

# 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 market<sup>1</sup>, A2P messaging's growth, with a projected CAGR of 4.6% from 2021 to 2028<sup>2</sup>, underscores its vital role in rapidly engaging customers, personalising interactions, and creating targeted experiences.



<sup>1</sup> Mobilesquared, 2023

<sup>2</sup> 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

-  **Reduce your expenses**  
A2P messaging is relatively inexpensive compared to traditional communication channels such as phone calls, making it a great communication channel for businesses of all sizes.
-  **Enhance business resilience**  
Better delivery rate with high quality direct interconnects as your messages are not likely to get marked as spam.
-  **Scale with your business**  
Sending large volumes of text messages, without them getting marked as spam is only possible through A2P messaging.
-  **Consolidated Invoicing**  
Manage your global invoices and purchase orders more easily as we offer a consolidated invoice for all our International Messaging countries.

## 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.
-  **Global supplier in communication services**  
One of the largest subsea cable networks in Asia Pacific with access to over 30 submarine cable systems.
-  **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.

Contact your Telstra account representative for more details.

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