

SMS Access Manager

An efficient, cost-effective way to deliver large volumes of SMS messages to your target audiences' mobile handsets – quickly and directly

Why SMS (Short Message Service)?

What is SMS Access Manager?

Key Features

Key Benefits



Why SMS (Short Message Service)?

SMS messaging has quickly become a powerful and personal way to reach your target audiences via their mobile device.

With SMS, you can reach a precise target market who can respond easily and immediately. SMS 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, SMS messages are free to receive.

What is SMS Access Manager?

Telstra SMS Access Manager enables your SMS-capable application to send and receive large volumes of messages rapidly. The volume of messages you can send is dependant on your access medium. SMS Access Manager offers a choice of three access mediums using two protocol specifications, giving a direct connection to Telstra's Mobile SMS network and access to other domestic and international mobile networks (some limitations apply).

SMS Access Manager Key Features

Here's what you get

- Ease and speed – it is quicker and simpler to generate and send SMS text messages using SMS Access Manager and your customised application, rather than from a standard handset.
- High throughput levels – enables efficient transmission of high volumes of SMS text messages².
- Enhanced level of security afforded by the SMPP protocol and level of access granted to the Telstra Mobile SMS network.
- Discount on the cost of sending SMS text messages, as your committed minimum volume increases!

- A range of access options designed to create the most productive messaging solution for you. Choose from three ways to connect to SMS Access Manager: dial-up access using TAP/PET, Internet access and Frame Relay access using SMPP (Short Message Peer-to-Peer).
- Delivery reporting – keep track of message status with SMS Access Manager's delivery report function³.
- Two-way messaging capability – send and receive SMS text messages across all Telstra networks and other domestic networks (with the necessary technology implemented) using SMPP Access⁴.

SMS Access Manager Key Benefits

Productivity gain

- SMS messages are delivered personally and directly to a user's mobile device, saving valuable time over normal transmission mediums such as email, phone and fax.
- By automating business processes and logic with a messaging application you can reduce the manual transfer of information and reduce process errors, increasing business efficiency.
- Messaging campaigns and transaction automation can help to reduce the cost of contact solutions and phone call based initiatives.

Message costs

- The cost per SMS text message is discounted if you commit to a higher minimum volume of messaging.

For customers who choose to connect to SMS Access Manager via SMPP, there are even more benefits

- Keep track of your messages with the registered message function (additional charges apply). You can choose to be notified when your SMS message reaches its final delivery state³.
- Two-way messaging capability – the current arrangement for SMS interconnect enables a reply path from handsets on all domestic networks⁴.
- The SMPP protocol delivers enhanced security and controlled levels of access to the Telstra Mobile SMS network.

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

Telstra is in the unique position to enable these solutions, with the power of the Telstra 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, together with the right devices, 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 SMS Access Manager will be fault free or continuous, or that SMS messages will be sent in a timely manner. Call charges may apply. 1. You are not permitted to use SMS 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 SMS, the eMarketing Code and any other applicable laws, industry standards and codes. Telstra may cancel your access to SMS Access Manager if it has reason to believe that you are not complying with the law. 2. 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/docs/bg_enhanced.doc carefully before using SMS Access Manager. SMS Access Manager should not be used for time based initiatives that may result in a sudden peak of message traffic to the Telstra Mobile SMS network. 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 an SMS message sent to another carrier's network. 4. Two-way messaging capability – You will only be able to send to and receive SMS 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.