

# Optus SMS Toolkit

**Integrate SMS Messaging into your existing software with SMS Toolkit.**

Email and SMS are two of the most powerful and popular communication tools in business today. Optus now gives your business the ability to enhance your applications by integrating SMS messaging into your existing software with SMS Toolkit.

Developers and web designers can use the SMS Toolkit API to integrate SMS and messaging functionality into existing software.

Enhance web sites, intranets or applications to send SMS/MMS\* messages to and from over 130 countries. Build web sites and applications that send reminders, alerts, leads and can deliver mobile content. Enhance your CRM solution with 2-way SMS messaging, MMS and Wap push. The SMS Toolkit provides all the tools required to build state-of-the-art mobile Internet, SMS or MMS solutions.

## FEATURES AND BENEFITS

- SOAP/XML Web-Service API - a standard and popular programming interface.
- Increases productivity by allowing businesses to automate existing systems with SMS functionality.
- Provides easy to use interfaces for Microsoft and Unix/Linux as well as an extensive set of example source codes and documentation for VB.NET, C++ and PHP allowing you to reduce development time.
- Code design using the latest development technology meaning reduced development costs.
- Integration with existing software allows you to create your own value added services for customers and staff.
- Royalty free with 4 hours of telephone support included.

## CUSTOMISATION AT YOUR FINGERTIPS

SMS Toolkit is ideal for organisations looking to develop custom solutions or enhance existing software with SMS messaging functionality, without the need for additional customer-premise hardware. This allows you to design custom logic that can respond to almost any business requirement for a fraction of the cost of in-house development.

Whether you are looking to automate a CRM database, an SMS dispatch system or provide network alerts, SMS Toolkit gives you the ability to provide your staff and customers with custom software function, whilst reducing your communication costs.



**'yes'**  
**OPTUS**

## ANOTHER WAY OPTUS IS MAKING BUSINESS EASIER

Integration with just a few lines of code, the SMS Toolkit will have you up and running in no time. To download a fully functional 30 day trial version, go to <http://optus.redcoal.net> and click on SMS Toolkit.

## APPLICATIONS OF SMS TOOLKIT FOR DIFFERENT INDUSTRIES

- Medical/ Health (Doctors, Physiotherapists etc.) can use SMS Toolkit to integrate messaging into their patient management systems for appointment reminders.
- Finance/ Banking/ Insurance can use SMS Toolkit to integrate messaging into their CRM systems for customer notification, mortgage updates, claims status updates, balance enquiries etc.
- Service Industries (Repairs, Plumbers, etc.) can use SMS Toolkit to integrate messaging into their systems for job dispatch, customer notification etc.
- Utilities (Electricity, Gas, Water etc.) can use SMS Toolkit to integrate messaging into their systems for job dispatch, customer notification etc.
- Media (Newspapers, Magazines, Ad Agencies etc.) can use SMS Toolkit to integrate with messaging system to communicate with readers, take polls via SMS, etc.

SMS Toolkit is a cost-effective way to create custom solutions to meet your individual business needs. For more information about SMS Toolkit, speak to your Optus Business account executive or call **1800 555 937**.

**For more information contact your Optus Account Manager, or visit <http://optus.redcoal.net>**

\*only via EmailSMS, not all handsets supported