10 Things to Check for in a Business Messaging Tool

Congrats!

You've come to the conclusion that your organization needs a secure messaging tool.
Messaging, be it regular SMS text messaging, or even IP-based messaging via various consumer apps, has become a popular way for employees to communicate in the workplace. Your organization may even count on these messaging tools to help your employees stay connected and productive away from the office. The downside is that such messaging applications are neither secure nor particularly reliable.

The solution: a business mobile messaging application that is user friendly, yet does not compromise your organization's security and policies.

Now that you're "shopping" for the right business mobile messaging tool that most fits your organization's needs, here are some things you should be looking for:

1. **Security & Policy Enforcement**
    Security is comprised of many aspects including overall solution design and features; hosting facility hardware, software and protection layers; A secure messaging app means that you can rest assured that your messages are protected and encrypted end-to-end.

    Beyond encryption, it's important how you manage such features across your company. You might also consider additional security features such as PIN code enforcement, time-limited messaging, forward locking, remote lock and wipe and self-destruction of messages.

2. **Administration & User Management**
    One of the main reasons for investing in a business mobile messaging tool is so that you can have better control of the messaging activities in your organization. Just like you manage your employees' exchange accounts for email, you want to have similar capabilities over your business mobile messaging platform. You should be able to add, suspend or delete users; enforce messaging policies; archive messages to meet compliance regulations and standards, set message quotas and generate reports concerning messaging usage and statistics. If it does not have these features, then it's not a business messaging tool.

3. **Global Address Book**
    A business mobile messaging tool should be able to provide you and your employees easy access to a centralized address book by integrating it with your active directory. Employees should be able to message anyone within the organization's network without ever needing their phone number or email phone number. Co-workers should be able to message each other in real-time, and not have to search for the recipients contact information.

4. **Reliable System with SMS Fallback**
While IP-based messages are great for instant communication, saving money, and getting read receipts, they are not always reliable. If the recipient is out of data coverage, and does not have an internet connection, or if the message needs to be delivered within a certain amount of time, the IP-based push notification message might not work. That's where SMS fallback comes in. Some applications give you the option to have any IP-based message convert into a regular SMS text message if it is not delivered within a certain amount of time. Some even allow voice call backup. This is ideal for emergency notifications, alerts, time-sensitive messages, or communicating with people that might not have the app installed.

5. **Support and SLA**
If messaging is one the main modes of communication in your organization, you want to make sure that your business mobile messaging application has got you covered in case something goes wrong. For mission critical messaging, you should also consider the SLA and uptime guaranteed by your messaging vendor. If this becomes your key communication tool – you want to rest assured its up and running at all times.

What kind of SLA uptime do they guarantee? What kind of infrastructure do they have? How long have they been in business and who are their customers? Do they offer cross-carrier and cross-device compatibility? A business continuity and disaster recovery plan? And a DR site to migrate to? How effective is their message transmission? These are questions you will need to ask before investing in a business mobile messaging tool.

6. **Protocols & Procedures**
In addition to the security features that the application can provide you, it would be wise to investigate the security protocols and procedures of the company providing the application. Safeguarding your confidential information should be their highest priority, and they should have a definite set of protocols and procedures to ensure the security of your information, as well as a method to audit and certify these procedures and policies.

7. **Compliance**
A very important question you should ask yourself is whether such a business mobile messaging tool can help you comply with industry regulations such as HIPAA, SOX, HITECH and more. The security concerning the development, design, features, infrastructure, data hosting, encryption, etc of the business mobile messaging tool should be thoroughly investigated to ensure that your messaging activities are adhere to compliance standards. Moreover, you might want to verify if they provide a HIPAA business associate agreement, a contract between a HIPAA covered entity and a HIPAA business associate (i.e., the messaging tool) that is used to protect personal health information in accordance with HIPAA guidelines.

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8. **Open APIs**

   An "IT ready" business mobile messaging tool means that it is easily integratable with your other operational IT systems. If you plan to connect your business tool to any CRM/ERP/Database or IT system, it's best to check what API protocols, tools, documentation and developer support is provided by the business messaging vendor.

9. **Office Connectivity**

   The ability for employees to easily communicate with each other, whether in the office or in the field, is essential to any organization. The ideal business mobile messaging tool works across all devices and locations. With tools for back-office desktop employees, apps for smartphones and tablets, your teams, co-workers and management are connected at all times.

10. **Collaboration & Productivity**

    Ultimately, a business mobile messaging tool should improve collaboration and productivity. The application should not only secure, but also simplify workplace communications. This means that all employees can instantly connect with each other, and that management and operational systems can communicate with the entire organization in real-time to remove communication barriers, reduce decision-making time and maintain efficient workflow.

In conclusion, the right business mobile messaging tool for your organization will safeguard your information and assets, without having to compromise productivity and efficiency.

TeleMessage Company Profile

TeleMessage provides business mobile messaging products. Our solution keeps information secure, ensures reliability, allows for management and administration of messages and increased productivity and efficiency.

The TeleMessage enterprise mobile messaging platform is:

Secure – with TeleMessage, messages and chat conversations are encrypted and password protected. We offer end-to-end encryption, password protection, time-limited messages, forward-locking, remote auto lock and wipe in case of theft or lost mobile devices, and advanced delivery confirmations.

Managed – TeleMessage allows you to administer, control, and enforce messaging & information transfer policies. The system includes an administrator interface, message archive, report generator and integrated company address book.

Reliable – TeleMessage makes sure that messages are received by the intended recipient worry-free. All IP Push Notifications that are not received within in a timely manner can be sent as a standard SMS message.

We've also invested in our carrier-grade infrastructure, cross-carrier and cross-device message transmission, and emergency notification alert systems. We guarantee 99.95% SLA uptime.

IT-Ready – we've developed a range of APIs that can connect TeleMessage to any IT system in order to send messages, including REST, SOAP, XML, HTTP, and more. You can find all of our API documentation and developer resources on our Developer's Zone.

The solution includes a web portal, Android/iOS mobile apps, and Outlook Plug-In to send IP Push Notifications, SMS, voice, fax and email messages.

TeleMessage has been providing state-of-the-art messaging solutions since 1999. Our software has been successfully deployed and used by thousands of enterprises, trusted by dozens of telecom operators, reaches hundreds of millions of users and powers billions of messages through customers' networks. We support an ever growing number of enterprises, including leading brands across a range of industries such as healthcare, travel, finance and retail, among others.

TeleMessage is a fully owned subsidiary of Messaging International Plc, a publicly traded company on the London Stock Exchange under the symbol "MES".

Contact Us

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