Critical Information Summary
Hubify TallBob SMS & MMS Gateway

Service Description

Hubify TallBob Gateway is SMS and MMS Engagement Platform for Australia that operates as a software-as-a-service (SaaS) gateway. Multi-Channel Messaging: Send and receive SMS, MMS, and rich media content including videos, GIFs, and mobile landing pages

Requirements	You need to provision a dedicated virtual mobile number and internet connection to access the platform. Under Australian Communications and Media Authority (ACMA) anti-scam laws, all business Alphanumeric Sender IDs (the branded name that appears as the message sender) sent to Australian mobile numbers must be registered: https://tallbob.com/updates/acma-sender-id-register-changes-2025/ and you must adhere to Marketing & Spam Compliance (SPAM Act 2003).
Inclusions	Platform Accounts: 3; User Licenses: 10; Landing Pages/month: Unlimited; Surveys/month: Unlimited; Video hosting and Streaming: Unlimited
Exclusions	API consultancy and built.
Contract Terms	Available on 24-month contract terms.
Invoicing & Late Payment Fee	You will be invoiced for the service once a month for the monthly charge, and for any usage. Any once off: set up/technician/hardware charges will be added to the invoice. Late or dishonored payments incur a fee of $16.50 (Inc GST) per month.
Early Termination Charges	If you cancel the service before the end of your contract term, Early Termination Fees (ETF) will apply. ETF is calculated as the monthly charges multiplied by the balance of the contract period.
Cancellations	Cancellations can be submitted by going to https://www.hubify.com.au/cancellations/. A 30-day cancellation notice may be required.

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Pricing

Plan Name	24 Months Contract
TallBob SMS	Per Unit **$0.484**
TallBob MMS	Per Unit **$0.165**
TallBob Virtual Mobile Number	Monthly **$16.50** Once Off Set Up **$0.00** Total Min Cost **$396.00**
Platform Access	Monthly **$0.00** Once Off Set Up **$0.00**

Pricing is current and is subject to change without notice. All prices listed include GST. This summary does not include any discounts or promotions.

Optional Equipment, User Software and Features

- Personalised / Branded URL – $165.00 (Inc GST)*
- Technician installation is POA based on complexity and requirements.

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Service Support

Standard support is available during business hours: Monday – Friday, 9:00am – 5:00pm (local time), excluding public holidays.

Requests received outside standard hours will be addressed on the next business day unless the Customer has purchased an after-hours support arrangement.

Saturday, Sunday and public holidays is available on a fee-for-service basis at Hubify standard support rates.

Customer Service & Complaints Handling

If you have questions regarding a new installation, existing service or your bill please call us on 1300 698 652.

If you wish to make a complaint, please contact our support team by email at: support@Hubify.com.au

Further Options

If you are not satisfied with our handling of your complaint and you have escalated this within Hubify, you may seek complaint mediation or further assistance from the Telecommunications Industry Ombudsman either online at https://www.tio.com.au/ or by phone on 1800 062 058.