

Telstra Integrated Messaging

Powered by Soprano

Messaging solves the big issues with little effort
Reach and engage people quickly, simply and economically with our ready-to-go messaging solutions.



General

- Simple Template Messaging
- API
- Telstra Smart Messenger
- Telstra Interactive Messaging
- TIM Voice

Privacy and security

- Message Visibility Control
- TIM Access Control
- 2-Factor Authenticator

Campaign management

- Campaign Manager
- Emailer
- WebSMS
- Inbound
- Omni Channel Messaging

Employee services

- StaffMatch
- StaffSafe
- Rapid Alert

Right message. Right time. Right place.

If you want an efficient, affordable way to interact with people, you can't beat messaging. In today's mobile-first world, it's quick, relevant and grabs attention. You can improve and automate marketing, operations, sales, HR, finance and more. Interactive mobile messaging is a quick win for any business that wants to digitally transform, and ideal for just about any communication or workflow.

Build and foster strong customer relationships

Get closer to your customers. Keep them informed with prompt notifications and reminders. Show you understand and value them with engaging, targeted messages. Boost sales and brand loyalty for less cost.

Act in the moment

React fast to events. Pivot with market conditions and stay ahead of competitors. Or co-ordinate teams and responses to the unforeseen rapidly. Make two-way interactive messaging your rapid response tool to keep everyone in the loop.

Help ensure safety and security

Keep a firm grasp. Protect and monitor remote or mobile staff safety. Verify transactions and account holder identity, or manage incidents securely and send crisis communications to entire communities.

Speed routine tasks

Integrate messaging with your existing applications and processes. Automate and simplify daily activities to improve productive output. You can save time, effort and expense.



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Telstra Integrated Messaging (TIM), offers a versatile messaging suite to speed and streamline everyday activities.

It harnesses the power of SMS, MMS and email to easily inform the right people at the right time. And enables them to respond just as easily. Whatever the business interaction or process, TIM helps solve the tough problems.

TIM gives you a range of ready-to-go applications that will work with your existing systems. The core platform is in the cloud so everything is simple to set up and use. All you need is a web browser, and you can control messaging functions from your desktop or mobile via an online portal.

Few messaging systems give you so much:

Control

Stay on top of everything with a full view and powerful management tools in one console. Control functions like Permissions, Opt-in/Opt-out Lists, Blacklists and Whitelists and Cost Management. Take advantage of cloud-based reporting and analytics to optimise operations and plan ahead.

Simplicity

Enjoy the convenience of one platform for both external and internal messaging. Since TIM is cloud hosted, you don't have to worry about big start-up costs, management, maintenance or even security. We look after the technology so you can get on with business.

Performance

The TIM platform is purpose-built to manage critical communications and applications at scale. It's supported by our unmatched Australian mobile coverage and global presence through our network partnerships. You can depend on secure, reliable messaging whoever you want to reach. For extra assurance, you can choose our High Availability option for even greater resilience.

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General

Simple Template Messaging

Stay in control of messaging

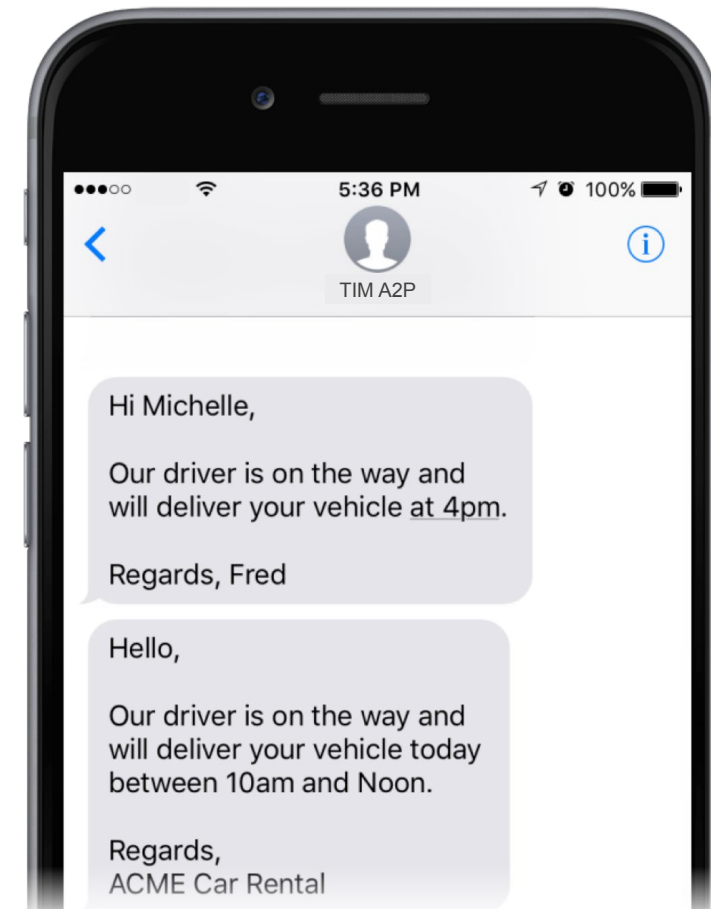
Simple Template Messaging is a faster, simpler and reconstructed version of Send SMS to communicate accurately with customers. It offers greater control by letting you customise templates with editable fields and locking them to restrict user editing.

How it works

- Only administrator created templates can be accessed.
- Locked templates cannot be edited or deleted.
- Mail-merge and editable fields provided only by administrators.
- Users:
 - Select an SMS template.
 - Enter the mobile number in the destination tab.
 - Preview the message with actual values and then click 'Send'.

Benefits

- Avoid wasted time with simple, fast, convenient messaging.
- Reduces potential for errors.
- Requires almost no training.
- Offers administrators full control over messaging.
- Powerful multi-region, multi-user design.
- Unlocks new use cases to improve customer satisfaction.
- Enables data export for auditing and analysis.



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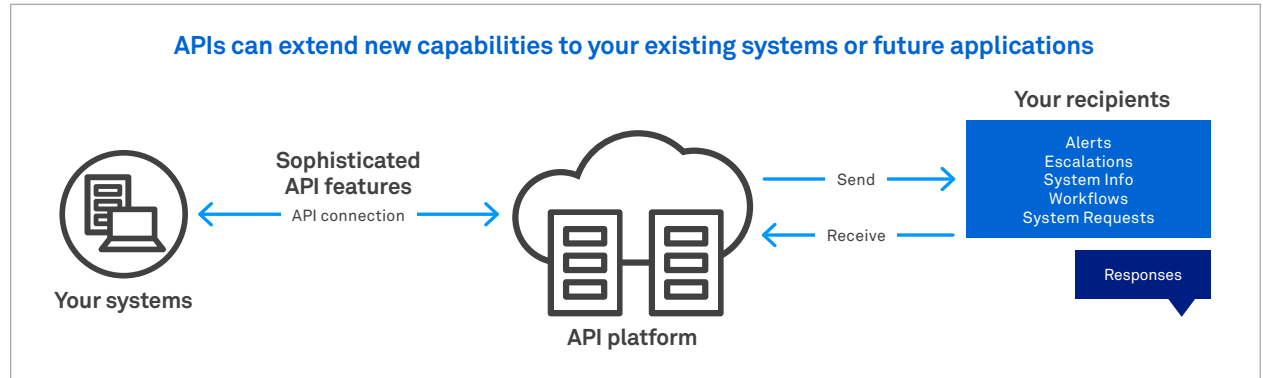
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API



Bring the power of mobile messaging integration to your business processes

A suite of programmable integration tools for businesses to automate processes and leverage the reach of mobile messaging.

You can enhance existing web, CRM and other applications to send and receive SMS messages. Or build custom applications to send SMS reminders or alerts.

No additional hardware is needed. Which means APIs can meet almost any business requirement for a fraction of the cost of in-house SMS infrastructure.

Benefits

- Increase productivity with automated SMS messages in your workflows.
- Create services that deliver extra value for customers and staff.
- Adaptable – use a range of protocols – SMTP, HTTP, WSDL, SMPP and RESTful.

Industries using Low-Code System Integration

Finance/ Banking/Insurance

- Customer notifications, mortgage updates, claims status updates, balance enquiries, 2-factor password authentication and other alerts.

Service Industries

- Speed processes for job dispatch, customer notifications/reminders, ID tracking for packages, field approvals and workflow updates.

Medical/Health

- Integrate with patient management systems for appointment reminders.

Utilities

- Manage onsite staff check-ins and customer notifications.

Media

- Run competitions, take polls and engage with your audience.

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Telstra Smart Messenger

Ensure best practice security for messages

Telstra Smart Messenger offers full security for your messaging. It's ideal for any type of work process, whether you want to automate manual tasks, increase productivity, streamline workflows, or improve staff and customer satisfaction. Unlike some messages security solutions, Telstra Smart Messenger protects data both in rest and in flight. Data is encrypted, and you have the assurance of a PIN-protected mobile app, remote wipe and message expiration controls.

How it works

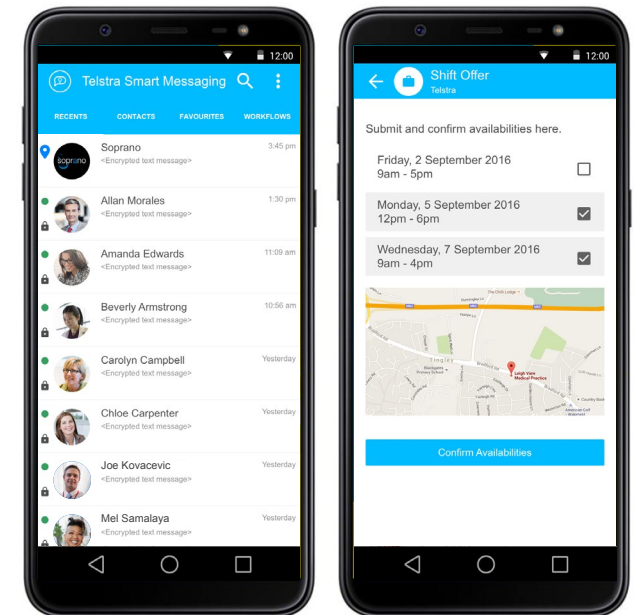
Telstra Smart Messenger is similar to Whatsapp in that it supports peer-to-peer IP messaging. Unlike WhatsApp, it offers enterprise-grade security certified by the Australian Signals Directorate.

In addition to high security, Telstra Smart Messenger lets you take advantage of the productivity, efficiency and immediacy that messaging delivers.

Create customised forms with interactive menus, buttons, and drop-down lists to replace traditional texting. Use APIs to integrate business applications, images, audio clips and interactive messages. And include encryption, reply routing and scheduling.

Benefits

- Protect message data in rest and in-flight.
- Reduce risk of damage to your brand or reputation.
- Inform field workers with alerts, and rapid response broadcasts and messages.
- Cut through inbox clutter to improve staff productivity.
- Replace manual tasks with automated workflows linked to business processes and systems.
- Automate and broadcast inbound and outbound marketing campaigns.
- Stay in control with sophisticated tools and advanced reporting and audit functions.



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Telstra Interactive Messaging

Smarter messaging to build meaningful connections

Interactive Messaging enables you to create and brand interactive mobile enabled web forms. Enhance the user experience to help improve interactions with your customers, employees and key stakeholders.

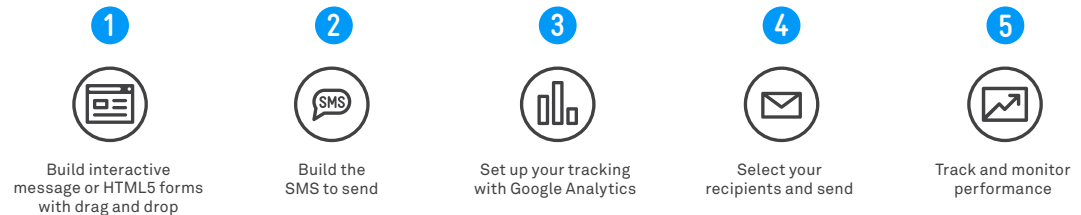
Benefits

- Create an engaging user experience and increase trust.
- Use SMS to communicate faster than other channels.
- Easy to use - no coding experience required.
- Collect opinions and feedback in real-time.
- Learn from your campaigns with access to detailed analytics.

Use cases

- Use interactive HTML5 forms to verify the safety status of employees using a multi-channel approach.
- Build trust and show your customers that you value their opinion by sending timely and engaging opinion surveys to customers.
- Improve customer experience and loyalty by providing timely relevant offers direct to customers.
- Provide a positive environment for your workforce by deploying engaging opinion surveys to collect their feedback.
- Provide users with the power to interactively schedule appointments and send appointment reminders with the ability to reschedule if they need to.

A simple way to build and track interactive messages



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TIM Voice

Let your audience hear you loud and clear

TIM Voice enables you to broadcast interactive voice and audio to your audience to provide a personalised experience across mobile and traditional fixed-line phones.

Benefits

- TIM Voice complements SMS, MMS and email messaging.
- Send a clear message to field teams across multiple mediums to ensure they get the message.
- Manage all of your mass communication channels - voice, SMS and email communications from the single TIM portal.
- Optimises phone calls into marketing insights with call tracking.
- Easily automate broadcast voice messages to large numbers of mobile and landline users.

Industries using TIM Voice

Finance/banking/insurance

Two Factor Authentication for account unlocks or fund transfers.

Medical/Health

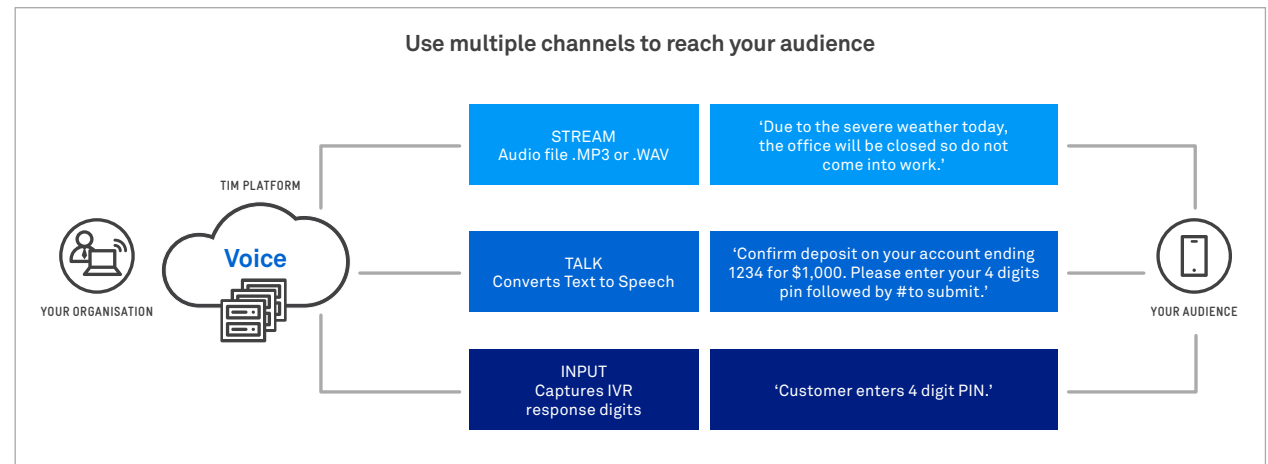
Integrate with patient management systems for appointment reminders.

Media and marketing

Run competitions, take polls and engage with your audience.

Transport and logistics

Deliver customer service notifications and alerts.



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Privacy and security

Message Visibility Control

Keep your stored message logs private

Message logs are vital for audit and legal purposes. But the content in those logs are open to prying eyes.

Message Visibility Control can help ensure privacy by masking content, leaving only the metadata. Rigorous data protection standards make it ideal to protect sensitive messages or prevent fraud.

When partnered with Low-Code system Integration, Telstra Smart Messenger and Access Control, Message Visibility Control can provide complete data security for your messaging.

Benefits

- Set masking times, from immediately on the platform to later in the database.
- Protect message data from being viewed by logged-in users.
- Mitigate the threat of data hacking and fraud.
- Meet compliance or legal requirements.



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TIM Access Control

Protect network access to your TIM services

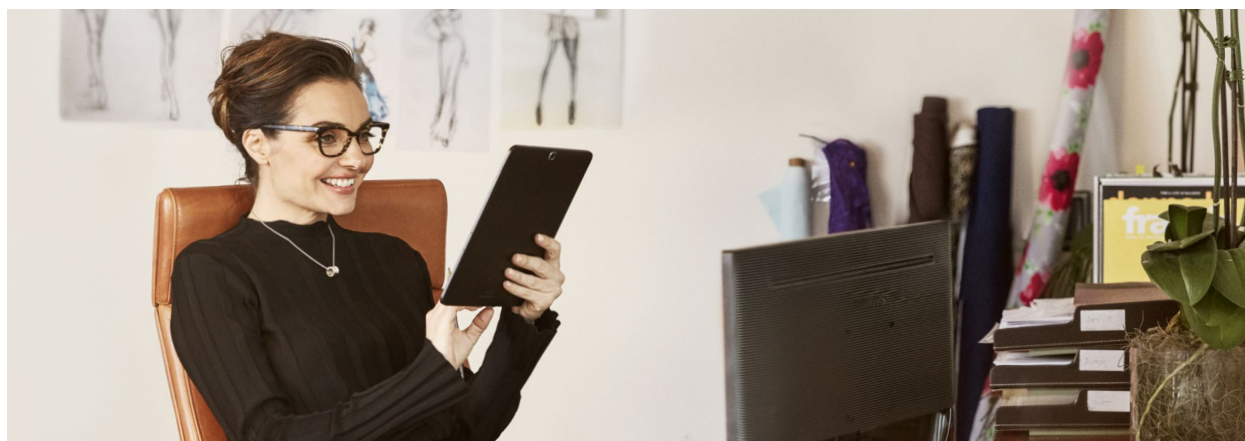
With Access Control, only devices on your secure network can log in. Smart IP filtering lets you only authorise access to IP addresses that are pre-approved. Log in requests from any other IP address are denied. This helps you maintain compliance procedures by ensuring access is only via your private network. And if someone's credentials have been stolen, you can still protect your business by preventing log in from an unapproved IP address.

How it works

You set and approve a single IP address or a range of addresses using industry-standard CIDR notation. When someone attempts to log in to your TIM account, Access Control will determine if the request has come from an approved IP address. If not, access will be denied. This applies to both API and web-based log-in requests.

Benefits

- Ensure remote workers can only access TIM through your secure VPN.
- Protect unauthorised access even if log-in credentials have been compromised.
- Easy to manage – monitor and adjust approved IP ranges via an intuitive dashboard.
- Flexible – specify IP ranges by account, department, region or other criteria.



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2-Factor Authenticator

Better operational security for less cost

Why distribute physical tokens for remote access when you can deliver one-time passwords via SMS to mobile handsets? With 2-Factor Authenticator, you can add an additional layer of security to remote access and online transactions. It helps prevent identity theft, password phishing, keystroke loggers and packet sniffing, all with fewer overheads and complications.

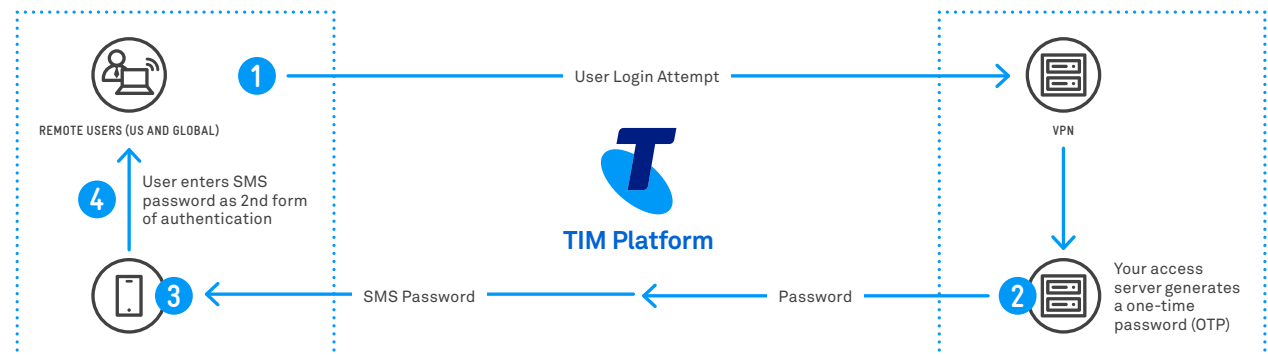
2-Factor Authenticator easily integrates with your point of sale, transaction application or remote access infrastructure.

Benefits

- Highly available, geo-resilient, hosted solution.
- Customise preferences to suit.
- Full visibility and control.
- No need to distribute or pay for hardware or tokens.
- Import your security tokens from existing business systems.
- Integrates with existing challenge/response system.
- Flexibility of RADIUS or web-based protocols.
- Reporting and analysis.
- Lowers total cost of security disruption.
- Enables fewer security breaches.

Industries using Authenticator+

- Financial Services
- Government
- Healthcare
- Retail
- Hospitality
- Logistics
- Transportation



Campaign management

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Empower mobile marketing campaigns

Campaign Manager is a highly effective tool to manage outbound and inbound mobile marketing campaigns through the power of broadcast SMS, MMS and email.

Campaign Manager bundles four applications into one powerful, all-inclusive mobile marketing interface: WebSMS, WebMMS, eMailer and Inbound. Now you can run campaigns with less time and cost, with more visibility and control. It offers everything you need so there's no need to outsource to a marketing agency.

Benefits

- Enjoy full control over large bulk marketing campaigns
- Manage a large, changing list of customers, suppliers or staff
- Ready to go – minimal configuration or integration with HR, CRM, WFM, BCP, ERP systems
- Deploy safely through role-defined access and permissions
- Coordinate multiple mobile channels, including SMS, MMS and email
- Create meaningful reporting results on campaign success
- Easily maintain compliance with Mobile Marketing Association (MMA) guidelines.

Use cases

Campaign Manager is ideal for:

- Event management
- Customer loyalty programs
- Timed offers (e.g., "Happy Birthday")
- Large bulk notifications
- Reminders
- Coupons
- Brand management
- Surveys
- Quizzes
- Polls
- Competitions
- Customer follow up.

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TIM user interface

The screenshot shows the 'New SMS Broadcast' configuration page in the TIM user interface. The page has a top navigation bar with 'Home', 'Address Book', 'SMS', 'Email', 'Inbound', and 'Reports'. A left sidebar contains menu items: 'Account Status', 'Useful Links', 'Personal Setup', 'Company Setup', and 'Recent Items'. The main content area is titled 'New SMS Broadcast' and features several tabs: 'Summary', 'Destinations', 'Message', 'Consent', 'Replies', 'Delivery Options', and 'Batch Options'. The 'Summary' tab is active, displaying the following configuration fields:

- Delivery Frequency: ONCE
- Timezone: Local (Australia)
- Start Date: 10/02/2018
- Start Time: 14:34
- End Date: 10/09/2018
- End Time: 14:27
- Validity Period: 1 Day
- Priority: 1
- Timezone Open Hours: NO
- Registered Delivery:
- Handset Profile: NO
- Source Address: NONE

At the bottom of the form, there are four buttons: 'Save', 'Schedule', 'Cancel', and 'Save As Template'. There are also navigation buttons '«Prev' and 'Next»' on the right side of the tabs.

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Emailer

Simpler, more cost-effective notifications

Use your existing desktop email program or system to send SMS messages to customers and staff. Notifications can not only be sent more efficiently, SMS messages have a higher response rate than email. Emailer is a simple web application and portal that integrates with your existing business applications, databases and software for maximum impact.

Benefits

- Replace costly calls to mobiles with quick and convenient SMS messages.
- Save time with one-to-many communications sent via standard email software.
- Boost employee productivity.
- Reduce response times with instantaneous messaging.
- No need to introduce new IT systems.

Industries using Emailer

Healthcare

- Reduce patient wait time
- Appointment reminders

Retail

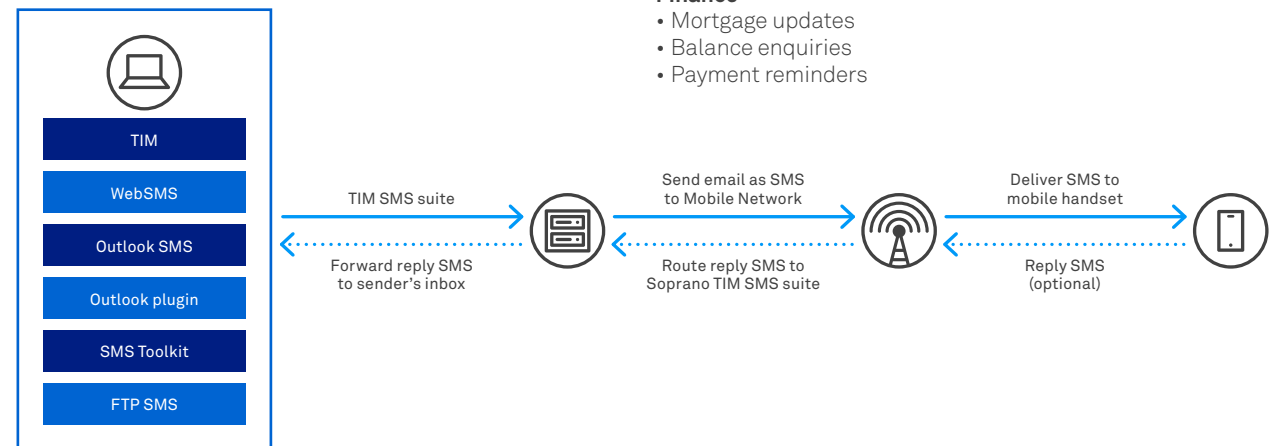
- Customer polling
- Promotional offers
- Loyalty programs

Emergency

- Emergency alerts
- Disaster recovery
- Broadcast public notifications
- Remote worker safety
- Incident management

Finance

- Mortgage updates
- Balance enquiries
- Payment reminders



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WebSMS

Simplify your mobile messaging campaigns

WebSMS allows you to send high volume SMS messages to improve marketing, sales and internal communications. It works on any connected device with a web browser, and since administration is via a cloud portal, no installation or deployment is required.

How it works

WebSMS helps you reduce the time, cost and complications of managing mobile marketing campaigns.

It offers a host of useful features:

- Ability to import large lists
- Real-time campaign statistics
- Permissions management
- Reply management
- Scheduling
- Prioritisation.

Benefits

- Cut call costs with quick and convenient SMS.
- Act fast by sending SMS to contacts or groups in seconds.
- Engage more closely with customers via 2-way interactive messages.
- Build rapport by sending personalised SMS messages through mail merge.

- Save time with file upload for bulk SMS.
- Boost productivity by scheduling and automating messages.
- Allocate message quotas with advanced administration.
- Generate usage reports for full control and visibility.

Use cases

- Broadcast SMS notification
- Reminders
- Alerts
- Large bulk notifications
- Campaign management
- Customer loyalty programs
- Brand management
- Competitions
- Customer follow-up

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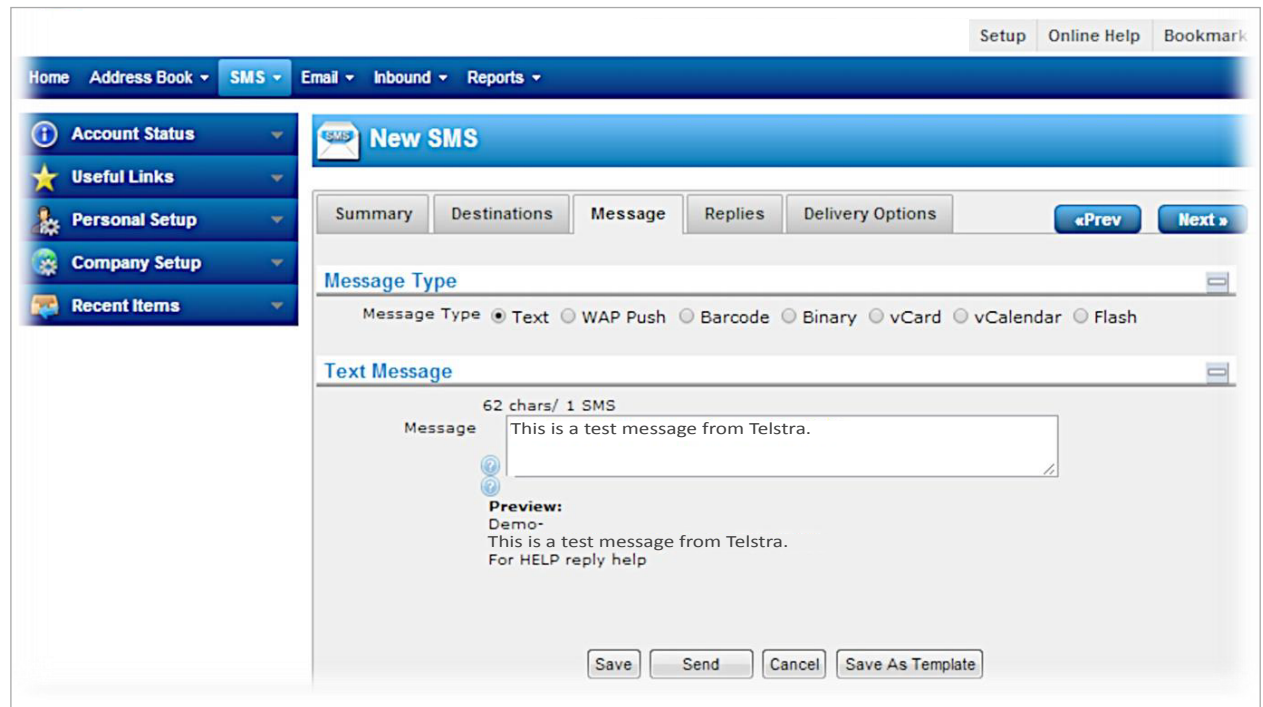
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WebSMS+ user interface



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Inbound

Start inbound conversations with smart system-generated responses

Engage with the people you need to with proven technology that enables full, two-way interactive SMS conversations. Inbound uses keywords to ensure the success of campaigns and supports automated responses that you configure beforehand. TIM Inbound offers comprehensive campaign creation, automation and management tools, and integrates with existing IT systems.

How it works

- Ask people to text a keyword to your phone number, e.g. 'Yes', 'Enrol', 'Out of Stock' etc.
- Configure automated actions according to the text you receive:
 - Reply to the sender with a specific message
 - Forward or copy the message to a group or list
 - Add the sender to a group or list
 - Remove the sender from a group or list
 - Forward the message to email, another mobile, or a server.

Benefits

- Create, import, view, edit and export campaign lists
- Create routing rules based on keywords and sub-keywords
- Forward inbound messages to a mobile number, email address or URL
- Create multiple response campaigns
- Control access (blacklist and whitelist filtering)
- Produce keyword campaign reports and analysis.

Industries using Inbound

Event Services

Use SMS for inbound voting, polling and competitions.

Public Services

Allow people to request information via SMS.

Applications

Allow customers to check in, request account balances, get usage information and more.

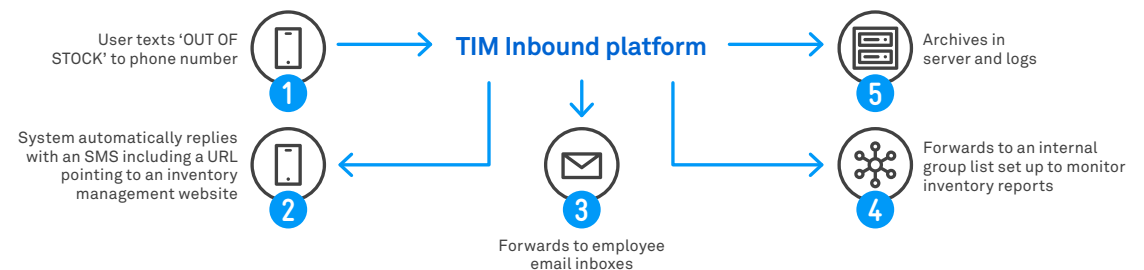
Marketing

Ask customers to text a specific word for information about an offer. Then automatically reply.

Healthcare

Ask patients to confirm appointments with 'Yes' or 'No'.

A typical Inbound SMS program: Mobile worker reports inventory is 'Out of Stock' from mobile phone



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Omni Channel Messaging

Enhance interaction and engagement with your customers and employees

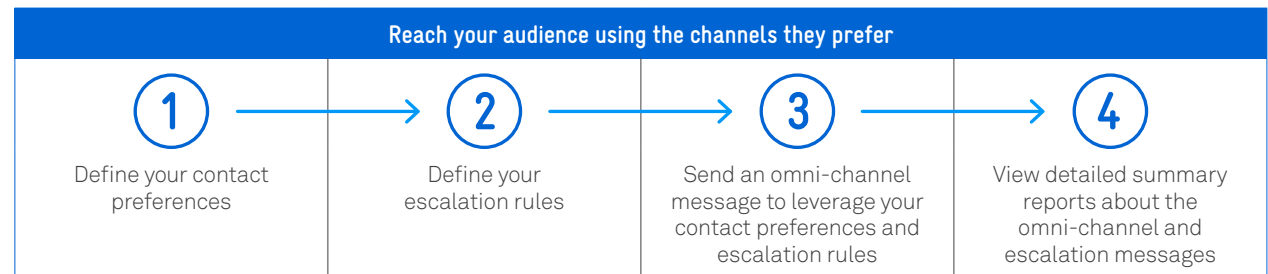
Omni Channel Messaging is an intelligent messaging engine that enables you to interact and engage with customers and employees across multiple digital channels with a single messaging user interface. It offers modern interactive tools that go beyond just the plain text and provides highly engaging and interactive features such as in bound response, multimedia, maps and URLs. SMS escalation functionality allows users to trigger call-to-actions that follows a sequence of execution steps based on the user-defined conditions and actions.

Benefits

- Reach your audience through their channel of choice with SMS, Voice, Email, HTML5, and IP Messaging.
- Easy and simple to use enhanced editor to send rich messages and track through graphs.
- Intelligent message handling, optimising the campaign based on content type with business logic. Omni routes the message to the right channel.
- Based on the content preferences selected by the user, Omni automatically re-routes your message to the right channel.
- If your messages are not acknowledged, automatically follow pre-defined escalation steps.

Use Cases

- Multi-step marketing campaigns for consistent brand experiences.
- Personalise and engage customers with relevant information.
- Customer loyalty programs to improve elements that matter the most.
- Promotional offers to drive high customer conversion rate.



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StaffMatch

Simplify shift management

StaffMatch provides real-time shift vacancy notification and fulfilment by automating the time-consuming process of contacting and confirming staff. You can integrate your payroll applications, HR and staffing systems/methods through APIs.

How it works

Pre-defined worker groups

Create unlimited worker pools and configure availability for each candidate according to job type, location, time, day and duration. The message is sent only to those who meet all criteria.

Automated shift offers

Specify the shift details and which groups to ask to zero in on available candidates.

Automated fulfilment

First worker to respond to the message with a "Y" gets the shift, and remaining workers are notified the shift has been filled.

Reminders and confirmations

Automatic reminders help ensure workers remember they've committed to the new shift.

Benefits

- Reduce cost of under and over staffing
- 'First to respond' method is efficient, fair and rewards the most eager candidates
- Tag your best available workers based on their responsiveness and productivity
- Stay informed with real-time tracking, reporting and automatic updates.

Industries using StaffMatch

- On-Call/Caretakers/Nurses
- Education
- Food/Hospitality
- Retail
- Finance.

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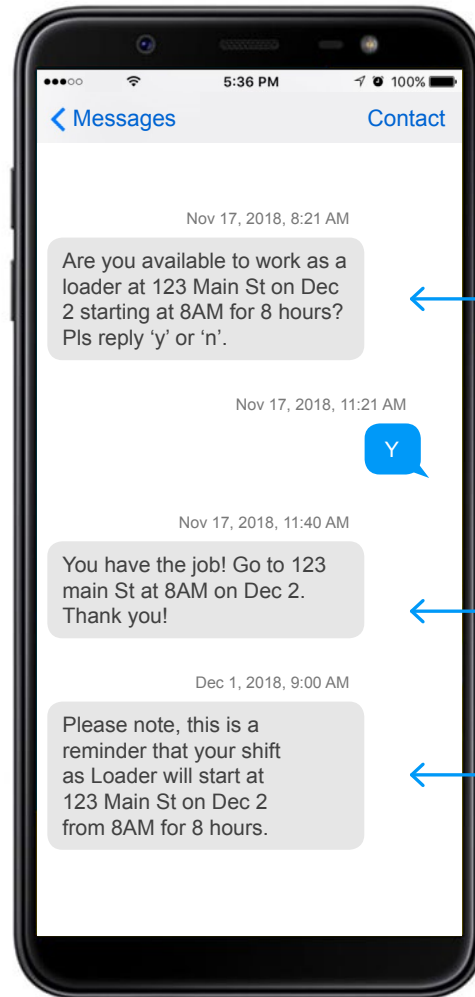
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Simple to use

Admin defines shift criteria and available pool of employees

System chooses who gets notified

Message sent only to those who meet all criteria

System uses shift criteria automatically

Job type, location, time, day, duration

Simple responses from worker

System fills the shift automatically

First worker to respond to the message with 'Y' gets the shift, and remaining workers are notified the shift has been filled

System reminder before shift begins

General

- Simple Template Messaging
- API
- Telstra Smart Messenger
- Telstra Interactive Messaging
- TIM Voice

Privacy and security

- Message Visibility Control
- TIM Access Control
- 2-Factor Authenticator

Campaign management

- Campaign Manager
- Emailer
- WebSMS
- Inbound
- Omni Channel Messaging

Employee services

- StaffMatch
- StaffSafe
- Rapid Alert

StaffSafe

Improve safety with automated checks and escalations for mobile workers

StaffSafe is a job dispatch and status/safety system that enables simple, automated real-time updates with automatic escalation according to your rules. StaffSafe integrates with most existing workforce management systems.

How it works

StaffSafe offers a dashboard for real-time incident tracking along with pre-configured templates and lists:

- Define the workgroup in the system
- Define criteria for safety check-in
- Pre-configure escalation paths and lists of standby teams for crisis management
- Workers initiate when shifts begin
- System sends check-in to workers at intervals
- System escalates automatically based on your rules.

Benefits

- Improve safety monitoring of remote workers
- Use as preventive tool by detecting threats early
- Ensure rapid response with scheduled status checks and escalations
- Stay informed with real-time tracking and automatic updates
- Increase efficiency and reduce human latency through automation
- Easy to use dashboard and pre-configured templates and lists.

**Industries using TIM StaffSafe**

- Technicians, repairmen, construction workers and labourers
- Mobile financial planners, mortgage brokers and real estate agents
- Security and event staff
- Teachers and university lecturers
- Council workers providing home services
- Nurses providing in-home care.

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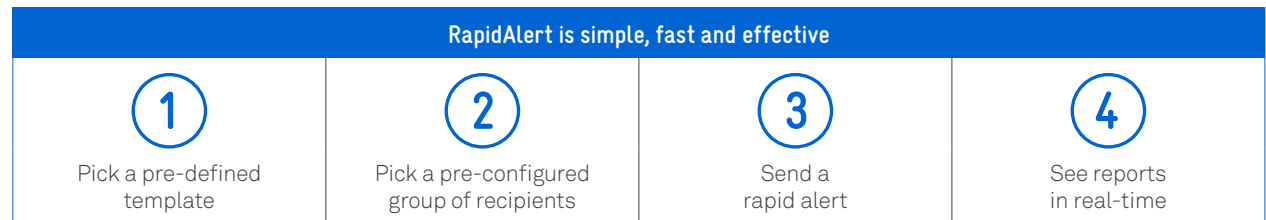
- StaffMatch
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Rapid Alert

Be prepared and respond fast to incidents

RapidAlert enables you to prepare for and send timely messages to manage incidents. Whether it's a business or operational incident, you can quickly reach employees to help reduce impact and minimise damage to reputation, revenue and customer relationships.

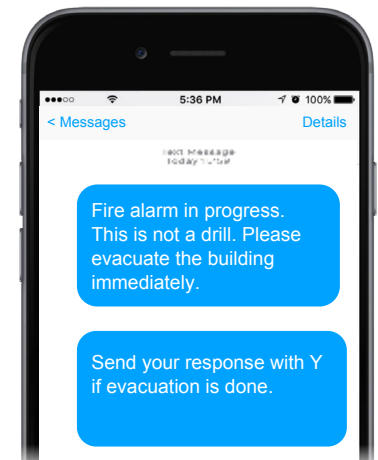
How it works



Detailed tracking reports: View responses in real-time

Total Recipients	12	DETAILS
Sent	12	DETAILS
Delivery Confirmation	12	DETAILS
Failed	0	DETAILS
Responses	3	DETAILS
No Response Yet	9	DETAILS

Mobile	First Name	Last Name	Email
6142200221	John	Smith	johnsmith@abcd.com
6145527895	Ellen	James	ellenjames@tests.com
2064584056	Susan	Maines	susanmaines@rapidresponse.com
7894561256	Eric	Fisher	ericfisher@safetymanger.com



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Benefits

Incident management and team coordination

- Utilise accessible mobile devices into your preparation and recovery plan.
- Pre-defined templates enable to get your message out in just a 3 clicks. • Powerful online platform allows to send SMS alerts from any web browser.
- Easily establish lists of 'standby' teams for incident management.
- Rapid response for business continuity.
- Track responses in real-time and escalate if necessary.
- Access detailed reports and send 'an all' clear message post incident.

Rapid response for business continuity

- Create unique, custom templates in advance.
- Alert incident management staff with different information simultaneously.
- Send automated responses based on event triggers from systems.
- Allow employees or citizens to opt in to receive information.

Tracking and auditing

- Record whether a message was sent, delivered and responded to.
- Quickly react when no response is received.
- Track status of messages in real time during the event, and summarise afterward.

Safety alerting and response capture

- "Are you OK?" solution uses SMS to verify safety.
- Send targeted template-driven alerts to recipients.
- Easily establish lists of "standby" teams for incident management.
- Create separate groups of volunteers as additional recipients.

Use cases

- Employees as part of any business continuity plan.
- First responders, security and event staff.
- Healthcare workers providing in-home care to patients.
- IT teams responsible for system availability and managing outages.
- Operations teams responsible for incident management.
- Remote workers such as mining technicians, repair crews, construction workers and laborers.
- School campus groups such as teachers and students.
- Government agents or council employees visiting clients in their homes or offices.
- Public or community notifications.

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Five good reasons to choose Telstra Integrated Messaging

We've integrated Soprano's capabilities with our unmatched ability to deliver messages securely, reliably and at speed in more places.

- 1 A proven messaging application**

Soprano's technology is known for its versatility and ease of use, and has delivered results for organisations across multiple industries.
- 2 A first-rate cloud platform**

Our advanced message delivery platform is designed to help you get the most from Soprano. That's backed by our vast experience and knowledge in cloud infrastructure and management.
- 3 A world-class network**

Get the speed and reliability of Australia's largest and fastest mobile network working for you. Want to reach out internationally? No problem. Our global and partner networks have you covered.
- 4 One expert partner**

We bring it all together for you, from advice and design through to support and security. You enjoy the extra convenience and accountability of one touch point across your entire solution.
- 5 Ongoing investment**

Technology doesn't stand still, and neither do we. We've just invested \$22 million on modernising our core infrastructure, and a further \$1 million on security. Not to mention our constant investment in cloud and mobile networks. Whatever your business wants to do, we'll be ready.

Want to explore the possibilities?

See how Telstra Integrated Messaging can make a difference to your business.

Click [here](#) to talk to one of our expert consultants.

