

Telstra International Messaging

Connect instantly, anywhere through A2P SMS with direct termination to global mobile operators

Application-to-Person (A2P) Messaging: SMS deliverability you can rely on worldwide

A2P messaging is a type of messaging where a business sends automated SMS messages to a person or a group of people. Dominating 96% of the business messaging market¹, A2P messaging's growth, with a projected CAGR of 4.6% from 2021 to 2028², underscores its vital role in rapidly engaging customers, personalising interactions, and creating targeted experiences.

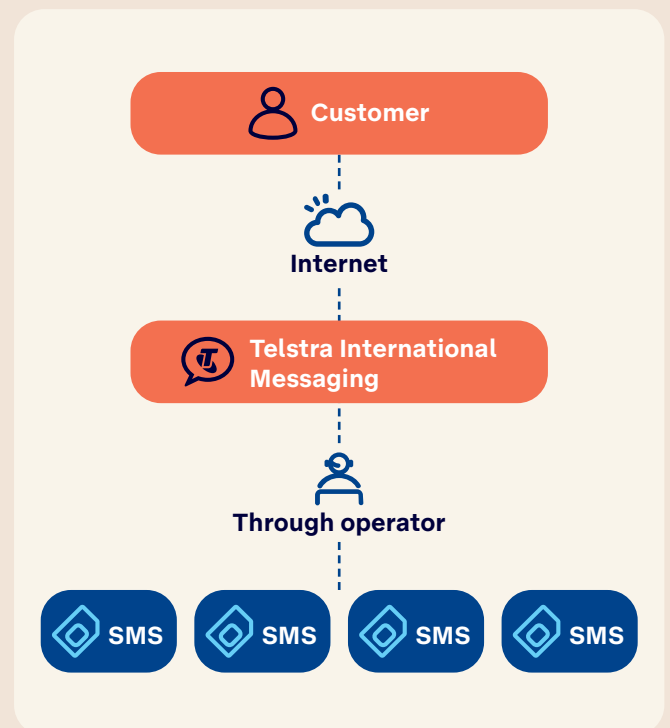


¹ Mobilesquared, 2023

² Fortune Business Insights, 2022

What is Telstra International Messaging?

Telstra International Messaging offers secure and reliable A2P SMS services globally through a geo-redundant network. Our robust direct interconnects minimise spam and ensure message integrity, and through strategic partnerships with over 300 operators, we secure competitive rates and guarantee direct end-network delivery.



Features

- High quality routes to reduce spam and fraud
- Mobile Number Portability resolution to ensure delivery of the SMS to the correct network
- Support for opt-in / opt-out functionalities and black-out time periods to fulfill local market requirements
- Standard APIs to integrate with your business processes: SMPP, web services
- 24/7 support

Benefits



Australia's Largest Mobile Network

On-net termination to the largest subscriber base in Australia for better quality, which means higher success rate, less fraud, and bypass.



Fraud and Scam Control

Our advanced fraud detection algorithms operate continuously, 24x7, identifying and blocking unwanted messages, ensuring a secure and trusted messaging environment.



Enable A2P revenue streams

With Telstra International Messaging, you are opening up new revenue channels through an in-demand, scalable messaging solution.



Global coverage, local impact

Covering key global destinations, your customers can broaden their international reach, connecting with audiences anywhere, effortlessly.

Why choose our solution for International Messaging?



Telstra

- Global network infrastructure that delivers for your customers on the network that goes above, below and beyond
- Drive modern workplace innovation with bespoke campaigns and seamless experiences



Customer

- Tailored solutions to meet specific needs
- Local insights and expertise
- Fully integrated technology services



Enhanced productivity, superior user experience, and increased ROI for your customers

Why Telstra International Messaging



Global network infrastructure

Access to 2,000+ Points of Presence and connectivity in over 200 countries and territories globally.



Track record in collaboration

More than 2,700 partner certifications and accreditations enable us to deliver powerful solutions and digital transformation for you so you can thrive.



Committed to enabling and accelerating transformation in international communications ecosystems

As a member of the GLF and i3Forum, Telstra is committed to innovation, interoperability and reducing fraud and scam messaging in the global market.



Global supplier in communication services

One of the largest subsea cable networks in Asia Pacific with access to over 30 submarine cable systems.



Extensive International Network

Telstra maintains connections with over 300 international carriers and boasts more than 400 roaming interconnections, solidifying our position as a leader in global messaging infrastructure.

About Telstra

Telstra is a leading telecommunications and technology company offering a wide range of services globally. We empower organisations to transform and thrive through our leading connectivity, collaboration and technology solutions, backed by our strong presence in the Asia Pacific region.

Telstra is also a leading supplier to wholesale customers outside of Australia, connecting voice carriers, cloud and content players and service providers to new opportunities in Asia Pacific, the Americas and EMEA.

Contact your Telstra account representative for more details.

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