Smarter communications at your fingertips

How AT&T Business Messaging℠
can help enable faster responses

Simple, efficient communication between workers— virtually wherever they are. It's what powers the most effective modern organizations. And it's easy to achieve.

AT&T Business Messaging enables rapid, two-way, highly secure group and individual communications—connecting managers, mobile workers and field workers, through most devices they already carry.

The result is faster, smarter and highly secure sharing of vital and urgent information, greater organizational efficiency, and better customer and citizen service.

With long-form messages, delivery confirmations and support for four different messaging protocols, an application and a website, **AT&T Business Messaging** creates a flexible, powerful link between central and remote teams, strengthening any multimodal communications strategy.
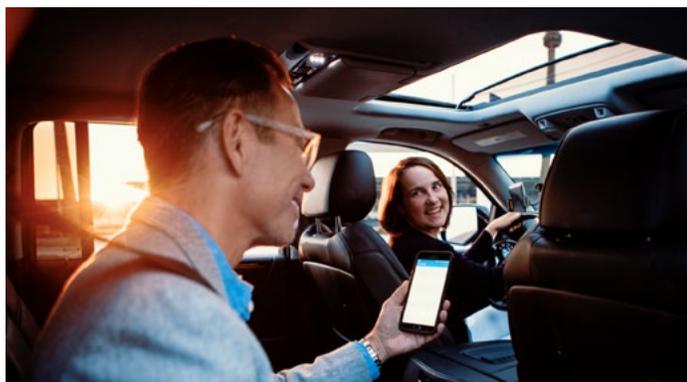
Keeping teams connected

Whether your remote workers are pitching to new clients, responding to a natural disaster, or driving to their next repair job, your need a way to:

- Rapidly share urgent information with multiple recipients
- Know the information has been received

And your mobile workers need a fast, simple way to reply.

With AT&T Business Messaging, you can share information with multiple mobile devices simultaneously—giving your workers the information they need to close the big deal, help ensure public safety, or simply complete their next job faster.

Managers can choose to receive confirmation your message has arrived, and mobile workers can save precious time, by choosing from a list of standard, quick-fire responses – or provide as much detail as they need to, with up to 1,000 characters.

Real Advantages
with AT&T Business Messaging:

An app for iOS and Android mobile phones and tablets to enhance the user experience with separate inboxes for personal and business messages, security features, enterprise address book, group chats, files and voice memo attachments, customized ringtones and more

Broad compatibility
Save on deployment—AT&T Business Messaging is compatible with most devices capable of receiving text messages, with major US carriers, and supports a range of messaging protocols (SNPP, WCTP, SMTP and TAP).

Fewer devices = fewer expenses
Total cost of ownership is high for second devices, especially pagers. Reduce the number of devices and minimize IT support costs.

Works nearly seamlessly with most business notification applications:
No need to change most existing applications

Quicker responses
Save your busy mobile workers' time – set up preconfigured response options, for example, 'Yes', 'No', or 'Escalate', and they can deliver the reply they need to and get straight back to the task at hand.

How it works—it's simple

AT&T Business Messaging[SM] is designed for easy integration with enterprise notification applications and web-based email (e.g., Microsoft Outlook).

1. Create your message:
Managers type their message in their preferred enterprise or email application. Alternatively, they can type messages into their AT&T Business Notification Center (BNC) web portal or AT&T Business Messenger application—where they can also manage their corporate address book and build and edit group lists.

2. Send your message:
When users hit 'send', the message is converted into a text message by the AT&T Business Messaging Gateway, and delivered to all validated recipients. Recipients can use any device capable of receiving a text message or any data enabled device (such as tablets). AT&T Business Messaging works with major US carriers.

3. Receive confirmation:
All replies and delivery confirmations are automatically routed back to the message's source – whether that's the BNC, the AT&T Business Messenger application or the manager's Outlook Inbox.

What does this mean for your organization? More efficient and secure communication, a more responsive workforce, and improved customer and citizen service.
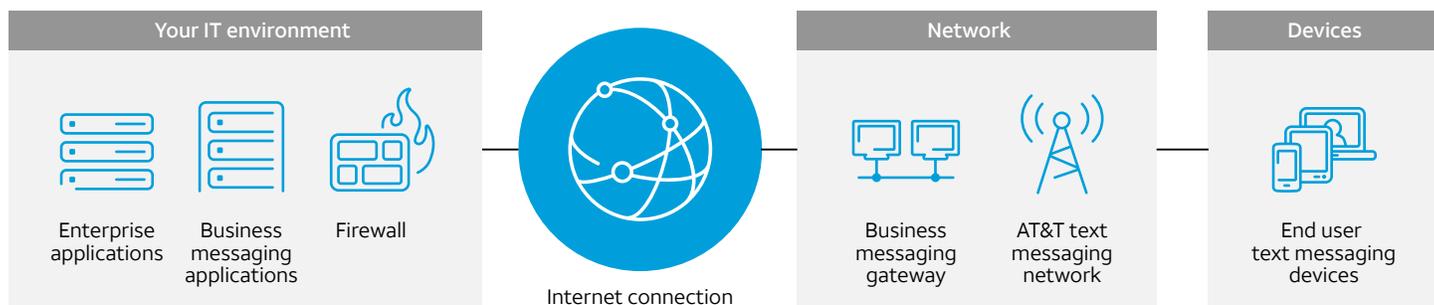
Did you know?
AT&T Business Messaging can boost efficiency in a wide range of applications:

• Computer-Aided Dispatch (CAD)
• Business Continuity Planning (BCP)
• Systems Monitoring & Auto-Escalation
• Sales Force Automation (SFA)
• Lead Notification & Data Disbursement
• Business Process Automation (BPA/BPM)
• Workforce Management
• Field Service Automation (FSA)

Network configuration

Your IT environment				Network		Devices
Enterprise applications	Business messaging applications	Firewall	Internet connection	Business messaging gateway	AT&T text messaging network	End user text messaging devices

Key features

Delivery confirmation	Gain peace of mind and help reduce remote worker errors with confirmation that vital information has been received.
Apps for both Android and iOS handsets and tablets	Download the app and get started. Send and receive messages on-the-go from virtually any mobile device and keep business messages separate from the rest. You also have access to the entire company directory to help you stay in touch while on the run. The application is simple to use and available at no additional charge to all AT&T Business Messaging users.
Highly secure messaging	The Secure Messaging feature requires use of the Business Messenger App or web portal. All user communications are encrypted (message content and any attachments) at rest, in transit and on the mobile device. It supports industry regulatory compliance for HIPAA, FINRA, FISMA, FIPS and Dodd-Frank. Other security features include a PIN lock on mobile devices, message expiration, message delete on read and remote wipe of a mobile device by an administrator.
Spam protection	Minimize frustration and distraction with the power to filter SMTP (email) messages, and block messages from unapproved domain names.
Seamless support, 24/7	Call on specialized technical support from AT&T whenever you need it.
1,000 character messages	Send more detailed information, which means no more clipped, unintelligible text strings over multiple traditional SMS messages.
Two-way group and individual notification and response	Drive efficiency with a solution that's simple to integrate with other enterprise systems and automation software and even easier to manage and use.
Consolidated devices, billing and invoicing	Simplify administration and reduce costs—with one device per worker, one monthly bill, and one invoice.
Communications redundancy	Keep your remote workers and organization moving forward, even in low-signal environments. With AT&T Business Messaging, you can use TAP as a backup protocol if your corporate email server or your Internet connection fails.

Find out more

Greater efficiency, productivity and responsiveness can be at your fingertips. For more information, visit www.att.com/business-messaging

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visit www.att.com/business-messaging or have us contact you.

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