



TELSTRA INTEGRATED MESSAGING POWERED BY SOPRANO: MMS

Reach customers and colleagues more effectively. With Telstra Integrated Messaging (TIM), the MMS functionality allows you to deliver personalised rich multimedia messages directly into the palm of your customer's hand for greater product visibility and brand awareness.

About MMS

MMS on Telstra Integrated Messaging is a simple but highly useful online tool for broadcasting rich multimedia (text, image, audio, and video) messages to a contact or number of contacts simultaneously.

MMS can help generate buyer action, with fast delivery and execution. MMS can also help create high-levels of brand awareness and recall.

TIM MMS functionality is available in two different application versions:

- SOPRANO WebMMS
- SOPRANO WebMMS+

SOPRANO WebMMS application is available at no cost for TIM customers and SOPRANO WebMMS+ is procured on a per user subscription model.

MMS is delivered as a Software as a Service (SaaS), accessed via the web.

Product features

Features of the MMS functionality include:

WebMMS;

- Access to pre-configured MMS SMIL templates – create messages with a few clicks of the mouse.
- The Custom SMIL Editor - create custom SMIL from scratch
- Access to MMS templates
- Ability to clone previous messages
- Send to up to 10,000 recipients in a single message (if more than 10,000 recipients are required then Web MMS+ is more appropriate)

- Ability to schedule messages for a time and date that suits you
- Setting delivery frequency for reoccurring campaigns
- Manage and upload lists, groups and contacts from a .csv (Comma Separated Value) file, which can be updated manually or automatically updated from an external FTP site
- Choose to have replies sent to an inbox, email, web URL, or mobile number
- Monitor campaign status and message delivery in real-time

Web MMS+ includes all the features of Web MMS as well as:

- Message personalisation utilising mail merge capabilities
- Message delivery rate control
- Opt-in/Opt-out controls to assist with SPAM regulation compliance
- Additional campaign controls such as pausing, resuming and cancelling
- Validity period message in the campaign
- Setting Priority of the Messages
- SOPRANO Web MMS+ is ideal for high volume communications and marketing campaigns
- Message size up to 450kb
- Sophisticated reporting features

Product benefits

MMS to multiple recipients can be used to collaborate and share up-to-the-minute job status, illustrate remote working environments, or convey product details. Benefit from the advantage of capturing information that simply cannot be described in words in an instant.

- Enables simple integration into your existing HR, CRM, WFM, BCP and ERP systems
- Flexible package options
- Full online accessibility
- Create and deliver interactive and dynamic marketing campaigns
- Wide choice of templates and customisable message options
- Can add value to a range of businesses and industries

Product use cases

Retail

Everybody likes to be updated about the latest promotions and special offers. By deploying MMS using Telstra Integrated Messaging, organisations are able to directly update their customers on the latest deals without the need for costly print advertising.

Marketing Agencies

Marketing agencies with MMS using Telstra Integrated Messaging are able to run rich multimedia videos and presentations in-house on behalf of their clients, to improve product awareness and brand recall.

Hospitality & Tourism

Hotels or tour operators can update their guests with special offers and associated redemption vouchers to increase sales and customer loyalty.

Real Estate

MMS using Telstra Integrated Messaging enables real estate agents to send interactive multimedia presentations and images of the latest property listings to buyers via MMS.

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 both a leading mobile network and class-leading mobile enterprise messaging software, in one elegant 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.

Why 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
OR CALL **1300 TELSTRA**
(1300 835 787)

