

MMS Access Manager

An efficient, cost-effective way to deliver highly engaging messages to your target audiences' mobile handsets.

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Why MMS (Multimedia Messaging Service)?

Multimedia messaging is a powerful and personal way to reach your target audiences via their mobile device. Your MMS messages can include colourful graphics, animation, music, video and text. The creative possibilities are truly amazing.

With MMS, you can reach precise targets who can respond easily and immediately. You can even send content to consumers based on their current location (such as offers for use in nearby stores) wherever they have mobile coverage.

MMS is also a great channel for viral marketing campaigns. Recipients can forward your messages to family and friends who want them – increasing your marketing reach¹.

What's more, MMS messages are free to receive; recipients won't have to worry about data charges when they receive your MMS content on their phones².

What is MMS Access Manager?

Telstra MMS Access Manager is a multimedia messaging platform that provides direct access to the Telstra mobile network, to send and receive multiple content messages. When used in combination with your choice of MMS campaign management applications, MMS Access Manager helps provide a complete MMS campaign delivery, management and reporting solution.

MMS Access Manager Key Features

- High capacity platform – send high volumes of MMS messages.
- Delivery reporting – keep track of message status with MMS Access Manager's delivery report function³.
- Access flexibility – choose from three ways to connect to MMS Access Manager: a secure internet connection, an internet VPN or frame relay (note: frame relay is available to existing SMS Access Manager customers only).
- Carrier-grade service – gain direct access to Telstra's mobile network and fast access to other domestic and international networks⁴.
- Two-way messaging capability – recipients can reply to your message from any Australian network.

MMS Access Manager Key Benefits

- High impact communication – reach your target audience directly with compelling multimedia content.
- Improved productivity – fast transmission of important content and information saving time over traditional mediums like fax, email and direct mail.
- Cost-effectiveness – MMS campaigns and transactions can reduce the cost of contact solutions over phone and fax based initiatives.

Next Dimension Working™ transforms the way businesses manage customer and staff communications.

Telstra is in the unique position to enable MMS Access manager solutions, with the power of the Next IP™ network and the Next G™ wireless broadband network, creating Australia's largest fully integrated national IP network. It's a world-leading communications platform that will help you realise the full potential of the next generation of mobile workforce solutions.

Learn more about how Next Dimension Working™ can help you.

Contact your **Telstra Account Executive**
Click telstra.com/enterprise
Call **1300telstra (1300 835 787)**



Things you need to know: Telstra does not guarantee that the provision of MMS Access Manager will be fault free or continuous or that MMS messages will be sent in a timely manner. Important restrictions apply on the sending of large volumes of messages. You should read the terms and conditions available at www.telstra.com.au/customerterms/mmsaccessmanager carefully before using MMS Access Manager. MMS Access Manager should not be used for time based initiatives that may result in a sudden peak of message traffic to the Telstra MMS network. Call charges may apply. Please see terms and conditions at www.telstra.com.au/customerterms/mmsaccessmanager. 1. You are not permitted to use Telstra Mobile MMS Access Manager for the purposes of sending marketing messages (which are messages designed to promote the sale of or demand for goods or services) unless you comply with the Spam Act 2003 (Cth), the ACIF Guidelines for MMS, the eMarketing Code and other applicable laws. Telstra may cancel your access to Telstra Mobile MMS Access Manager if it has reason to believe you are not complying with the law. 2. Dependant on plan provider and location of recipient at the time. 3. Delivery reporting - Delivery reports are not available where an alpha sender has been used to send the message, and we may not be able to track a MMS message sent to another carrier's network. 4. Carrier-grade service - You will only be able to send to and receive MMS messages from non-Telstra customers where we and the other phone company have agreed and fully implemented the necessary technology. Telstra has no control over the networks of other carriers, and cannot guarantee that a message will reach a final destination on another carrier's network. © 2008 Telstra Corporation Limited. All rights reserved.

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