

# Onboarding a Short Code

STEP BY STEP INSTRUCTIONS ON HOW TO ASSOCIATE BRANDS & CONTENT PROVIDERS WITH THEIR SHORT CODES

## Version 1.0

Effective Date: 1/1/2026

## Related Links & Guides

- [www.usshortcodes.com](http://www.usshortcodes.com)
- [Glossary](#)
- [Leasing a Code User Guide](#)
- [Add a Brand User Guide](#)
- [Add a Content Provider User Guide](#)

## Getting Started:

Carriers require proof that your Short Code has a paid lease with vetted Brands and Content Providers. Onboarding generates a Statement providing this proof, which you'll submit to carrier systems to activate messaging.

### This guide covers:

- Selecting a Short Code and choosing usage type (Brand or Political)
- Associating the Short Code Registrant, Brand Client, and Content Provider
- Selecting your Direct Connection Aggregator (DCA) and Application Service Provider (ASP)
- Reviewing and downloading the Statement

## STATEMENT

This Statement affirms that Short Code 318281 has been paid in full and successfully onboarded via the Short Code Registry Platform. Brand vetting was performed by an authorized Vetting Agent and completed on November 19, 2025.

### SHORT CODE 318281

#### SHORT CODE INFORMATION

Short Code	318281
Type	Random
Program	Standard
Use Type	Normal
Usage	Brand
Valid Through	4/22/2026

#### PAYMENT DETAILS

Order #	16349
Payment Date	10/14/2025
Status	PAID

#### ONBOARDING & VERIFICATION

Vetting Status	Completed
Vetting Completion Date	11/19/2025
Vetting Performed By	GCH Technologies Inc.
Brand	Delta Airlines (DBA: GCH Technologies) ✓
FEIN or Tax ID	**...3875 ✓
Short Code Registrant	MessagesMadeSimple ✓
Content Provider	Hilton ✓
FEIN or Tax ID	**...7536 ✓
Direct Connection Aggregator	Sinch
Application Service Provider	MessageMadeSimple

Issued by GCH Technologies Inc. based on data processed through the Short Code Registry Platform. All brand vetting is performed by authorized third-party Vetting Agents. GCH Technologies does not serve as a vetting agent and does not directly validate brand identity. For assistance, contact: [cs@usshortcodes.com](mailto:cs@usshortcodes.com).

Issued by GCH Technologies Inc.  
SC-STATEMENT-F6F51952-0165-4E88-956C-44D9CECE4475  
Issued Date: 12/9/2025

## Needs Onboarding Action

Click on the Needs Onboarding Action card at the top of the screen.

The Onboarding column shows the status for each Short Code:

- **Not Started** – Onboarding has not begun. Click to start the process.
- **In Progress** – Onboarding started but not completed. Click to resume where you left off.

## Short Codes



Managed Codes ?

Search for a Brand, Content Provider, or a Short Code

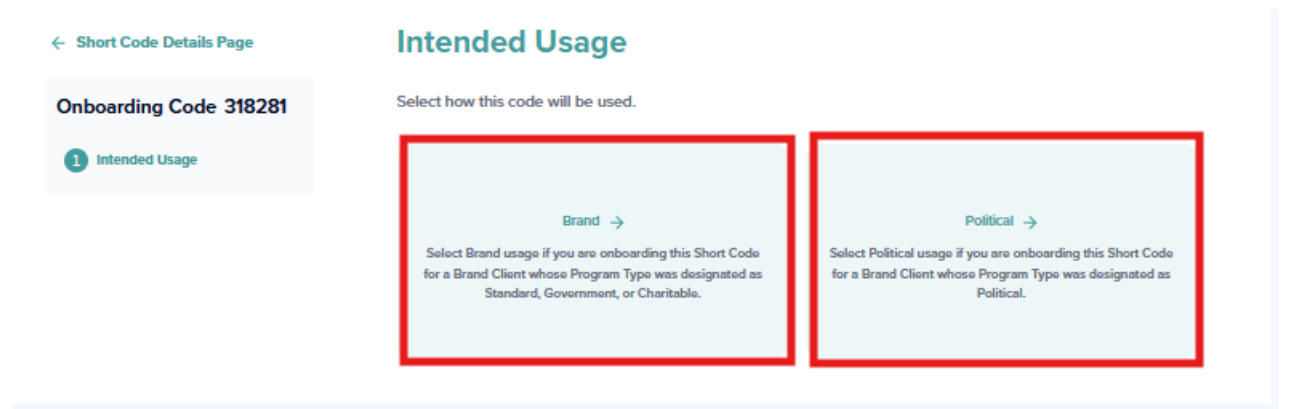
Short Code	Onboarding	Program	Use Type	Term	Order #	Brand	Content Provider	Billing Status	Lease Start
218281	Not Started	Standard	Normal	6 mo.	16349	N/A	N/A	Paid (Wire) Valid Until 04/29/25	10/22/2025
304213	In Progress	Standard	Normal	6 mo.	16346	FEMA	Federal Emerg...	Paid (Check) Valid Until 04/29/25	10/22/2025
279592	In Progress	Standard	Normal	3 mo.	24110	Apple	Echo Communications	Paid (Card) Valid Until 02/16/25	11/17/2025
230818	In Progress	Standard	Normal	12 mo.	9438	American Airlin...	Echo Communications	Paid (Card) Valid Until 09/24/25	9/25/2025
219758	In Progress	Standard	Normal	3 mo.	24369	Apple	N/A	Outgoing Transfer Lease Valid Until 02/11/25	11/18/2025
99999	Not Started	Standard	Normal	3 mo.	12552	N/A	N/A	Paid (Card) Valid Until 09/08/25	10/9/2025
60022	In Progress	Standard	Normal	6 mo.	16342	Apple	Echo Communications	Paid (Wire) Valid Until 04/29/25	10/22/2025
58247	In Progress	Standard	Normal	3 mo.	7818	N/A	N/A	Paid (Card) Valid Until 12/16/25	9/17/2025
36851	In Progress	Charitable	Normal	Monthly	25843	N/A	N/A	Paid (Auto-ACH) Monthly	9/2/2025
29563	In Progress	Standard	Normal	6 mo.	6180	Hyatt	N/A	Paid (Card) Valid Until 03/07/25	9/2/2025

## Intended Usage

Select how this code will be used:

- [Brand](#) - Standard commercial messaging (most common)
- [Political](#) - Political - Campaign and election-related messaging

Your selection determines which brands are available in the next step.



## Short Code Registrant

The Short Code Registrant is the primary contact for the organization leasing the Short Code.

**New contact:** Complete all required fields (\*). U.S. addresses will be validated against the USPS database.

**Saved contact:** Click **Choose a saved contact** to auto-fill from your Account Details, then click **Next**.

Click **Next** when complete.

Note: Use a corporate email address. Personal email services (Gmail, Yahoo, AOL, etc.) are not permitted.

← Short Code Details Page

### Onboarding Code 318281

- Intended Usage
- Short Code Registrant**
- Brand Client
- Content Provider
- Direct Connection Aggregator
- Application Service Provider
- Review

## Short Code Registrant

The Short Code Registrant is the primary point of contact for the organization that is leasing the Short Code(s) on behalf of the Brand Client.

ACCOUNT ID <b>210</b>	ORGANIZATION NAME <b>MessagesMadeSimple</b>	<b>Choose a saved contact</b>
FIRST NAME * Shelly C.	LAST NAME * Richards	
PHONE * +1 (980) 259-8999	EXTENSION	
COUNTRY * United States		
EMAIL * mday+909@gchtech.com		
STREET ADDRESS 1 * 16192 Coastal highway		
STREET ADDRESS 2		
CITY * LEWES	STATE * Delaware	ZIP CODE * 19958
<a href="#">← Previous</a>		<b>Next</b> →

## Select Brand Client

Search for or select your Brand Client, then click **Select**.

Program type requirements:

- Government brands must use Government Short Codes
- Charitable brands must use Charitable Short Codes
- Political brands must use Political Short Codes
- Warning icons show program type mismatches

Additional options:

- Add multiple brands by selecting each one (not recommended)
- If your brand is missing, it hasn't completed vetting—check the Brands page

Click **Next** to continue.

← Short Code Details Page

### Brand Client

**Onboarding Code 318281**

- ✓ Intended Usage
- ✓ Short Code Registrant
- 3 Brand Client
- 4 Content Provider
- 5 Direct Connection Aggregator
- 6 Application Service Provider
- 7 Review

Select a verified Brand Client to proceed with the onboarding.

**NOTE:** Only verified brands are shown at this step. If you can't find a brand, visit [Brands](#) to check its status and take action if needed, or add a new brand.

Delta Airlines ×

Brand	Doing Business As	Program Type	
American Airlines	-	Standard	Select
Apple	-	Standard	Select
Delta Airlines	GCH Technologies	Standard	Selected
Federal Emergency Management Agency	-	Government	Select
Hilton	-	Standard	Select
Hyatt	-	Standard	Select
Pipoly Connect	-	Standard	Select
REL Inc	GCH Technologies	Standard	Select
Sweet Tofu	-	Standard	Select

← Previous

Next →

## Select Content Provider

Type in the name of in the search bar or select it from the list below.

Search for or select your [Content Provider](#), then click **Select**.

Requirements:

- Only one Content Provider per Short Code
- Only vetted Content Providers appear in this list

If your Content Provider is missing: It hasn't completed vetting—check the Content Providers page.

Click **Next** to continue.

← Short Code Details Page

Onboarding Code 318281

- ✓ Intended Usage
- ✓ Short Code Registrant
- ✓ Brand Client
- 4 Content Provider**
- 5 Direct Connection Aggregator
- 6 Application Service Provider
- 7 Review

## Content Provider

A Content Provider is the entity who has a contractual relationship with the brand that is sending messages to wireless subscribers. In this section, you must identify and select the Content Provider that will be associated to the short code. For managing the content providers please go to Content Providers section.

**NOTE:** Only verified content providers are shown at this step. If you can't find a content provider, visit [Content Providers](#) to check its status and take action if needed, or add a new content provider.

H Hilton ×

Search for Content Provider

Content Provider	Doing Business As	
A Apple		Select
E Echo Communications	Echo Communications Inc	Select
H Hilton		<b>Selected</b>
H Hyatt		Select

← Previous

**Next** →

## Select Direct Connection Aggregator

Select the [Direct Connection Aggregator \(DCA\)](#) from the dropdown.

Your DCA will be the contact point for Short Code monitoring and compliance issues.

Click **Next** to continue.

← Short Code Details Page

**Onboarding Code 318281**

- ✓ Intended Usage
- ✓ Short Code Registrant
- ✓ Brand Client
- ✓ Content Provider
- 5 Direct Connection Aggregator**
- 6 Application Service Provider
- 7 Review

### Direct Connection Aggregator

A Direct Connection Aggregator is selected by Application Service Providers to help establish connections with Wireless Service Provider networks. This enables messages addressed to your Short Code to reach your application and allows your application to reach your customers.

**This service is outside of your Short Code lease and will involve separate arrangements with your selected partners.**

DIRECT CONNECTION AGGREGATOR

- Bandwidth
- Infobip
- Kaleyra
- SAP
- Sinch**
- Soprano Design
- Syniverse
- Vibes Media
- Webex | CPaaS Solutions

## Enter Application Service Provider

Enter the name of your [Application Service Provider \(ASP\)](#).

Note: This is used for compliance tracking. Enter the name carefully as this is a free-form field.

Click **Next** to Continue

← Short Code Details Page

### Onboarding Code 318281

- ✓ Intended Usage
- ✓ Short Code Registrant
- ✓ Brand Client
- ✓ Content Provider
- ✓ Direct Connection Aggregator
- 6 Application Service Provider**
- 7 Review

## Application Service Provider

An Application Service Provider is a company that builds and runs mobile messaging applications for businesses using Short Codes. They handle all the technical work so businesses don't have to create their own systems.

**This service is outside of your Short Code lease and will involve separate arrangements with your selected partners.**

APPLICATION SERVICE PROVIDER ▾  
MessageMadeSimple

← Previous

Next →

## Review Selections

Review your onboarding information.

Use the edit icons to make changes if needed.

Check the confirmation box, then click **Finish Onboarding** to generate the **Statement**.

← Short Code Details Page

### Onboarding Code 318281

- ✓ Intended Usage
- ✓ Short Code Registrant
- ✓ Brand Client
- ✓ Content Provider
- ✓ Direct Connection Aggregator
- ✓ Application Service Provider
- 7 Review**

## Review

Review the selected onboarding components. Click the edit button for any component to revisit its details.

### Short Code Registrant

ACCOUNT ID <b>210</b>	ORGANIZATION NAME <b>MessagesMadeSimple</b>	
NAME <b>Shelly C. Richards</b>	PHONE NUMBER <b>+19802598999</b>	EMAIL <b>mday+909@gchtech.com</b>
COUNTRY <b>United States</b>	STREET ADDRESS 1 <b>16192 COASTAL HWY</b>	STREET ADDRESS 2 <b>-</b>
CITY <b>LEWES</b>	STATE <b>Delaware</b>	ZIP CODE <b>19958-3608</b>

### Brand Client

BRAND NAME  
**Hilton**

DOING BUSINESS AS  
**-**

### Content Provider

CONTENT PROVIDER NAME  
**Echo Communications**

DOING BUSINESS AS  
**Echo Communications Inc**

### Direct Connection Aggregator

**Sinch**

### Application Service Provider

**MessagesMadeSimple**

"I confirm I am authorized to submit this information and that it is accurate." \*

← Previous

**Finish Onboarding** →

## Onboarding Finished

Onboarding is complete.

Click Short Code Details Page to view your onboarding information and download your Statement for carrier submission.

← Short Code Details Page

### Review

Review the selected onboarding components. Click the edit button for any component to revisit its details.

**Onboarding Code 318281**

- Intended Usage
- Short Code Registrant
- Brand Client
- Content Provider
- Direct Connection Aggregator
- App
- 7 Review

<b>Short Code Registrant</b>			
ACCOUNT ID	ORGANIZATION NAME		
<b>210</b>	<b>MessagesMadeSimple</b>		
NAME	PHONE NUMBER	EMAIL	
<b>Scott Carlson Ross</b>	<b>+13453464576</b>	<b>mryan+3@gchtech.com</b>	
COUNTRY	STREET ADDRESS 1	STREET ADDRESS 2	
<b>United States</b>	<b>9039 VILLAGE DR</b>	-	
		ZIP CODE	
		<b>95389</b>	

### Onboarding finished

✓

**Code 318281**

You've successfully completed the onboarding process. You can now go to the Short Code Details Page and download the statement for carrier submission or continue exploring the site.

[Short Code Details Page](#) [Go to Short Codes](#)

[Go to Brands](#) [Go to Content Providers](#)

← Previous Finish Onboarding →

## Short Code Details

Status Details will show Onboarding Complete.

The Short Code Details page now shows all of the onboarding information.

Click **Download Statement** to download your Statement for carrier submission.

Need to make changes?

- Use **Edit Onboarding** to update your selections
- Use **Delete Onboarding** to reset (returns Short Code to Not Started status)

← Short Codes

### Short Code 318281

SHORT CODE DETAILS BILLING & INVOICES TRANSFER & CANCEL

**Status**

Status Details

Onboarding Complete

No immediate action is needed. We always recommend to keep your brand info updated.

**Details**

TYPE  
**Random**

PROGRAM  
**Standard**

USE TYPE  
**Normal**

USAGE  
**Brand Purpose**

EXPIRES  
**4/21/26**

TERM  
**6 Months**

ORDER  
**16349**

Download Statement

**Onboarding Information** Delete Onboarding Edit Onboarding

**Brand Client**

**Delta Airlines**  
Verified

DOING BUSINESS AS  
**Gch Technologies**

FEIN  
**13-4353875**

LAST SUCCESSFUL VET  
**11/19/2025**

**Short Code Registrant**

**Scott Carlson Ross**  
Enabled

**Content Provider**

**Hilton**  
Verified

**Direct Connection Aggregator**

**Sinch**

**Application Service Provider**

**MessageMadeSimple**

## Statement

A Statement is a new system-generated document that replaces the old process of sending lease receipts to carriers.

### What it confirms:

- Your Short Code has a paid lease
- Your Brand has completed vetting
- All required parties are associated with the Short Code

### What it contains:

1. **Short Code Information** - Code details, payment status, and lease validity
2. **Payment Details** - Order number and payment date
3. **Onboarding & Verification** - Brand, Content Provider, and all associated parties

Submit the Statement to your carrier as proof of compliance.

## STATEMENT

This Statement affirms that Short Code 318281 has been paid in full and successfully onboarded via the Short Code Registry Platform. Brand vetting was performed by an authorized Vetting Agent and completed on November 19, 2025.

### SHORT CODE 318281

SHORT CODE INFORMATION		PAYMENT DETAILS	
Short Code	318281	Order #	16349
Type	Random	Payment Date	10/14/2025
Program	Standard	Status	PAID
Use Type	Normal		
Usage	Brand		
Valid Through	4/22/2026		
ONBOARDING & VERIFICATION			
Vetting Status		Completed	
Vetting Completion Date		11/19/2025	
Vetting Performed By		GCH Technologies Inc.	
Brand		Delta Airlines (DBA: GCH Technologies) ✓	
FEIN or Tax ID		**...3875 ✓	
Short Code Registrant		MessagesMadeSimple ✓	
Content Provider		Hilton ✓	
FEIN or Tax ID		**...7536 ✓	
Direct Connection Aggregator		Sinch	
Application Service Provider		MessageMadeSimple	

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Issued Date: 12/9/2025

## Glossary

**Application Service Provider (ASP)** - Application Service Providers specialize in software development and hosting for mobile messaging applications.

**Brand** - Brand Clients are the organizations, enterprises or businesses that are using a short code (through Short Code Registry Registrants and/or Content Providers) to send text messages to consumers.

**Carrier/MNO/MVNO** – Carrier – eg, Verizon, T-Mobile, ATT, Mobile service provider, Mobile Network Operator (MNO), Mobile Virtual Network Operator (MVNO).

**Content Provider** - The Content Provider (if different than the Short Code Registrant) is the entity who has a contractual relationship with the Brand Client that is sending messages. They set objectives, ensure that the brand is being accurately represented, and make all final decisions in conjunction with their brand client regarding the nature and substance of the content and how customers are engaged. If there are multiple companies that exist between the Short Code Registrant and the Brand Client, the Content Provider is the entity who contracts directly with the Brand Client.

**Direct Connection Aggregator (DCA)** - An intermediary company that has established direct technical relationships with major mobile network operators (MNOs) to efficiently route SMS and MMS messages from businesses to mobile subscribers.

**Federal Tax ID, Employer Identification Number (FEIN)** - Nine-digit number assigned in the United States by the Internal Revenue Service to identify a business entity.

**Political** - A party, committee, association, fund, or other organization organized primarily for accepting contributions or making expenditures to influence elections.

**Short Code Registrant** – The organization leasing the short code.

**Statement** - A secure, system-generated record that proves your Short Code has a paid lease and a vetted brand, replacing the old process of sending receipts and briefs to carriers.

**Vetting** - Reviewing all applications submitted to the Short Code Registry to verify that the Registrant, Brand Client, and Content Provider are correctly identified and represent a legitimate company.

## Version History

Date	Version	Details
12/15/25	1.0	Initial Release