



DIRECT CONNECT SMS

Stay competitive in the mobile market
by offering Direct Connect SMS

Telstra Wholesale's Direct Connect SMS enables customers to communicate between network-based short messaging applications and wireless mobile phone users.

It allows end users to connect directly to Telstra's short messaging network to send and receive large quantities of SMS messages in a fast, cost effective and reliable way. Direct Connect SMS provides the ability to communicate via short messages with wireless mobile phone users on all domestic mobile networks, as well as selected international networks.

Why Direct Connect SMS?

Streamlined	Streamlined operational processes for ISPs, system integrators and carriers with implementation ease and minimal capital investment.
Extensive coverage	Coverage extending to wireless mobile subscribers on all domestic networks and selected international networks.
Cost effective	Direct Connect SMS is a fast, cost-effective and simple way to deliver messages to end users or staff.
Add value	Resources can be directed to where they add value.
Revenue opportunities	Differentiated market offerings create new revenue opportunities.

Features

- Geographically distributed infrastructure and fail-over recovery for robustness.
- Performance provides outbound and inbound bulk capacity, typically at least 15 messages a second per connection.
- Security client log on with ID and password to minimise the risk of unauthorised access.

Benefits

- Customers can tap into new revenue streams by developing innovative short message-based applications.
- New applications add value to current portfolios.
- Easy use of standard short message peer-to-peer (SMPP) protocol facilitates wireless application software and platform integration.
- Tap into new revenue streams by developing innovative short message-based applications

Coverage

Delivery and reception of SMS messages with international mobile networks depend on the existence of intercarrier agreements with Telstra.

Support for SMS delivery receipts is currently limited to mobile subscribers on the Telstra network.

Prerequisites

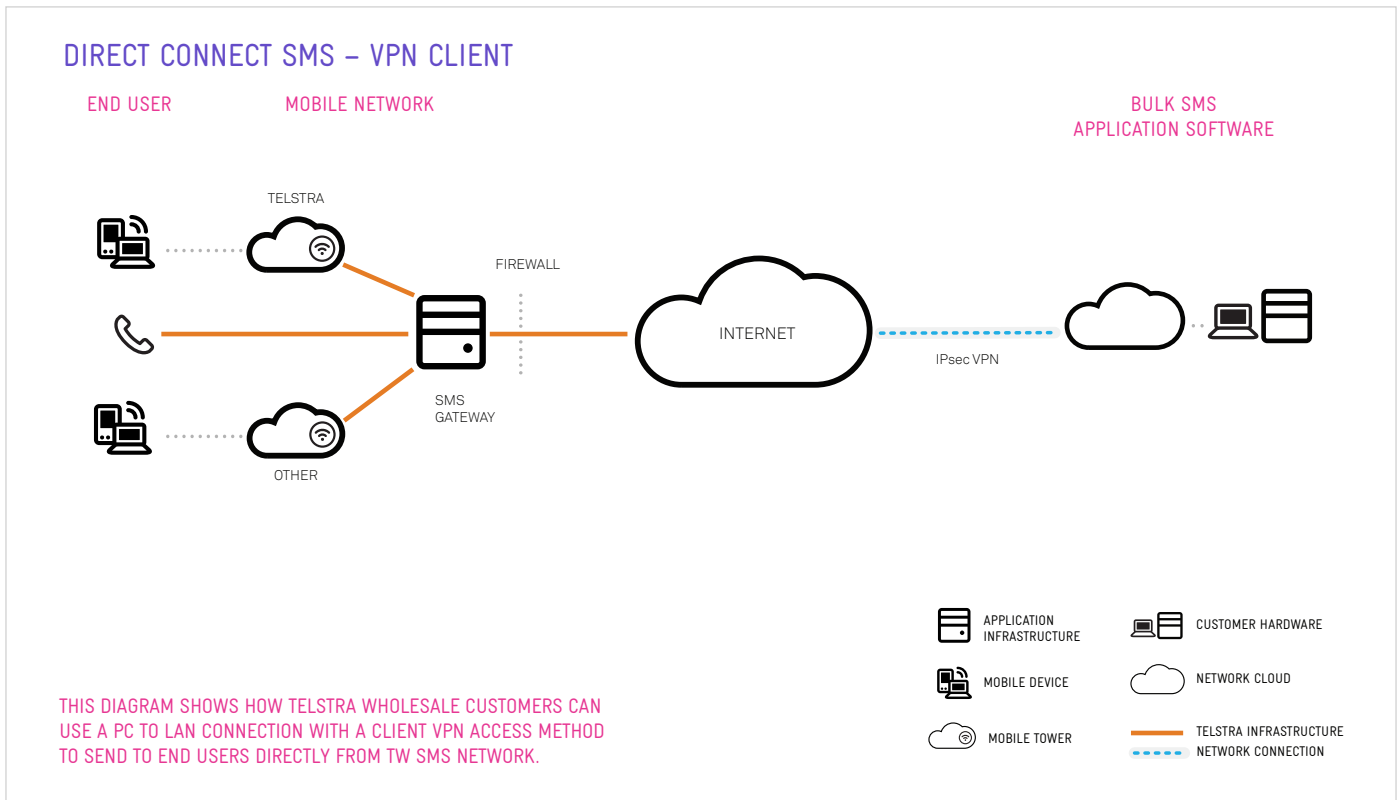
All client software will need to support SMPP protocol, an open specification that allows high-speed sending and receiving of SMS messages over Internet VPN connections. A mobile phone is not required.

In provisioning access to Telstra's SMS infrastructure, it is expected that the customer will have sufficient technical capabilities to develop an SMPP interface to SMS infrastructure. We have relationships with systems integrators that may be able to assist in the development of such solutions. A Telstra Wholesale account manager can provide further information.

Configuration

Direct Connect SMS allows delivery of short messages to mobile phones via the Telstra Network. Direct Connect SMS supports a wide range of web-oriented business applications that can relay large volumes of text messages among Australia's mobile subscribers.

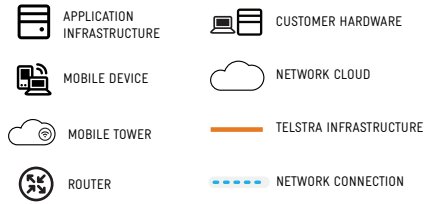
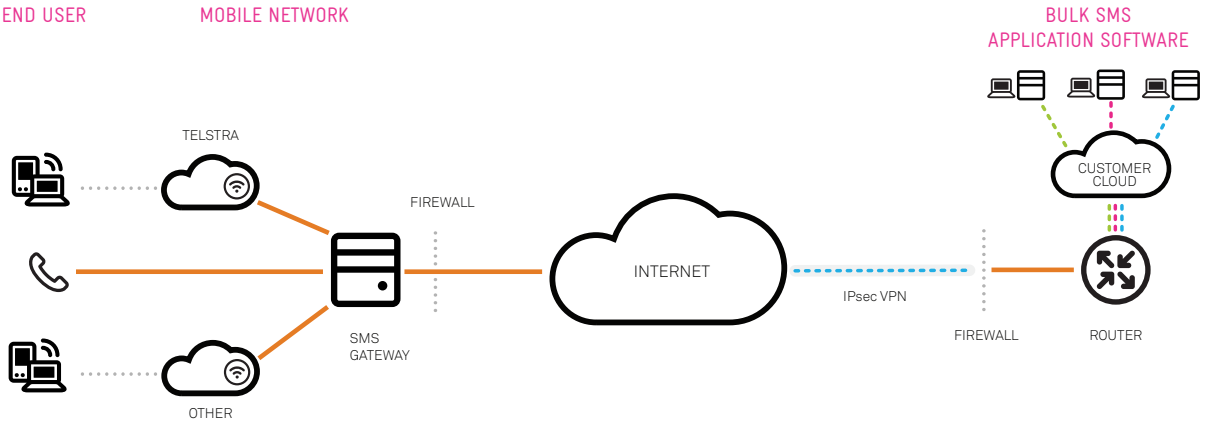
Telstra Wholesale has developed Direct Connect SMS to provide flexible access to the SMS network to facilitate the delivery of large volumes of messages on standardised, scalable and replicated platforms.



DIRECT CONNECT SMS – LAN 2 LAN

END USER

MOBILE NETWORK

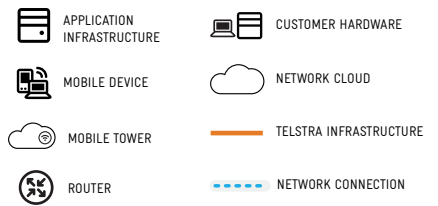
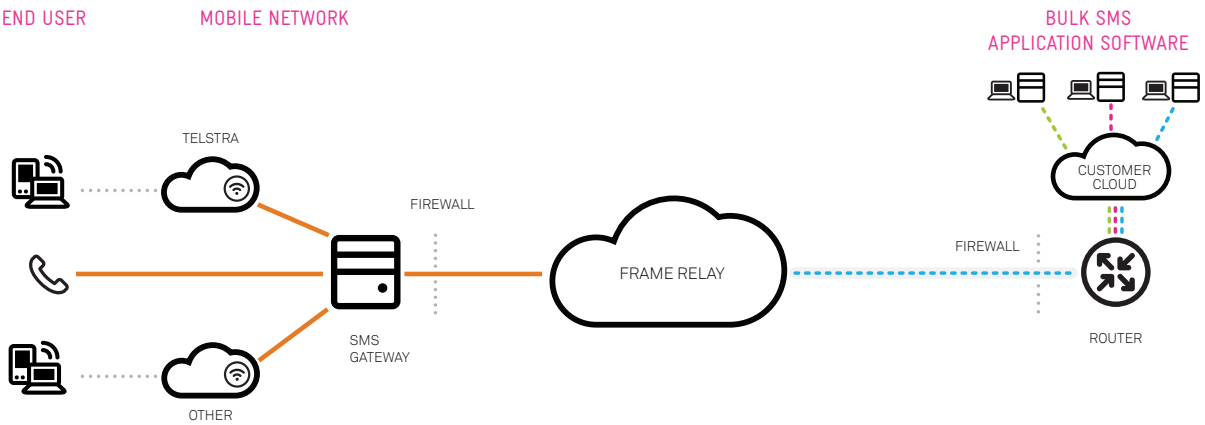


THIS DIAGRAM SHOWS HOW TELSTRA WHOLESALE CUSTOMERS CAN USE A IPSEC LAN 2 LAN CONNECTION TO SEND SMS TO END USERS DIRECTLY FROM THE SMS NETWORK.

DIRECT CONNECT SMS – FRAME RELAY

END USER

MOBILE NETWORK



THIS DIAGRAM SHOWS HOW TELSTRA WHOLESALE CUSTOMERS CAN CONNECT USING A FRAME RELAY ACCESS METHOD TO SEND SMS TO END USERS DIRECTLY FROM THE TELSTRA WHOLESALE SMS NETWORK.

Direct Connect SMS uses Telstra's SMS infrastructure

A connection to Telstra's SMS infrastructure can be initiated in various ways. While the precise solution can be tailored to suit specific customer needs, the most effective interface method is via the internet, using an IPSec VPN.

The following steps and system requirements should be considered:

- Internet VPN link to the internet
- IPSec capable router, Cisco router or Cisco VPN that supports IPSec
- PC or server software that supports the SMPP protocol.

Pricing

Direct Connect SMS has been established to enable flexible access at pricing that reflects the volume of messages sent to Telstra and non-Telstra mobile customers. The price will be negotiated during the application process and will reflect the forecast monthly volume of messages. For more information, customers can refer to CRA83 in their Customer Relationship Agreement.

Ordering

Customers will need to complete an application form and service definition document, which provides information on the extent and usage of the product. A Telstra Wholesale account manager can supply this document.

Customers will be required to:

- Define and provision the connection medium. Responsibility for selecting the appropriate connection medium and the nature of this connection is the customer's, and will be dictated by throughput requirements and existing infrastructure. Upon successfully installing the connection, a customer will need to provide us with the details to ensure that testing is tailored accordingly. The application form identifies the required information.
- Connect and initiate testing on the model SMS centre.
- Connect to Telstra's infrastructure and the live network.

After satisfying all testing requirements, the customer will be provisioned on the live network. We will work to ensure that access through all firewalls and routers is established.

Billing and payment

All charges are levied on the originating party's chargeable number. Messages will be billed at the negotiated rate to be determined according to the forecast volume of messages and the network of termination.

Charges are also levied against the chargeable number when a delivery receipt is requested. A receipt can be requested by message to the network.

Delivery receipts are generated when the message submitted to Telstra reaches its final state. This final state might occur within seconds or a week later in the case of an expired message. Delivery receipts only work within the Telstra network. Messages delivered to another network may only indicate successful delivery to that network.

Customers can use the short messaging capabilities of Direct Connect SMS to offer value-added messaging applications to their customers, or they can resell Direct Connect SMS basic messaging capability with their own applications.

Delivery

There are no standard lead times for the product. As a guide, once the product application form has been submitted, it is normally only a matter of days before a customer can begin testing with the model SMSC network.

Managing faults

We undertake to resolve any faults that may exist in relation to our SMS network. Contact details for technical support will be provided at the time of initiating a connection.

A connection to Telstra's SMS Infrastructure gives a high benchmark for network service and availability. The level of availability is also dependent on the connection medium used.

More information

To find out more, contact your Telstra Wholesale account manager or visit our website telstrawholesale.com.au



About Telstra Wholesale

Telstra Wholesale is more committed than ever to helping our customers connect to their full potential. We are delivering new capabilities in all our portfolios – data, mobiles, service and fixed access.

We're continually investing in our business so that we can confidently deliver world-class solutions to yours, enabling you to create a competitive advantage.

You can access the value of our superior capabilities and scale by connecting to our high performing networks and platforms. These are fully integrated with our operational capability to deliver value to your business.

Our knowledgeable and responsive specialists are dedicated to delivering outstanding service to help your business succeed.