



Fact Sheet

GSM Postpaid Resale

Premium SMS

Offer Premium SMS services to your customers

End users can access Telstra's Premium SMS services, a product extension available in connection with Telstra Wholesale GSM Postpaid Resale.

Premium SMS is a popular service that's growing rapidly. It's already used extensively for :

- televoting and competition entry in media campaigns;
- purchasing mobile ringtones and wallpapers.

Premium SMS is an enhanced service for mobile service providers who are using GSM Postpaid Resale.



Customer benefits

Greater range of services

Product features

Customers can access a range of services including competition entries, weather information, ring tones and wallpapers.

Easy to configure

No special configuration is required. Customers have instant access.

Expanding service

Premium SMS is already used extensively for televoting and competition entry in media campaigns, as well as for purchasing mobile ringtones and wallpapers.

Features

With premium rate SMS, GSM Postpaid Resale consumers can access a range of premium services including:

- specialist weather information;
- competition entries;
- ringtones;
- wallpapers.

Benefits

- Customer access to a range of Premium SMS services.
- Minimal configuration requirements.

Coverage

Customers need to be in the coverage area for GSM resale to successfully access, purchase and receive Premium SMS services.

Prerequisites

A customer will need to have entered into a Customer Relationship Agreement (eCRA or CRA) with Telstra.

Customers will also need a contract for GSM Postpaid Resale to access the Premium SMS service. Premium SMS is a separately supplied product extension of GSM Postpaid Resale.

An additional agreement to a Premium Mobile Content Access Service Schedule is required, which can be effected by signing a contract variation agreement to incorporate the schedule into an existing Telstra agreement.

Configuration

Telstra will need to configure a service to enable end-user access to the Premium SMS services.

Whether a customer acquires the Premium SMS product extension or not, the end users will still be able to access some informally available Premium SMS services if Telstra's contractual arrangements with Premium SMS service providers permit.

Telstra does not, however, guarantee and accepts no liability for the provision of any informally available services. Similarly, the continued provision of informally available Premium SMS services cannot be guaranteed, and may be shut down without notice.

Pricing

Telstra Wholesale will not charge for the provisioning of this product extension to a GSM Postpaid Resale product. However, customers will need to reimburse Telstra for the credit provided for end user purchases of formally available Premium SMS services. This amount will be indicated on the GSM resale monthly invoice under the new 'Premium SMS – GSM' line item.

For facilitating end-user access to the formally available Premium SMS services, Telstra Wholesale can be invoiced for an agreed monthly facilitation fee. The method for calculating the facilitation fee will be defined in the Premium Mobile Content Access Service Schedule and will be derived from line item 'Premium SMS – GSM' on the monthly GSM resale invoice. The facilitation fee incorporates an allowance for bad debts and adjustments [What does this mean?], but is not available in relation to informally available Premium SMS services.

Ordering

To order Premium SMS, customers sign up for the GSM Postpaid Resale and Premium Mobile Content Access Service Schedules and complete an application form. Telstra Wholesale will then upgrade the operations interface to enable end users to manually access premium SMS services.

Billing

Details of Premium SMS usage are provided in the daily GSM Postpaid Resale call detail file. The call record includes details of the merchant supplying the specific Premium SMS service.

Purchase of formally available Premium SMS services is calculated per billing month. The monthly aggregate credit is identified separately on the monthly GSM Postpaid Resale invoice as 'Premium SMS – GSM'.

Delivery

There are no standard lead times for Premium SMS. It could take several weeks to process an application form, as this will require modifications to Telstra systems. Customers may also need to consider modifying their own systems and processes to offer these services.

Operations and maintenance

After the initial product provisioning for formally available Premium SMS services, customers will be responsible for adding and removing their customers' access through LinxOnline™ Mobiles (LOLM) or LinxOnline™ Interaction Gateway (LOLIG). Each customer will be responsible for maintaining the level of monthly credit provided for formally available Premium SMS services.

Managing faults

Premium SMS merchants, are contractually required to provide customer support services. Any queries regarding the supply of formally available Premium SMS services and content should be directed in the first instance to the relevant merchant.

Related products

Premium SMS and Wireless (GPRS) packet data are enhancements to the GSM Postpaid Resale product. A Telstra Wholesale account manager can be contacted for more information or, alternatively, this can be found at www.telstrawholesale.com.

Regulatory information

There are various sources of regulation that apply to premium mobile services (including Premium SMS), and which customers should be familiar with. In particular, the ACMA Telecommunications Service Provider (Mobile Premium Services) Determination 2005 (No. 1) regulates access to age-restricted services and chat services, for example, and relates as well to information that must be provided to customers of premium mobile services. Additionally, there is the ACIF Credit Management Code. Customers need to understand and comply with their obligations under the Determination and Code.

Telstra may remove access to any premium mobile service or take down content at any time in response to a notice issued by the ACMA. Telstra will notify a customer of this. If such a notice issued by the ACMA is received, the customer will need to have processes in place to comply with the notice, including promptly notifying Telstra of its receipt.

Further information

More information about Premium SMS and other mobile solutions we offer can be obtained from a Telstra Wholesale account manager or at www.telstrawholesale.com.

