



## TELSTRA INTEGRATED MESSAGING POWERED BY SOPRANO: CAMPAIGN MANAGER

**An effective tool to manage your SMS, MMS and email campaigns with direct connectivity to Telstra.**

### Product summary

The SOPRANO Campaign Manager tool is an efficient platform to manage high volumes of mobile messages.

You are in control of all of your mobile messaging, with functionalities such as status management, pausing, throttle control and scheduling.

You can import your contacts and distribution lists or use it to create lists in response to your other marketing activities.

### Product features

#### Flexible deployment and scalability

SOPRANO Campaign Manager has the flexibility and scalability to be deployed:

- as a corporate campaign management tool, for a company to provide services to its employees, customers and suppliers
- as Wireless Application Service Provider (WASP) infrastructure, for an organisation offering campaign management services to a range of customers.

#### Web based design

The SOPRANO application allows you to design and configure your campaign using your web browser, removing the need for desktop software.

All campaign features can be tested and verified before the campaign is deployed.

### Campaign monitoring

This functionality allows campaigns to be monitored remotely with full statistics and graphical reports.

Campaigns can be activated, paused, archived and repeated.

### Campaign validity

Campaign Manager defines your campaign validity period to ensure that you are in control of your campaign and its costs.

### Product benefits

#### Business opportunities

SOPRANO Campaign Manager presents you with several business cost advantages and revenue generating opportunities, including:

- better targeted and timely campaign delivery
- instant customer feedback
- rapid information dissemination
- lower costs per impression and
- accurate campaign tracking and success management.

#### Enhanced communication strategy

You may currently be using media, direct marketing and telemarketing to deliver your product message.

For a complete marketing and polling solution, Campaign Manager sits alongside your existing communications mix to provide you a broader solution.

## Improved campaign management

Equip your team with the tools to manage integrated campaigns more efficiently. SOPRANO Campaign Manager provides this through:

- a simple interface for campaign design
- real-time reporting
- a full mobile messaging mix for multimedia and text campaign development
- traffic filtering
- automated responses and
- automated opt-out and opt-in capabilities.

## About Soprano

SOPRANO Design is one of the most respected providers of mobile enterprise messaging software for the enterprise and government market.

Telstra and SOPRANO have joined forces to offer Telstra Integrated Messaging (TIM) powered by SOPRANO. TIM is based on Soprano's internationally recognised and award winning SOPRANO Mobile Enterprise Messaging Suite (MEMS).

Telstra and SOPRANO are providing enterprise and government customers access to the leading mobile network and leading mobile enterprise messaging software, in one service.

SOPRANO continuously enhances its software to optimise the value of the software across large, organisations to support desktop marketing, IT, operations and human resources ready to use applications.

## About Telstra

Telstra provides network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Telstra solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP™ network and Next G™ network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service™ and one of Australia's largest and most qualified field and technical workforce.

IF YOU HAVE ANY QUESTIONS  
PLEASE CONTACT YOUR  
**TELSTRA ACCOUNT EXECUTIVE**  
VISIT [TELSTRA.COM/ENTERPRISE](http://TELSTRA.COM/ENTERPRISE)  
OR CALL **1300 TELSTRA**  
**(1300 835 787)**

