

Telstra Integrated Messaging (TIM) Platform Overview .

powered by
soprano



What is Telstra Integrated Messaging?

The Telstra Integrated Messaging (TIM) platform, powered by Soprano, is a suite of ready-to-use software applications that use SMS, MMS and email to automate and enhance how businesses communicate with customers, employees and key stakeholders, every day.



What business challenges does Telstra Integrated Messaging solve?

Telstra Integrated Messaging helps solve tough problems. By automating and streamlining communication workflows, the TIM platform enables businesses to act fast and tackle any challenge head-on.



Automate Sales Processes Automate Sales Processes

Accelerate sales cycles with automated follow-ups and real-time updates, driving higher sales performance and customer satisfaction.



Improve Marketing Campaigns

Increase campaign effectiveness with targeted, automated messaging that enhances customer engagement and improves conversion rates.



Enhance Operational Efficiency

Speed up daily operations by automating routine communications, reducing manual errors, and ensuring seamless information flow.



Simplify HR Communications

Improve employee engagement by automating shift management, onboarding, and notifications for timely, accurate workforce communication.



Streamline Financial Operations

Ensure timely payments and reduce financial errors with automated invoice reminders, payment notifications, and transaction alerts.

Telstra Integrated Messaging platform overview

Telstra Integrated Messaging (TIM) is an all-in-one business messaging solution that integrates real-time communication channels like SMS, voice, and email with web and mobile applications.

This trusted and scalable solution enables organisations to enhance and automate their communications to better connect with their people.

Key platform features:



Telstra Integrated Messaging StaffMatch™

Automates shift management by integrating staff responses with HR and finance systems, streamlining the process of offering and managing shifts across teams.



Campaign Manager™

Enhances marketing efforts by enabling broadcast communications, managing inbound responses, building databases, and supporting permission-based marketing processes.



APIs and Integrations

Integrate with existing web, CRM, and other applications to enable SMS messaging, or build custom solutions for SMS reminders and alerts using our messaging API.



TIM Access Control

Enhances security by restricting access to devices connected to your secure network or from pre-approved IP addresses, ensuring only authorised users can connect.



Simple Template Messaging

Streamlined messaging tool that comes with customisable templates. Editable fields allow flexibility, while locked templates ensure consistent, accurate communication every time.

Key benefits:



Better messaging control

Comprehensive visibility and control through a single console allows users to manage permissions, opt-in/opt-out lists, blacklists, whitelists, and messaging functions securely and effectively.



Simple, cost-efficient messaging

The ability to send internal and external communications from one centralised platform offers a cost-efficient solution for businesses looking to streamline and manage their messaging.



Reliably high performance

The TIM platform is purpose-built for secure, scalable messaging, ensuring reliable delivery of critical communications, supported by Telstra's extensive Australian and global networks.

Why Telstra Integrated Messaging?

- **Proven Messaging Application**

Soprano's technology is known for its versatility, security and ease of use. It has been delivering results for large government and enterprise organisations for the last 30 years.

- **Scalable Solutions for Every Need**

Scalable and flexible messaging solutions, all backed by Telstra's reliable local, national, and global networks, ensuring consistent performance across all levels of business.

- **Comprehensive Mobility Support**

Telstra delivers all the necessary tools, networks, and expertise in one place, simplifying IT management and ensuring consistent, high-quality mobility services across the board.

Thank you
for choosing
Telstra.