



Fact Sheet

Mobile solutions

Telstra Wholesale GPRS

Wireless data solutions for customers of Telstra Wholesale GSM Postpaid Resale

Telstra Wholesale's General Packet Radio Service (GPRS) is a packet data capability for Telstra Wholesale GSM Postpaid Resale customers. GPRS is a connectivity solution based on Internet Protocols that supports a wide range of enterprise and consumer applications.

GPRS is a data overlay to the existing GSM network and provides up to 40 Kbps transfer speeds on handsets enabled with the GPRS technology. This is delivered via the Telstra GSM network, Australia's most ubiquitous mobile network. It uses the existing GSM network to transmit and receive TCP/IP based data to and from GPRS mobile devices.

GPRS allows customers to supply advanced, feature-rich data services to their end-users such as colour Internet browsing, e-mail on the move, powerful visual communications such as video streaming, multimedia messages (MMS), location-based services (LBS), Wireless Application Protocol (WAP) and Internet Access Services via PCMCIA cards or data capable voice handset.

Telstra Wholesale GPRS is suited to mobile operators and a range of internet and communications service providers who wish to develop their own competitive and attractive mobile wireless data services. It provides customers with a greater opportunity to sell higher value content and services to augment existing voice offerings, and allows the end user to make greater use of the features of the latest handsets, PDAs, and Smart phones.



Benefit	Feature
Opportunity to sell higher value content	Suited to mobile operators and internet service providers who wish to develop their own mobile wireless data services
Extend data services offerings	GPRS allows customers to supply feature-rich data services to their end users, such as: <ul style="list-style-type: none">▶ Email on the move▶ Video streaming▶ Multimedia messages (MMS)▶ Location-based services (LBS)▶ Wireless Application Protocol (WAP)▶ Internet access services with PCMCIA cards or data capable voice handset

Features

Telstra Wholesale GPRS supports three main services:

- Multimedia Messaging Service (MMS), a message composed of text, image, and other media types (eg. audio);
- Wireless Application Protocol (WAP), a protocol that allows Wireless Devices to retrieve information from the Internet and display it on a wireless browser;
- Internet Access Service – Allows the end user to use their GPRS enabled device (eg laptop or PDA) to connect to the internet. The end user will connect via a laptop with a PCMCIA card, or by using their GPRS enabled handset as a modem.

Telstra Wholesale GPRS retains all of the features available with the current GSM Postpaid Resale offering, including direct management of service activation and deactivation, temporary suspension and fault reporting using our web based interface ordering and service facilities LinxOnline Mobiles (LOLM), and LinxOnline Interaction Gateway (LOLIG).

Telstra Wholesale provides a daily electronic file of data records which enables customers to bill their end-users for voice, data or both.

Benefits

Mobile operators can offer a compelling customer value proposition by selling Telstra Wholesale GPRS services in combination with services from application providers. With MMS becoming more widely used and understood by end users, bundling of differentiated content with above the line handset promotions provides significant growth opportunities. MMS also provides the facility for an end user to take full advantage of handset features such as photo and video cameras.

Telstra Wholesale GPRS also opens up a range of opportunities for customers in both the corporate and consumer market. Examples of applications for the corporate market may include:

- Inventory management
- Field and salesforce automation
- Customer relationship and supply chain management
- Enterprise resource planning

For the consumer market:

- chat rooms
- sports score updates and latest share price information via mobile email
- Connect to your office or personal email account to get email as it arrives
- Browse the Internet on your phone
- Download ring tones, graphics, and games
- Send and receive MMS messages
- Subscribe to mobile services that bring you personalised information like sports updates, news, horoscopes, share prices updates
- Use Java™-based applications that require a network connection
- Chat using instant messaging and chat rooms

Product prerequisites

The Telstra Wholesale GPRS service can only be supplied to customers who have previously established a GSM Postpaid Resale offering. Operators are required to meet all of the necessary obligations required to become a GSM Postpaid Resale mobiles customer.

More information

Existing Telstra Wholesale customers should talk to their account manager for more information about the GPRS service. Information about becoming a Telstra Wholesale customer is available on our website at <http://telstrawholesale.com/dobusiness/become-a-customer/become-a-customer.htm>

Existing GSM Postpaid Resale and GPRS customers can activate/de-activate and manage their own mobile services using our web based interfaces, LinxOnline Mobile (LOLM) or LinxOnline Interaction Gateway (LOLIG).