

SOFTWARE LICENSE AGREEMENT

This Software License Agreement (the “Agreement”) is made today on 03.07.2023 (the “Effective Date”) by and between the following Parties hereto (where each – the “Party”):

BEASTONE N.V., a company registered in Curacao with registration number 160218, having its registered office at Schout Bij Nacht Doormanweg 40, Curacao (the “Licensor”), and

RILLIUS HOLDING LIMITED, a company registered in Cyprus with registration number HE 415842, having its registered office at 1 Iakovou Tompazi, VASHIOTIS BUSINESS CENTER, 1st floor, office 101, 3107 Limassol, Cyprus (the “Licensee”).

1. DEFINITIONS

Term: the term for which the License (as defined below) is granted under the Agreement, as defined herein.

Services: the entertainment services provided by the Licensee to its customers.

Software: the following computer programs, for which the License (as defined below) is granted to Licensee under the Agreement, and described in details in Appendix 1 hereto and in the Documentation (as defined below):

Documentation: the documentation, which describes the main processes and guidelines to facilitate the installation and use of the Software, and its update if any, as provided to the Licensee by the Licensor.

Scope: personal functional use of the Software by the Licensee for its internal business purposes while providing the Services within the Term. For the avoidance of doubts, however, where the Software includes, inter alia, a so-called ‘client interface’ (a software component designed for ensuring software user’s customers’ interaction with such a user or with any part of its business), the Licensee shall be entitled to sublicense such ‘client interface’ to its respective customers free of charge for such customers strictly within the scope reasonably necessary for such interaction subject to the general Scope as described above.

License: the right to use the Software in accordance with the terms of the Agreement within the Scope.

Environment: the technical prerequisites which correspond to Licensee’s minimal computer equipment (computer hardware, operating system, databases, third-party software, subscription to an Internet access service), required for the launching and use of the Software as defined in the Documentation.

Royalty: any amount due to the Licensor by the Licensee hereunder in consideration for the provision of the License to use the Software.

Third-party software: the third parties’ open source software, which may be included in the Software defined in the Documentation and subject to their own license terms and conditions, as contained in the Documentation.

2. SUBJECT MATTER

2.1. Subject to the continuous compliance with the terms of the Agreement set out herein, and in consideration for the payment of the Royalty defined herein, the Licensor grants to the Licensee the personal, non-exclusive, non-assignable and non-transferrable right to use the Software under the License within the Scope as set forth herein.

2.2. As the License is being non-exclusive, the Licensor shall reserve the right to commercialize directly or indirectly the Software to any third party.

2.3. The Licensor shall retain the exclusive property of the Software including any reproduction thereof, in whole or in part, if any. The License is strictly limited to the rights expressly granted under the Agreement. Nothing herein shall be

construed as a contract of transfer.

3. RIGHTS GRANTED

3.1. The Licensee is allowed to use the Software under the form of executable object code, for its sole internal needs within the Scope, in accordance with the specifications of the Documentation and the Agreement. The Licensee is authorized to make a reasonable number of inactive copies of the Software, for back-up purpose only.

3.2. The Licensee shall not:

- pledge, assign, sublicense (safe for the sublicensing to its customers subject to respective limits as provided for above), make available, rent, use in timesharing or service bureau, make any other use or allow any other people to use the Software for the benefit of a third-party and/or provide any commercial services corresponding to the operation of the Software for the benefit of a third party;
- translate, adapt, arrange or modify the Software in any way whatsoever;
- integrate or combine any element of the Software to any other software, or create any composite or derivative works based on the Software;
- reverse-engineer, decompile, disassemble, recreate the Software, even partially, or attempt to or enable third parties to perform such acts;
- proceed with the correction of any Software errors - alone or with the assistance of a third party - to bring it into compliance with any given purpose;
- modify, alter or remove any copyright identification, trademarks and any other intellectual property notice appearing on or included in the Software;
- disclose any result of benchmark and tests performed on the Software, if any.

3.3. The Licensee acknowledges and agrees that in the event of any use of the Software by Licensee beyond the Scope and limits defined in the Agreement, the Licensor shall be entitled to invoice Licensee for the amount that would be due if same use was made under the applicable License, without prejudice to any other provision of the Agreement and any other right to which the Licensor may be entitled to.

3.4. The Licensee may print the Documentation for the sole purpose of using the Software and make it available internally to its employees for its own needs only. The Licensee shall not distribute the Documentation to third parties and generally make the Documentation available to third parties by any means whatsoever and/or create derivative works from the Documentation.

3.5. The Licensee acknowledges and agrees that the Software may include Third-party software subject to open source license agreements, notwithstanding any clause to the contrary herein, and provided by the Licensor on an "AS IS" basis, without any warranty of any kind. In no event shall the Licensor be liable for any damage suffered by Licensee or a third party, resulting directly or indirectly of the use of such Third-party software.

4. PROVISION OF THE SOFTWARE

4.1. The Licensor provide a copy of the Software to the Licensee in the form of installation package sufficient for installing and further exploitation of the Software within the Scope. The Licensee hereby confirms, that as of the Effective Date it has already receiver all respective copies of the Software together with all necessary and sufficient Documentation. In the event any Software update is made available to the Licensee by the Licensor (which shall always be at the Licensor's sole discretion) the Parties shall in good faith negotiate a suitable way of provision of such updated Software. Where such update requires amendments of the Documentation, the Licensor will, together with such updated Software, provide the Licensee with the updated Documentation.

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4.2. The Agreement does not include any installation and/or setup and/or support services. However, such services may be provided by the Licensor in consideration for the additional fees under respective supplementary agreement if any.

4.3. The Licensee shall be responsible for the purchase, the operation, the related maintenance and, where applicable, the subscriptions and licenses required by the Environment and generally, for the performance of the Software. Licensee acknowledges that the updates may require the modification of the Environment; it being understood that in all extent possible, the Licensor shall inform Licensee at least thirty (30) days in advance, and that Licensee shall be responsible for the costs relating to any evolution of the Environment.

4.4. The Licensee shall comply with the Environment throughout the Term, and acknowledges that any configuration which does not comply with the Environment may alter or even prevent the functioning of the Software, for which, under no circumstances, shall the Licensor be held liable.

5. ROYALTIES

5.1. The Licensee shall pay to the Licensor the monthly Royalty in the amount of EUR 395.000 (three hundred and ninety five thousand Euro) per calendar month.

5.2. The Parties agreed that all Royalties payable hereunder shall be paid in Euros.

5.3. The monthly Royalty hereunder shall be payable within fifteen (15) days following the end of respective month on the basis of the invoices issued by the Licensor. Each Party shall solely bear its expenses connected with remittance and receipt of funds hereunder.

5.4. The Licensee acknowledges that the Royalty shall be payable for the grant of the License regardless of Licensee's actual use of the Software under such License.

5.5. In case of late payment of any amount due by the Licensee under the Agreement, any unpaid amount at the due date shall automatically bear interest on a daily basis at a rate of 1,5% per month until full payment of such amount, without prejudice to any other right to which the Licensor may be entitled.

6. AUDIT

6.1. The Licensor reserves the right to check that the Software is used in accordance with the terms of the Agreement (including the Scope) and all Royalties are duly paid, throughout the Term of the Agreement and one (1) year after the termination/expiry of the Agreement for any reason whatsoever. To this end, the Licensee shall inform Licensee, with a three (3) business days prior notice, that it intends to audit directly or by a third party, Licensee's books and/or premises, to assess that Licensee complies with the terms of the Agreement.

6.2. Such audits shall occur during Licensee's normal working hours, and will not interfere unreasonably with Licensee's business activity. The Licensee shall cooperate in good faith with the Licensor or any auditor appointed by the Licensor, and shall facilitate the performance of the audit, by answering to any question.

6.3. If an audit reveals that any amount is due to the Licensor, the Licensee shall immediately take the measures necessary to comply with the provisions of the Agreement and pay the full amount due to the Licensor; it being understood that in such event, Licensee shall bear all audit costs, without prejudice to any damages that the Licensor might claim.

7. INTELLECTUAL PROPERTY

7.1 The Software is an original intellectual work, protected as such by the relevant national and international legislations, and the exclusive ownership of the Licensor. The Software remains the exclusive ownership of the Licensor and the Third-party software remains the property of their respective owners.

7.2 The Licensee shall promptly inform the Licensor of any unlawful use of the Software or contrary to the Agreement

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of which it might be aware. If, as a result of such information, the Licensor decides to take legal action against any third-party, Licensee shall provide all necessary assistance that Licensor may reasonably require, provided that the Licensor reimburse all Licensee's reasonable costs related thereto.

7.3. The Licensor warrants Licensee that the use of the Software by Licensee in accordance with the Documentation and the provisions of the Agreement will not infringe an intellectual property right belonging to any third-party. The Licensor will indemnify the Licensee for any amount of the monetary remedies and any interest accrued resulting from the breach of the aforesaid warranty, provided that Licensee can provide evidence of payment of such sums to the third-party. It is specified that the warranty stated in this clause is restrictive. The Licensor expressly disclaims any express or implied warranty, which is not expressly defined in the Agreement.

8. WARRANTIES

8.1. The Licensor declares that it owns the necessary rights to conclude the Agreement, and notably that it is the owner of the Software (to the exclusion of the rights on Third-party software, if any) and the Documentation, for which the right of use is granted to the Licensee under the License.

8.2 The Licensor expressly disclaims any warranty whether express or implied, non-expressly defined in the Agreement, notably that the functionalities contained in the Software will meet Licensee's needs and/or that the performance will be uninterrupted or free from bugs and/or to the results obtained from the use and/or the performance of the Software and/or relating to the damages that may occur to Licensee's computer equipment, in particular its local infrastructure.

8.3 The Licensee warrants that it owns the necessary rights for the conclusion and the performance of the Agreement, in particular the rights relating to the Environment.

9. LIABILITIES

9.1 The Parties expressly agree that notwithstanding the nature and/or the cause for the action, either Party shall only be liable for direct and foreseeable damages. Consequently, under no circumstances shall either Party be held liable for any indirect or unforeseeable, material or immaterial damages, which may be suffered by another Party and/or any third party. In the event that the liability of either Party is recognized, such Party's aggregate liability for all types of causes and damages whatsoever shall not exceed the Royalty paid by Licensee to the Licensor under the ongoing yearly period.

9.2. Under no circumstances, shall the Licensor be liable in case of modification of the Software not made by the Licensor, or for any use of the Software non-compliant with the Documentation and/or the Agreement, and/or for any use of the Software in a technical environment non-compliant with the Environment.

9.2. It is expressly agreed that, in any event, any claim for damages against the Licensor in connection with the Agreement shall be time-barred twelve (12) months after the event that generated the claim.

9.3. The Licensee shall be solely responsible for the choice of the Software and its use; its premises, computer equipment and the evolution of the minimum Environment (in particular Third-party software licenses) which may be necessary for the compatibility of such Environment with the updates.

9.4. The Licensee will defend the Licensor, at Licensee's own expense, against any third-party claim and/or action relating to the data and other information provided by Licensee, and undertakes to bear any indemnification for damages that may have been suffered by Licensor.

10. CONFIDENTIALITY

10.1. Each Party shall consider as strictly confidential any data, information or knowledge, whatever their form or nature, and on whatever media, disclosed to it by the other Party in performing the Agreement (hereinafter referred to as the

“Confidential Information”), and agrees that it shall not disclose any Confidential Information to any third party.

10.2. The Licensee expressly acknowledges that the structure and the organization of the Software (in particular its software components, applications, technical information, functional and technical specifications, functions, methods, ideas, know-how and similar information) are Confidential Information of the Licensor and/or its licensors. Therefore, Licensee shall not disclose such Confidential Information.

10.3. The Parties may disclose Confidential Information only to those persons allowed to receive such Confidential Information for the exclusive purpose of performing the Agreement and who agree to be bound by the provisions of the Agreement; each Party being responsible for such persons’ compliance with the aforementioned provisions.

10.4. Confidential Information does not include information, documents and/or tools which:

- was part of the public domain at the time of their disclosure or become part of the public domain without any breach to the provisions of this section;
- result from independent development by one of the Parties without any breach to this obligation of confidentiality by the concerned Party, or has been obtained through a third party, not bound by an obligation of confidentiality;
- has been explicitly considered as non-confidential by the disclosing Party for the purpose of the Agreement;
- is required to be disclosed by applicable law or judicial or administrative body order.

10.5. The undertaking provided in this section shall come into force as from the period of negotiations between the Parties and shall survive during five (5) years after the termination/expiry of the Agreement for any reason whatsoever. Nevertheless, in any event such undertaking - when it relates to any Confidential Information relating to the intellectual property rights of Licensor - shall remain valid during the term of the related intellectual property rights.

11. TERM

11.1. The Agreement comes into force as of the Effective Date and shall remain effective for an indefinite period of time (the “Term”).

11.2. Either Party may terminate the Agreement upon thirty (30) days prior written notice to the other Party for any or no reason.

11.3. Upon termination/expiry of the Agreement for any reason whatsoever:

- the Licensee shall cease any use of the Software and immediately withdraw all copies of the Software from the computers’ memory and destroy them, or return the Software to the Licensor;
- each Party shall promptly return to another any Confidential Information, and more generally, any material provided by the latter in order to perform the Agreement.

11.4. All provisions of the Agreement which according to their nature should survive the termination or expiry of the Agreement, shall survive the same in addition to survival provisions expressly stated herein.

12. GENERAL PROVISIONS

12.1. The Licensee shall not assign - whether in whole or in part, free of charge or against payment, for any reason and under any form whatsoever - any of its rights and obligations under the Agreement to any third party, without the prior written consent of the Licensor. The Licensor may transfer any of its rights and obligations under the Agreement to any third party. In case of assignment or transfer of the Agreement pursuant to the conditions defined in this clause, the assignee or the successor will be automatically bound by the Agreement.

12.2. The Parties are independent contractors, acting in their own name and on their own account. In no event shall the Agreement establish any mandate, franchise, employment relationship or any type of legal entity. Neither Party may bindingly commit the other Party with regard to any third party.

12.3. All notices to be given hereunder shall be transmitted in writing either by email with return confirmation of receipt or by certified or registered mail, return receipt requested. Notice shall be effective upon actual receipt or, in the case of email, on the following business day.

12.4. If any provision of the Agreement is held to be illegal, invalid or unenforceable, as a result of any statutory or regulatory provision or after the decision of a competent court, which has become final, all the other provisions of the Agreement shall continue in full force and effect, unless the purpose of the Agreement is consequently affected. In such event, the Parties shall consult each other to replace such provision by a solution agreeable and which is in the spirit of the Agreement

12.4. The waiver or the failure by either Party to claim a breach by the other Party of any of its obligations under the Agreement shall not be construed as a waiver of such obligation for the future. Any waiver shall only be effective subject to a writing (which may not be a pre-printed form of contract or of terms and conditions) signed by a duly authorized representative of each Party.

12.5. The Agreement constitutes the entire agreement between the Parties. It cancels and replaces all prior or simultaneous agreements and understandings, whether oral or written, relating to the subject matter of this Agreement. The Agreement prevails over any Licensee's general terms and conditions. It cannot be modified unless by written amendment signed by a duly authorized representative of each Party.

12.6. Neither Party shall be liable to the other Party for any failure or delay in performing its obligations under the Agreement when such failure or delay is the exclusive result of the circumstances of force-majeure which are beyond the control of the Parties and directly affect the Parties hereto. The force-majeure event will suspend the performance of the Agreement, excluding payment obligation. As soon as the impediment of performance due to the case of force majeure stops, the said obligations shall continue for the remaining term of the Agreement, increased to take into account the term of the suspension. However, if the case of force majeure lasts longer than forty-five (45) days, the Agreement may be terminated by either Party upon written notice to the other Party.

12.7. This Agreement shall be regulated by the substantive law of Curacao.

IN WITNESS WHEREOF the Parties hereto have executed the Agreement in digital form as an agreement on the Effective Date.

For the Licensor:

Signature: 

Name: E-Magnus N.V.

Title: Director

For the Licensee:

Signature: 

Name: Marina Rivnaya

Title: Director



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Appendix 1
to the SOFTWARE LICENSE AGREEMENT of 03.07.2023

Software Specifications

List of the software

- A. Journey Builder Module
- B. CUSTOMER RELATIONS AUTOMATION (CRA)
- C. Mass Messages Sender

A) Journey Builder Module

Description

1.1 Purpose of the module

The Journey Builder module is specifically designed to construct automated scripts for promotions, mailings, and other marketing activities within the application. Its main goal is to engage and retain users while also attracting new ones.

1.2 Implementation objectives

The module is intended to achieve the following objectives:

- Provide a visual representation of the stages involved in creating a promotion.
- Establish communication channels for effective interaction.
- Define the necessary conditions and mechanics for issuing bonuses.
- Customize the promotion's visual presentation and determine where it will be displayed to the user.

1.3 Domain

This module is meant to seamlessly integrate with other modules within the application, ensuring cohesive functionality.

1.4 Components

The Journey Builder module comprises the following components:

- a) Client: This component handles the user interface and interactions.
- b) Server: This component manages the backend operations and data processing.

1.5 End users

The module is intended for use by the CRM managers.

Functional and Non-Functional Requirements for Journey Builder

2.1 User's functionalities

The functionalities of the module are intended exclusively for authorized users. Only users with proper authorization should have access to the following functions:

Sorting the promotion list by name, time and date of creation, as well as time and date of the promotion's start.

Creating a promotion, which involves the following steps:

- a) Entering the promotion name.
- b) Selecting the time and date for the promotion to begin.
- c) Choosing the brand and currency associated with the promotion.

- d) Specifying the purpose of the promotion.
- e) Selecting users to participate in the promotion through filtering or by uploading a file.
- f) Choosing the promotion mechanics.
- g) Selecting the method of communication with the user.
- h) Selecting the channel (website or application) on which the promotion will be run.
 - Saving the promotion.
 - Saving and initiating the promotion.

2.2 Automatic operations

The module provides automatic execution of the following operations:

- Displaying the list of promotions in chronological order based on their creation time and date, with the newest promotions appearing first.
- Assigning a unique ID to each promotion.
- Notifying the successful loading of a CSV file containing a list of promotion participants.
- Sending a message to the participants of the promotion.
- Automatically restarting the module if the connection with the server is lost.
- Displaying error messages when necessary.
- Validating the completion of required fields to ensure data integrity.

2.3. The module should ensure that the following nonfunctional requirements are met:

- Development as a Web Application: The module should be developed and implemented as a web-based application.
- Displaying data as a table: The module should present data in a tabular format for easy visualization.
- Compatibility with Google Chrome: The module should be fully functional and compatible with the current versions of the Google Chrome web browser.
- Data transfer in JSON format: The module should utilize JSON (JavaScript Object Notation) format for efficient and standardized data exchange.
- Interaction via HTTPS protocol: The module should communicate and interact with other modules securely using the HTTPS protocol.
- Recovery mode functionality: The module should incorporate a recovery mode to handle and resolve any malfunctions or errors.
- High availability: The module should aim for a minimum availability of 99.5%, with downtime not exceeding 3.5 hours per month.
- CSV user import: The module should provide the ability to import users from CSV (Comma-Separated Values) files.
- Email and SMS notifications: The module should support email and SMS notifications as communication channels for interacting with promotion participants.

INTERACTION OF THE MODULE WITH OTHER MODULES/SYSTEMS

3.1 The module is designed to seamlessly interact with other application modules and systems in order to receive and transfer the necessary data required to perform its functionality. This interaction ensures smooth collaboration and integration with the broader application ecosystem.

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B) CUSTOMER RELATIONS AUTOMATION (CRA) MODULE

Description

1.1 Purpose of the module

The Customer Relations Automation (CRA) module belongs to the CRM system class and is designed to effectively manage customer relationships. The module aims to achieve the following objectives:

- Automate the creation and management of various types of promotional campaigns throughout their lifecycle.
- Target promotional campaigns to specific customer segments.
- Collect statistics and analyze the results of these campaigns.

1.2 Implementation objectives

The primary objectives of implementing the CRA module are as follows:

- Attracting new customers to the main platform by utilizing personalized bonuses and other marketing tools.
- Stimulating the activity of existing customers to enhance their engagement and retention.
- Providing a comprehensive system for creating, managing, and analyzing promotional campaigns to achieve business goals.

1.3 Domain

The CRA module is designed to seamlessly work in conjunction with the main platform and other modules within the CRM system. It operates within the broader application domain to effectively manage customer relationships.

1.4 Components

The CRA module comprises the following essential components:

- Client: The user interface component that allows CRM managers, customer support staff, and CRM administrators to interact with the system.
- Server: The backend component responsible for processing requests, executing campaign management functionalities, and managing data.
- Database: Stores relevant data related to promotional campaigns, customer segments, and campaign results.

1.5 End users

The system caters to the following end users:

- CRM managers: This role has access to campaign creation, lifecycle management, and reporting functionalities.
- Customer support staff: This role can view customer profiles in terms of their participation in specific promotional campaigns, as well as add or remove customers from campaigns.
- CRM administrators: This role has full access to all actions within the system, including configuring access rights and settings.

Functional and Non-Functional Requirements for CRA

2.1 User's functionalities

The system provides the following functionalities to authorized users:

- View a list of all created campaigns.
- Create new campaigns.
- Set or edit parameters for campaigns, including:
 - 1) Campaign name.
 - 2) Mechanics type.
 - 3) Promo code.
 - 4) Campaign appearance date on the website.

- 5) Campaign start date.
- 6) Campaign end date.
- 7) Brand and currency.
- 8) Visibility of the campaign for unlogged customers.
- 9) Customer segment eligibility.
- 10) Campaign page or banner appearance.
 - Copy the settings of an existing campaign to create a new campaign.
 - Manually change the status of a campaign.
 - Search and filter campaigns in the list.
 - View a list of clients who have participated in a campaign.
 - View campaign statistics.
 - Manually add campaign members.
 - Download campaign results.
 - Create new loyalty programs.
 - Set or edit parameters for loyalty programs, including:
 - 1) Loyalty program name.
 - 2) Promo code.
 - 3) Loyalty program start date.
 - 4) Loyalty program end date (optional parameter).
 - 5) Brand and currency.
 - 6) Terms and bonuses.
 - 7) Loyalty program rules text.
 - Copy settings of an existing loyalty program to create a new one.
 - View statistics of loyalty program participants.
 - Manually complete loyalty programs.
 - The available functions may vary based on the user's role in the system.

2.2 Automatic operations

The module automatically performs the following operations:

- Starting and ending campaigns or loyalty programs based on pre-set parameters.
- Checking if customers have fulfilled the conditions of a campaign.
- Determining if a campaign banner should be displayed to a specific customer.
- Verifying if a customer's actions comply with the terms of active campaigns.
- Calculating bonuses and rewards for eligible customers.

2.3 The module ensures that the following nonfunctional requirements are met:

- The client part of the system is implemented as a web application, providing accessibility and ease of use through web browsers.
- Access permissions and user functionalities are differentiated according to the role model, ensuring appropriate access and actions based on user roles within the system.
- The client application is designed to run and function correctly in the Google Chrome browser, ensuring compatibility and optimal performance.
- Interaction with other modules/systems occurs via the HTTP protocol, facilitating seamless communication and integration with other components of the system.
- The module supports the export of promotional campaign results in CSV (Comma-Separated Values) and XLSX (Microsoft Excel) file formats, enabling convenient data analysis and reporting.
- Customer lists can be imported from CSV file format, allowing easy and efficient data integration for campaign targeting.
- Supported image formats for banners include PNG (Portable Network Graphics) and JPG (Joint Photographic Experts Group), ensuring flexibility in designing visually appealing promotional materials.

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- Promo codes follow a specific format: they can be 3 to 20 characters in length and may consist of letters of the Roman alphabet, numbers, and special symbols. This format ensures consistency and usability in managing promo codes.
- Dates are displayed in the format DD.MM.YYYY, and time is displayed in the format HH:MM, providing a standardized and easily understandable format for users interacting with the system.

INTERACTION OF THE MODULE WITH OTHER MODULES/SYSTEMS

3.1 The module interacts with the following modules/systems:

- The platform: The module interacts with the platform to receive relevant data about the customer's account and their activities on the website or in the mobile application. This data is used for campaign targeting and personalization.

The DWH data warehouse: The module communicates with the data warehouse to provide the entire history of the customer's participation in campaigns. This information is shared with the data warehouse to facilitate analysis, reporting, and further data processing. The module ensures that the campaign participation history is accurately captured and made available for analysis within the data warehouse.

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C) Mass Messages Sender Module

Description

1.1 Purpose of the module

The primary purpose of this module is to facilitate mass marketing activities through various channels such as SMS, email, and WebPush messages.

1.2 Implementation objectives

The module is intended to be implemented as a dedicated messaging tool for the company, providing customization options to align with current business requirements. It aims to offer the capability to send messages to regions that may not be accessible through Salesforce's standard SMS messaging services. Essentially, the module's implementation seeks to reduce reliance on third-party solutions and enhance overall flexibility.

1.3 Domain

The module is designed to function either as an integral part of the Salesforce Marketing Cloud or within similar marketing solutions.

1.4 Components

The module comprises the following essential components:

- Client: The user interface component that allows marketers, analysts, and CRM managers to interact with the module.
- Server: The backend component responsible for processing requests, managing data, and executing marketing operations.
- API: Enables communication and integration with other modules or external systems.
- Database: Stores relevant data required for messaging operations and campaign management.

1.5 End users

The module caters to the following end users:

- Marketers: Individuals responsible for designing and executing marketing campaigns.
- Analysts: Professionals who analyze marketing data and extract insights for decision-making.
- CRM managers: Personnel overseeing customer relationship management and ensuring effective utilization of the module's features.

Functional and Non-Functional Requirements for Mass Messages Sender

2.1 User's functionalities

The module should provide the following functionalities to the user:

- Bulk send SMS, email, and push-messages.
- Retrieve the list of active mailings.
- Access the list of active user profiles.
- Retrieve the action list specific to a particular profile.
- Create, modify, and delete user profiles.
- Search for a profile and apply filters to the profiles list.
- Make requests to the Data Warehouse (DWH) to generate reports.
- Check the current status of a report.
- Download generated reports.
- Send individual SMS messages.
- Preview SMS content before sending.
- Subscribe and unsubscribe to WebPush notifications.

2.2 Automatic operations

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The module should automatically perform the following operations:

- Conduct mass mailings, including sending scheduled or triggered campaigns.
- Receive event data for a user from the Platform, capturing relevant user interactions and activities.
- Record data about sent messages in the SendLog, ensuring proper tracking and logging of messaging activities.

2.3 The module should ensure that the following nonfunctional requirements are met:

- Masking of customer personal and contact details: By default, the module should implement masking techniques to protect the personal and contact details of customers stored in the module, ensuring that sensitive information is not visible or accessible in its raw form.
- Logging of user actions: All user actions performed within the system should be logged, capturing relevant details such as the action taken, the user responsible, and the timestamp. This logging mechanism aids in auditing, tracking user activities, and maintaining a comprehensive record of system interactions.
- Restriction on customer data export: The module should enforce restrictions to prevent the export of customer data. This ensures that customer data remains within the system and is not easily transferred or shared externally, maintaining data privacy and security.
- Parallel processing of dispatches by region: Dispatches, such as SMS or email campaigns, should be processed in parallel, categorized by region. Within each region, dispatches should be processed sequentially based on the order of submission, following a first-in, first-out (FIFO) approach. This approach optimizes efficiency and ensures timely delivery of messages while maintaining the intended order within each region.

INTERACTION OF THE MODULE WITH OTHER MODULES/SYSTEMS

3.1 The module should interact with the following modules/systems:

- Salesforce Marketing Cloud or similar solution: The module should integrate with Salesforce Marketing Cloud or a similar marketing solution to receive relevant data, such as the list of customers to send messages to, the content of the messages, scheduling information, terms and conditions, and other mailing settings. This integration ensures seamless coordination with the marketing platform for effective campaign execution.
- Data Warehouse (DWH): The module should interact with the DWH to receive client events that serve as triggers for mailings. These events can include user actions or behaviors that initiate specific mailings. Additionally, the module should send reports containing data on mailing list conversions, including metrics such as opens, clicks, and link clicks. This interaction enables the module to leverage data from the DWH for targeted and personalized mailings while also providing analytics and insights on mailing performance.
- nMPC (Notification Message Processing Center): The module should facilitate the automatic sending of trigger-based transactional messages during various processes, such as registration, verification, and similar actions. This interaction allows for the timely and contextually relevant delivery of transactional messages to users, enhancing the overall user experience and engagement.

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