



*Stop looking.  
You have  
found your  
new SMS  
platform!*



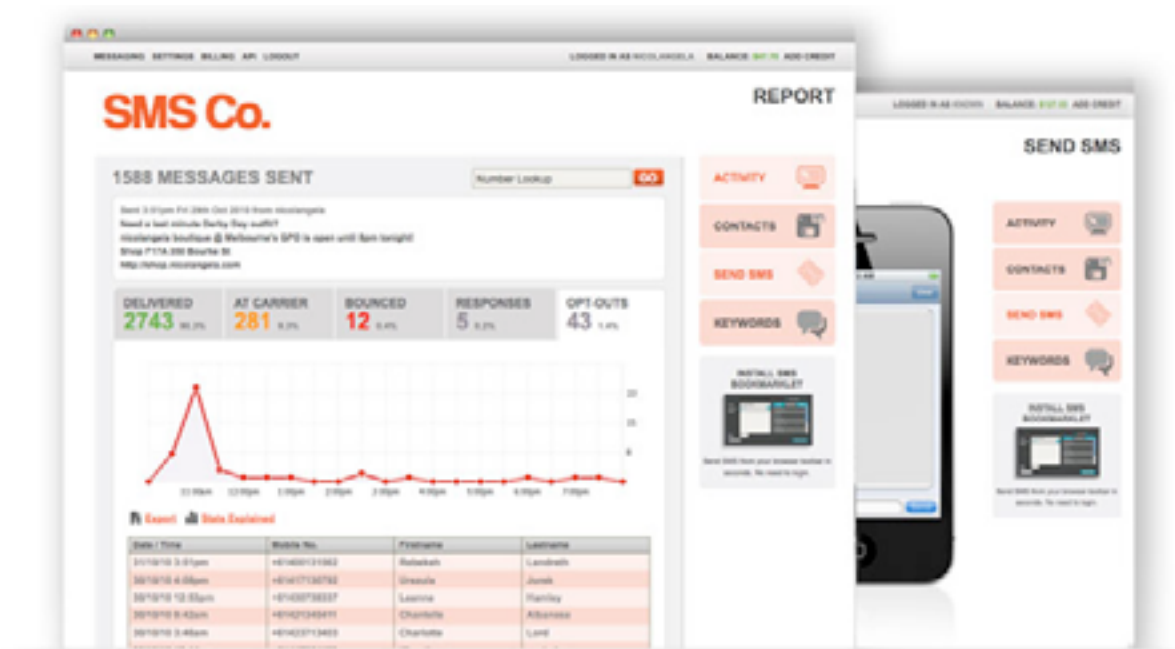
*Call us now on 02 6100 4453*

# Like our SMS platform? Rebrand it as your own

With the Burst SMS reseller software, we make it easy for you to create new revenue streams for your business. You can fully re-brand our white label SMS software as your own, and take a strong new initiative to clients. Setting yourself up as an SMS reseller, takes as little as a few minutes.

## Burst SMS allows you to:

- Rebrand with your logo and colours
- Utilise a secure branded login URL
- Have your own client management panel
- Add margin to low wholesale rates
- Use our API to plug into your accounting systems
- Add a login form to your own page
- Resell our API, and keyword functions
- Not have to worry about development costs
- Offer the latest innovations to your clients
- Utilise our rebranded terms and legals
- Use our generic guides and sales collateral.



# Why bother with the hassle and cost of development?

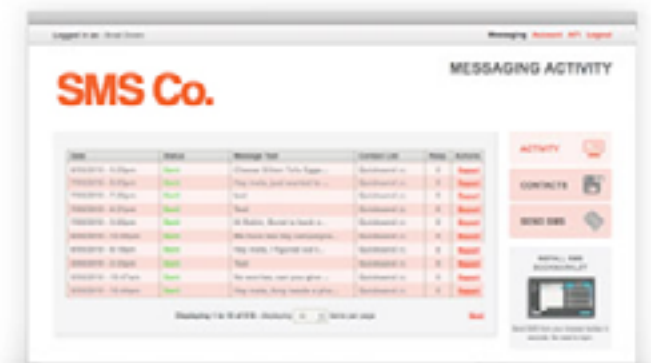
Take the pain out of running your own SMS service, let us take care of innovation, development, security, uptime, delivery quality and speed. Our reseller SMS system is being continually developed to be the best in the world. We take feature requests from all of our clients and listen to you when building features into Burst SMS while retaining a simple and blindingly fast web SMS system.

## Rebrand with your logo and colours

**Upload a logo and pick a colour and that is it.**

**You have your very own SMS platform.**

You can fully re-brand our white label SMS software as your own, and take a strong new initiative to clients. Our white label SMS platform is so simple. Just add your logo, choose your corporate colour, add your company name and contact details and you can be reselling web SMS in a few minutes.



## SMS Co.

Email Address

Password

**LOGIN** [Lost your Password?](#)

No Account? [Sign Up](#)

## Clients login via secure branded URL

**<http://yourcompany.transmitsms.com>**

Every account comes with a generic login URL. You can build this login and also our registration pages into your own website. We have to use our URL as we have secure connections which require our URL to be hosted with a secure certificate. At this stage you cannot use your own URL for the application section of Burst SMS. You can embed our login form into your website if you want.

Margin	Turnover	Profit
-	-	-
I PAY	\$20.963	\$0.000
6.0c	\$3.740	\$2.500
I PAY	\$105.214	\$17.998
10.0c	\$0.000	\$0.000
I PAY	\$0.480	\$0.000
3.0c	\$14.518	\$3.660
3.0c	\$0.330	\$0.090

## Simply add margin to our low wholesale SMS prices and collect your profits.

**Our built in accounting and invoicing systems do all the hard work, you just kick back and collect the extra revenue.**

Every account has fully automated credit card and invoicing facilities. Your clients will see only generic terms for billing items and no mention of Burst SMS. Credit card transactions appear from transmitsms.com which is contained in your generic client login URL. With our cheap SMS prices you can add your margin and still offer bulk SMS at very competitive prices. All margins and profit are calculated in your reseller control panel and you can request a payout whenever you like. We can remit profit via PayPal or EFT.

## Reseller control panel.

**Take full control. See your financial position. Login to client accounts.**

The Burst SMS reseller control panel is the command centre of your SMS service. Get a quick snapshot of your overall financial position. Help train your clients and trouble shoot their issues by being able to log directly into their accounts. Switch quickly between client accounts and your own.

Client	Balance	Links	Contacts	Messages	Margin	Turnover	Profit	Actions
Account My Account	\$10.00	10	1000	100	-	-	-	Settings
ABC	-	0	100	100	1.00%	\$20,963	\$0,000	Details Settings Delete
Benford	\$10.00	2	2	10	6.0c	\$3,740	\$2,500	Credit Details Settings Delete
Brad Jones	-	0	274	0	1.00%	\$105,214	\$17,998	Details Settings Delete
Johnny	\$0.00	1	1	0	10.0c	\$0,000	\$0,000	Credit Details Settings Delete
Mike Fuller Lewis	-	1	0	0	1.00%	\$0,480	\$0,000	Details Settings Delete
Michelle	\$10.00	2	100	100	3.0c	\$14,518	\$3,660	Credit Details Settings Delete
Wing Da Ting	\$0.00	1	0	0	3.0c	\$0,330	\$0,090	Credit Details Settings Delete

## SMS Co.

### PRIVACY POLICY

The policy outlines the information that we collect and how that information is used.

#### SMS Co. commitment to Privacy

Please find the detailed commitment to the protection of client and consumer personal information. We are bound by the Privacy Act 1988. Under the Act, we can choose to identify and be bound by a Privacy Code or otherwise comply with the National Privacy Principles in the Privacy Act. We have chosen to be bound by the National Privacy Principles.

For more any questions or concerns regarding our privacy practices, please feel free to contact us at [support@transmitsms.com](mailto:support@transmitsms.com)

#### Personal information held by SMS Co. and/or SMS Co. clients

##### EMAIL ADDRESS AND PHONE NUMBER

When you register for a reseller account we collect your personal details including your email address and mobile phone number. This information is used for billing, for accounting and administrative purposes.

We may use aggregated information collected from our use of the Internet to improve our services and for marketing and promotional activities to you.

This information was collected from you in confidence. We will not release, disclose, sell, rent or pass this information on to any third parties unless they are authorized to use it to help the information confidential or are required to comply with an relevant laws including the Privacy Act 1988.

## LEGALS

Terms of Use

Privacy Policy

Open Policy

Downloads

Support Your Rights

Open Compliance Centre

Open Compliance Centre

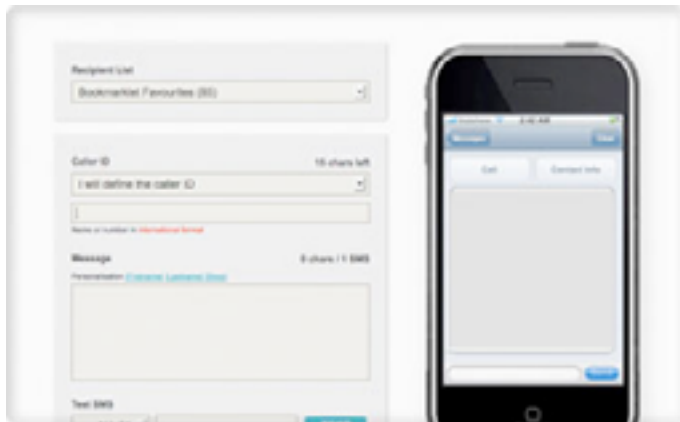
## Forget the hassles of terms and policies.

**All of our terms of use, privacy and spam policies are rebranded too.**

Forget the pain and expense of producing your own terms and policies. We continually monitor the ACMA and other industry bodies to make sure that you are always compliant with policies and our terms of use are extended to cover you too.

# What features set Burst SMS apart from the rest?

The Burst SMS web based system is the simplest and most intuitive on the market today. This simplicity coupled with the most advanced feature set makes our system relatively support free. You just sign up your clients and let them enjoy the benefits of the best SMS platform on the market.



## Simple campaign setup and sending

**Get started in seconds, just type your message and send.**

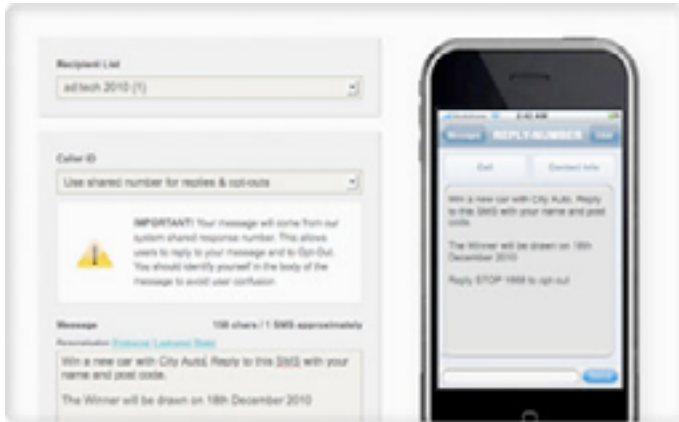
The Burst SMS campaign set up screen is the most advanced in the market today. Setting up an sms marketing campaign is as simple as one intuitive web form controlling all aspects of content and delivery. You can schedule a message for delivery at future points in time, and use your custom contact list variables to personalise your messages. Use our shared long code and free sms opt-out function for a good user experience and spam compliant SMS delivery.

## Detailed reporting and analytics

**Understand how your subscribers are interacting with your campaigns.**

We have a highly detailed web SMS reporting module. See when and how your recipients are interacting with the messages. Gain insights into improved responses and leads. Automatically remove failed recipients and keep your database clean.





## Spam compliance included free

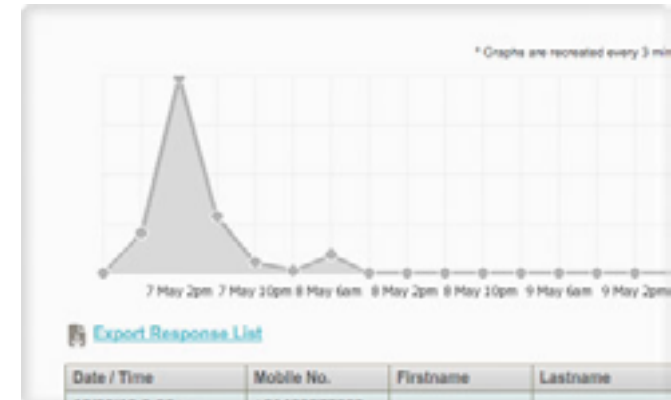
**To comply with the Spam Act 2003 you must have an opt-out in your message, we add it for you free.**

Spam compliance is extremely simple with Burst SMS. We have a shared long code and we allow you to send from this number. An sms opt-out instruction is automatically added to your message. This instruction tells people to reply STOP and the ID of the recipient list. This automatically removes them from the list and stops the number from being re-added in the future.

## Free response handling

**Interact directly with your customers. Export response data**

Receive direct responses from your customers. Receive complex data that can be downloaded at analysed. Use a dedicated long code and auto respond to inbound messages to continue dialogue with the customer. Get continual feedback. Enable keywords to receive competition entries or instructions.



DELIVERED	PENDING	BOUNCED	RESPONSES	OPT-OUTS
3877 8.8%	250 0.6%	342 0.9%	18 0.0%	71 0.2%

Date / Time	Mobile No.	Firstname	Lastname	Status
5/5/10 2:43pm	+6148800190	DESI	JEFFERT	Deleted from list
5/5/10 2:43pm	+6148800185	Kristen	Deherly	Deleted from list
5/5/10 2:43pm	+61432527691	Annette	Tyack	Deleted from list
5/5/10 2:43pm	+61449500737	JULIE	WALTON	Deleted from list
5/5/10 2:43pm	+61465581750	Lee	Campbell	Deleted from list
5/5/10 2:43pm	+61449742898	VICTORIA	BUNN	Deleted from list
5/5/10 2:43pm	+61480075814	Damon	Teller	Deleted from list
5/5/10 2:43pm	+61450082327	MADDIE	LAM	Deleted from list
5/5/10 2:43pm	+61450184137	Rylie Anne	Jackson	Deleted from list
5/5/10 2:43pm	+6148816880	MARINA	TILLEY	Deleted from list

## Bounce management and data cleaning

**Don't keep paying to send to disconnected numbers, keep your lists clean.**

The Burst SMS system allows you to keep a clean and up to date contact database. Based upon the results of your message deliveries, you can see the hard and soft bounces received. You can then delete all hard bounces from your list. This helps ensure you do not spend more money than you need to, by not sending to invalid or disconnected numbers.

# The most reliable SMS delivery platform of its kind.

Burst SMS utilises a direct connection to Telstra plus the worlds best international delivery route to the other Australian carriers. Telstra constitutes approximately 40% of SMS traffic. Only our supplier has access to this SMSC which gives you a distinct advantage over the budget grey route competition. The following are the things we get asked about most often, these will help you answer the basic questions that your clients will have:

## Average delivery time:

**10 seconds**

*For messages delivered to active handsets*

## Average delivery rate:

**500 per minute**

*Larger campaigns take longer*

## Average delivery success:

**97%**

*For messages delivered to active handsets*

## Hosting:

**Rackspace dedicated servers**

*Managed servers, guaranteed 99.9% uptime*

## Gateway:

**Multiple Transmitter/Receiver**

*We have multiple binds for increased traffic*

## Reporting speed:

**12hrs**

*Most reporting is immediate, give 12hrs for all results*

## Transactions:

**SSL123 certificate**

*Secure encryption by Thawte*

## Security:

**Preset limits to minimise spam**

*We have limits and IP banning to eliminate spam*

## Credit Cards:

**Visa, Mastercard & Amex**

*We can also credit via Paypal or EFT on request.*

# Australia's best SMS prices. Volume discounts.

No setup fee.

No account

management fees.

All accounts are

pre-pay by

credit card.

Other payment

methods and

further high volume

discounts can be

arranged by request.

Credit does

not expire.

## Retail Pricing: 7.9c per SMS

Best for volumes below 5000 messages per month

Message Volume	SMS Price	Total Cost
1,000	7.9c	\$79.00
2,000	7.9c	\$158.00
5,000	7.9c	\$395.00

## Wholesale Pricing: 4.9c per SMS + \$200 per month (no contract)

Best for volumes above 5000 messages per month

Message Volume	SMS Price	Effective SMS Price	Total Cost
10,000	4.9c + \$200	6.9c	\$690.00
50,000	4.9c + \$200	5.3c	\$2,650.00
100,000	4.9c + \$200	5.1c	\$5,100.00
250,000	4.9c + \$200	4.98c	\$12,450.00

## Dedicated long codes and keywords

For response campaigns and 2 way SMS. Prices are monthly subscription.

Item	Price
Dedicated long code	\$49.00
Keyword	\$0.00

# How much can I make?

By eliminating the costs of development, tech support and billing systems you are free to focus on the one thing that matters...margin. Here is a real world example of just one campaign send using the Burst SMS reseller system.

## Messages Sent

**27,000**

## Cost per SMS

**4.9c + \$200 wholesale fee**

## Client paid

**11.9c**

## Cost of Send

**\$1523**

## Revenue

**\$3213**

## Profit

**\$1690**

*This is the profit margin from just one send, and this includes our \$200 monthly wholesale access fee, every campaign after this for the same number of SMS you can add an extra \$200. These sizes of campaigns are not huge and are very common across a lot of industries. So as you can see there is a real business model here and its ready to go right now.*





*for more information visit [burstsms.com/reseller-sms](https://burstsms.com/reseller-sms)*

*Your personal account manager:*

*Brad Down*

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*[support@burstsms.com](mailto:support@burstsms.com)*

*Call us now on 02 6100 4453*