Next Dimension Working™

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

Next Dimension Working™

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 reach[1]. 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 requires internet access and uses 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 messages[1].

- 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!

- Requires internet access.

- Delivery reporting - keep track of message status with SMS Access Manager's delivery report function[3].

- 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 Access[4].

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 state[3].

- Two-way messaging capability – the current arrangement for SMS interconnect enables a reply path from handsets on all domestic networks[4].

- The SMPP protocol delivers enhanced security and controlled levels of access to the Telstra Mobile SMS network.

Learn more about how Next Dimension Working™ can help you. Contact your Telstra Account Executive.

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