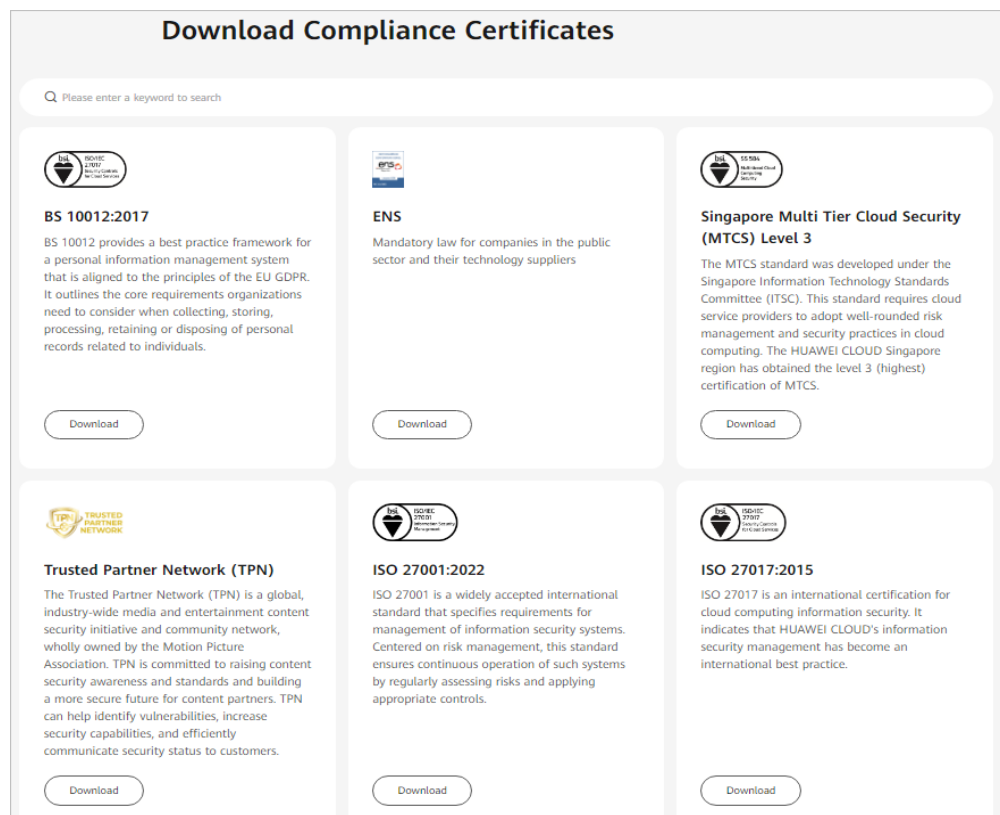
Resources

Huawei Cloud also provides the following resources to help users meet compliance requirements. For details, see **Resource Center**.

Figure 5-3 Resource Center

6 Permissions Management

6.1 Permissions and Policies

To assign different access permissions to your employees for KooMessage, Identity and Access Management (IAM) is your solution. IAM provides identity authentication, permissions management, and access control, helping you efficiently manage access to your cloud resources.

With IAM, you can create IAM users and grant them permission to access only specific resources. For example, some software developers in your enterprise need to use KooMessage resources but must not delete them or perform risky operations. Simply create IAM users for these developers and grant them only usage permissions.

If your Huawei Cloudcloud account does not require individual IAM users for permissions management, you can skip this section.

IAM is a free service. You only pay for the resources in your account. For more information about IAM, see **IAM Service Overview**.

KooMessage Permissions

New IAM users do not come with default permissions, so first add them to one or more groups, then attach policies or roles to these groups. Users can operate cloud services as allowed by their assigned permissions.

KooMessage is a project-level service deployed for specific regions. To assign Cloud Phone permissions to a user group, specify the scope as region-specific projects and select projects for the permissions to take effect. **All projects** lets the permissions take effect for the user group in all region-specific projects. When accessing KooMessage resources, the users will need to switch to their authorized region.

Grant permissions by using roles and policies.

- Roles: A coarse-grained IAM authorization strategy to assign permissions based on user responsibilities. Available service-level roles are limited. Cloud services depend on each other. When you grant permissions using roles, you

also need to attach dependent roles. Roles are not ideal for finer authorization and access control.

- Policies: A fine-grained authorization tool that defines permissions for operations on specific cloud resources under certain conditions. This type of authorization is more flexible and is ideal for least privilege access. For example, you can limit ECS users to permissions for managing a certain type of server.

Table 6-1 lists all system-defined policies supported by KooMessage.

Table 6-1 System-defined permissions

Policy Name	Description	Policy Role	Policy Content
KooMessage FullAccess	Full permissions for KooMessage.	System-defined policies	**KooMessage FullAccess Policy**

☐ NOTE

Currently, Email messages support only the **KooMessage FullAccess** policy. Users with this policy have all permissions for Email messages.

KooMessage FullAccess Policy

```
{
"Version": "1.1",
"Statement": [
{
"Action": [
"KooMessage:*:*"
],
"Effect": "Allow"
}
]
}
```

7 Constraints

For details about the admission restrictions and industry standards about Email messages, see the **KooMessage Service Agreement**.