



# MESSAGEMEDIA – DIRECT CONNECT SMS SERVICE

As one of Australia's largest SMS business messaging providers, with over 14,000 customers across government, enterprise and SMEs, MessageMedia is committed to providing the most robust, dependable and high-speed SMS service possible. Investment in tier one infrastructure backed by world-class support is essential to business success.

## 01 THE CHALLENGE

Committed to guaranteeing its customers 100 percent gateway uptime and fastest possible message delivery times, MessageMedia needed a high performance, reliable mobile network that offered world-class speed, security and coverage. Delivering mission critical messaging on time all the time was key to differentiating itself in a competitive field and becoming the number one specialist business SMS messaging provider in Australia.

## 02 THE SOLUTION

MessageMedia partnered with Telstra Wholesale for Direct Connect SMS to communicate between network-based SMS messaging applications and mobile phone users. For MessageMedia customers, it means connecting directly to Telstra's SMS network to send and receive large quantities of SMS messages reliably, quickly and cost-effectively.

Telstra's mobile network, with geographically distributed infrastructure and failover recovery, gave MessageMedia best-in-class reliability on which to pin their 100% gateway uptime guarantee. By connecting directly to the Telstra network with bulk outbound and inbound messaging capacity of at least 15 messages per second per connection, MessageMedia can deliver on its promise of fastest possible message delivery times.

## 03 THE BENEFITS

- Peace of mind in the performance, speed and reliability of a tier one carrier mobile network.
- Streamlined operational processes with minimal capital investment.
- Pricing which enables MessageMedia to be competitive in the market.
- Dedicated staff with clear operational direction who can be contacted when needed and trusted to provide answers quickly.

"We've built our business to be the very best, backed by guaranteed reliability and exceptional service. Our partnership with Telstra Wholesale gives us the peace of mind of knowing we can deliver on our promises to our customers.

"It's not just about the best-in-class coverage, reliability and speed of the Telstra mobile network. It's about our relationship with the Telstra team – we know exactly who to talk to when needed. They stay in touch and are always looking for ways to improve their service. We know they're there for us and that's important."

**Stuart Marburg**  
CEO, MessageMedia

## POWER YOUR BUSINESS INTO THE FUTURE

When you're connected to Telstra Wholesale, Australia's leading wholesale telecommunications provider, you can take full advantage of all the opportunities coming your way.

We offer a great range of solutions across our Data and IP, Broadband and Voice, Mobility, Facilities Access and NBN portfolios. Combined with a robust and resilient network, our products give your customers the level of connectivity, service and reliability they demand.

Whether you run an extensive network or a niche service, you can rely on us to connect all the pieces of the puzzle together and work tirelessly behind the scenes so you can focus on what you do best – looking after your customers.

Discover what's possible with our networks, technology and services powering your business.

[telstrawholesale.com/possibilities](https://telstrawholesale.com/possibilities)

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