

Hello,

Welcome to another edition of Newsnet's quarterly Newsletter. Firstly we would like to thank everyone for their feedback! As a result of this feedback we have examined how we communicate with our customers and how they communicate with us. Improvements have now been made in line with this feedback and we appreciate you taking the time to let us know.

In this issue we will cover - why fax is still essential to business function, some of the improvements that have been planned for Newsnet & we explain how using an SMS aggregator will effect your service. So please keep the feedback coming, we are grateful for your involvement in improving our service and like hearing what subjects you want to be informed about.

So is anyone still Faxing?

Many people believe that email and other methods of online communication have taken over in the business world, and certainly most of us rely on our inbox more than any other communication method, even market research done by the firm Gartner, shows a decline in standalone fax machines. But before you throw out your oversized paper weight consider this:

Fax technologies are changing but not in decline, Gartner's research shows that convenience fax has shifted from stand alone fax to Multi-Function Products and there is a positive upturn in the interest in corporate fax solutions — both fax servers and newer alternatives.

Why is fax still around?

Well firstly, fax has capabilities that other communication methods don't. Fax is faster and cheaper than snail mail; it transmits securely through a phone line and treats the page as an image keeping the integrity of the font, language and layout. More importantly though, faxes are widely accepted as a legal document, this makes faxing particularly useful for signatures.

Faxing is universal and wide spread. It has become mission critical to some businesses transmitting contracts, orders, bills and confidential information. The introduction of email does not mean that fax is an out dated technology, far from it; businesses are still using this technology for their day to day business processes.

What can you do to keep up with the changing Fax technology?

Replacing your stand alone fax with a Multi-Function product or hosted fax service is more efficient as well as cost saving.

Digital networks are increasingly used to transport fax images. Using a virtual fax number or "Efax" number ensures that you are not wasting resources on paper and ink costs, and allows a soft copy to be stored on your HD. Using a corporate fax solution, with just the click of a button your soft copy document can be on it's way to multiple fax machines on the other side of the world for a relatively small cost.

3 More ways in tough times to use the Messaging Platform to drive Value...

1 Marketing

Why not conduct a SMS or Fax campaign to your customers about your current Specials & Promotions to drive more business?

2 Media Release

Let your audience know how your business is doing in these uncertain economic times by distributing a Press Release.

3 Voice Reminders

Rather than tying up resources by calling customers, why not send a voice broadcast of a pre-recorded message instead?

Did you know that there are different options for your SMS service?

Many of you may know that NewsNet allows its users to utilise either our Domestic or Aggregator SMS service...but do you know the difference?

Domestic SMS:-

A domestic SMS is where your SMS message is sent directly to a local telco provider with no "middle man" interference. This ensures that the message is sent as soon as it is received by the telco thus conforming to strict agreements that are in place between these carriers. It ensures that the message has no delays and appears at the other end exactly as it was sent from your end. This service is more expensive than an aggregator service but it is a far more reliable model. If you are sending any critical information then this is the service to use.

Aggregator SMS:-

An SMS aggregator differs in that it uses a network of connections worldwide, providing the most cost effective way of delivering your SMS to the handset. By doing this, the rate is cheaper...however you get what you pay for. Because the aggregator looks for the cheapest route possible the message is often routed overseas and therefore you may see issues such as delayed delivery or failure to display special characters such as \$. If you are doing a mass marketing campaign where timing is not an issue, then this may be the product for you.

For more information on the two services, please contact any of our friendly customer support team.

Recent Improvements

Phone System:

In response to your feedback we have changed the way our incoming phone system handles calls, to improve customer service to a new level. As a result you should find it easier to contact us. Now when you call, instead of coming into a menu and having to select an option, you will hear a welcome message and then be transferred straight through to one of our friendly customer support team members.

Scheduled Improvements

Website self serve interface:

In October 2008 Newsnet launched our new look website to update and improve the layout and information. We have now started work to improve the look and functionality of our Self Serve Web Portal. Shortly when you sign into your account through www.newsnet.com.au you will see the changes. We hope that this will make your experience using our system quicker and easier. Don't worry though, everything will still be in the same place, and if you have any queries we are happy to help!

So keep an eye out for this update in the near future.

Next issue...

We'll be including some more information on the current market as well as more tips on using our service, so if you have any suggestions, please send them to: customersupport@newsnet.com.au, we look forward to receiving your responses.

Best Regards,

Newsnet Operations Team