Soprano Design
SOPRANO

Solution Description

Soprano Design makes mobile messaging and wireless applications relevant and valuable to businesses. Soprano enables midmarket customers to reap the benefits of cost-effective mobile messaging solutions without sacrificing functionality. Soprano's technology, applications and solutions simplify and automate critical, but common personal interactions to improve staff, customer and supplier communication.

Features & Benefits

The Soprano Suite of products includes the following modules:

SOPRANO Mobile Enterprise Messaging Suite (MEMS)
Provides Mobile Network Operators with a growing suite of sophisticated value-added mobile messaging applications to increase SMS, MMS and Email revenue.

SOPRANO Campaign Manager
A complete SMS, MMS and Email mobile marketing and 2-way communication solution. SOPRANO Campaign Manager can be used to interact with customers, suppliers and staff in real-time. It supports broadcast and inbound messaging, database acquisition and permission marketing processes.

SOPRANO StaffMatch
A real-time shift vacancy notification and shift fulfillment solution that is integrated with leading HR and payroll applications. SOPRANO StaffMatch eliminates the tedious task of calling to offer and confirm work shifts, and instead using SMS to automate the interaction with shift employees - freeing up staff and management time, and reducing unfilled positions.

SOPRANO Reminder
An automated SMS reminder and notification solution with a wide variety of uses such as: pre-sales notifications, product pickup notifications, payment reminders etc.

SOPRANO Mobile Authenticator
A 2-factor authentication solution that replaces physical tokens with an SMS one-time password. SOPRANO Mobile Authenticator can be used to manage VPN authentication and Internet login security of online databases and customer information, providing an extra layer of protection against online data theft.

Value Proposition

SOPRANO Design makes SMS, MMS and E-mail relevant to improving business outcomes with ready-built messaging applications. The applications run on SMS/MMS gateway technology that has been proven within mobile network operators for over 15 years. The SMS/MMS gateway provides a rich, standards based set of interfaces to rapidly integrate with CRM, ERP, HR and Billing systems.

Company Description

SOPRANO Design is the leading provider of mobile messaging and wireless application infrastructure in Australia. With over a decade of experience, and operations in Sydney, Paris, London and the USA, Soprano can deliver innovative off-the-shelf and customized solutions for the wireless customer in a timely and highly cost efficient manner.

IBM Segment
- Data Management

Business Function
- Mobile Business Communication

Target Industry
- Cross Industry

For more information, contact:

www.soprano.com.au

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