



TELSTRA INTEGRATED MESSAGING POWERED BY SOPRANO

Telstra Integrated Messaging powered by Soprano (TIM) is a hosted online solution using mobile messaging (SMS and email) to improve and automate marketing, operations, sales, HR and finance activities.

TIM gives you a ready-to-use suite of applications that integrate with your systems, so you can get on with your business.

Product summary

Telstra has improved and enhanced the features and performance of the Telstra Integrated Messaging powered by Soprano (TIM) solution.

Improvements include:

- Architecture based on a new dedicated, single application environment, which has greater resilience including a full Disaster Recovery facility.
- Refreshed version of the TIM interface with additional and enhanced features, available via a secure (https) web interface.

Customers are able to access a high-capacity, secure SMS messaging capability from any internet or IP VAS based browser or IT system.

Application licences are available as an 'out of the box' solution or to integrate with existing back-end systems and processes.

New applications for TIM

SOPRANO Reminder

SOPRANO Reminder is an automated appointment confirmation and notification solution, ensuring that clients are contacted and their confirmation recorded. Reminders can improve attendance for appointments, meetings and events. For example, in the health care industry SMS reminders have been shown to reduce attendance failure rates at clinics.

SOPRANO eMailer and eMailer+

SOPRANO eMailer manages emails to large numbers of recipients. Employing mail merge, delivery rate controls and unsubscribe controls, it's ideal for high volume communications and marketing campaigns.

Enhanced SMS to Inbound services

You can automatically receive, sort and respond to inbound messages, plus linking TIM to an inbound calling service such as Telstra's Priority One3[®], Priority 1300[®] and Freecall[™] 1800 services.

Existing Soprano applications have also been improved

Applications also available include:

SOPRANO StaffMatch – real time shift vacancy and notification and shift fulfilment solution that can integrate with leading HR and payroll applications.

SOPRANO Campaign Manager – communicates with large numbers of recipients using SMS. Mail merge, delivery rate controls and opt in / opt out controls assist with SPAM compliance, plus improving contact management.

SOPRANO Mobile Authenticator - send One Time Passwords to mobiles via SMS (2 Factor authentication).

Connection via the Internet

You have access to the full suite of TIM services via secure (https) internet connectivity, or via Telstra's IP MAN and IP WAN services.

Improved analytics and reporting

TIM gives you real time monitoring, auditing, and evaluation of communication, with in built reporting. It now also offers hierarchical management and credit control so that you can set limits on the number of SMS a user can send.

Latest updates always available

The new platform will enable more frequent periodical enhancements and feature refreshes, so that you always have the latest version.

Why partner with Telstra and Soprano to mobilise your organisation?

- **Flexibility and scalability** – Telstra provides flexible services which can be designed according to the applications you're running, the bandwidth required, geographic coverage, service performance requirements and budget
- **Single point of accountability** – Manage the issues more easily for all your core business information including information hosting, internet access, service and support fees through a managed network infrastructure
- **Security** – Telstra networks are built to a standard which ensures reliability with high availability, security and Quality of Service for an optimal experience

Through an alliance with Soprano Design Pty Ltd, Telstra can provide highly specialised services in both messaging products, software and integration services. These include:

- Specialist consulting and design of current workplace operational practices where TIM can help automate or streamline.

Reduce productivity losses –

Telstra can provide remote access and administer communications equipment located on your site 24/7, helping to reduce the possibility of system downtime and minimising the risk of lost productivity.

- Maximise efficiency through improved business communications designed specifically for your needs
- **Future-proof** – Telstra solutions are highly scalable and compatible with a range of Telstra value added services which allow your business to grow with minimal downtime of the network as new applications and locations are added
- Connect in more places using the power of the Telstra Next G™ network including better in-building coverage
- Faster access using Australia's fastest national mobile broadband network, the Telstra Next G™ network so you can communicate quickly and more efficiently
- **Expert help available** – Telstra and Soprano can provide experts to consult with your business.

IF YOU HAVE ANY QUESTIONS
PLEASE CONTACT YOUR
TELSTRA ACCOUNT EXECUTIVE

VISIT **TELSTRA.COM/
ENTERPRISE** OR

CALL **1300 835 787**

