Business Messaging White Paper

Contents

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1. Introduction

This paper examines some key trends in business communications and their impact on the underlying technology infrastructure. Specifically the paper analyses the impact that these trends have on the way companies, and IT organizations, support the evolving communication needs.

2. Evolving Communication

If Alexander Graham Bell would appear on a street corner in any modern city, he would not recognize his own invention. Communication has been evolving over the last century in a dramatic way. However, the nature of this revolution has been particularly dramatic over the past few decades and most dramatic over the last few years.

Two waves of the communication revolution can be identified, the first wave –The Mobile Revolution and the second wave, The Smartphone Revolution.

2.1. The First Wave - The Mobile Revolution

The revolution started with people taking up Mobile phones two decades ago. This created two major changes which the new technology enabled, <u>mobility</u> and <u>availability</u>.

This transformation was focused on voice communication, on how synchronous voice communication conversations go with you anywhere. This was a major and dramatic transformation, it changed the workplace forever, and it enabled people to be available for work almost anywhere and almost anytime. It also began to blur the once clear line where the office-time ended and the home-time started. The office had invaded the home.

2.2. The Second Wave – The Smartphone Revolution (BYOD)

On June 29, 2007 the first iPhone was released and changed the world of communication forever. The communication device is no longer a phone. The phone is replaced by a small hand-held computer that runs many applications.

The new device, the smartphone, had broken the voice-sms communication paradigm. Many communication apps have emerged, including VoIP and messaging applications.

The impact of the second wave is very different then the first. While the first wave of the communication revolution, where the office invaded the home, this time the home or the mobile personal device, invaded the office. People started coming to work with their own personalized smartphone[1], initiating the BYOD phenomena. It was now people using their own personal device (their home device) at work.

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[1] *Should be stressed here that the Smartphone revolution is not dependent on the actual ownership of the phone but rather on the fact that it is personalized by nature, so even if the phone is owned by the company, it is still personalized by the user.*

3. The Business Communication Dilemma

The Smartphone Revolution (BYOD) created a dilemma.

On one hand, most companies would not like to be in a situation where their internal communication is out of their control. Still, the process efficiencies gained by allowing employee communication, using new messaging apps, both synchronous and asynchronous, are significant.   Furthermore, Mobile Messaging has gained tremendous popularity through apps such as WhatsApp and Facebook Messenger, that business environment exposure is inevitable.

On the other hand, some drawbacks had to be realized, Messaging apps are not secure and business information is compromised, it is a question of what are the risks the company is willing to take. Many companies would rather not take risks.

4. Chaos is King

So messaging is now, inevitably, out of control. People use their own device (BYOD) to communicate business as well as personal messages, not making the clear distinction between the two and using the same device and the same security mechanisms for both. Usually this means no security, no manageability and no reliability on the business communication. The Apps being used are not IT Ready. Chaos is king.

Messages can be intercepted by anyone with minimal tech skills. Messaging itself is not reliable, and prompt delivery is not guaranteed. This is OK if you send a smiley to a friend, but this is a major issue if you are asking your Sales Manager to get ready, immediately, to fly to Dallas to close a deal.

One company was using a messaging application for internal sales communication, using the group feature to send messages to all sales people in the group, however, when a particular sales person left the company and moved to a competitor, it took the Sales Manager three weeks to remember to remove the sales person from the group. Three weeks where all the company's most sensitive messages were going to someone who was now working for the competition.

The problem is not with the Sales Manager. The problem is with the process. When you build your business communication on non-business communication platform, tools which are not supported and controlled by your IT administration, you are bound to hit these security, reliability and manageability issues. It is then you realize that you are using a platform, Messaging Apps that are not IT ready. This is when you lose control.

5. Regaining Control

With more smartphones and tablets entering the workplace, the need for IT controls and a formal, enterprise grade messaging solution is on the rise.

In a business, the IT group should control your communication environment. This is the difference between your communication at home, where the processes you have are informal and intimate and you are likely to be aware not to include your neighbor on your intimate love notes, at the office these things are likely to be ignored unless there is a process to ensure the right communication method is applied.

Unlike personal communication, issues such as security, reliability, control and manageability are a major issue with business communication.

6. TeleMessage Messaging System – The Business Communication Platform

The TeleMessage Communication platform highlights four items as the key to enabling Business Communication.

6.1. Managed

The messages delivered on the mobile app are managed and controlled by a back office monitoring and control dashboard that provides operational visibility to every message that is communicated in the company. Every message is controlled, archived and adherence to company procedures is enforced.
Case and Point: When an employee leaves the company, or when a phone is lost or stolen, the reporting of such an occurrence will automatically cause the deletion of the phone number from all groups, so no new messages are sent to the phone. In addition, the application on the phone is locked from access and all messages stored on the phone are remotely deleted.

6.2. Secure

Ensuring every business message is accessed only by the person who is authorized to view the message. This is enhanced by a user-id, password mechanism that is ever-present and time sensitive.
Case and Point: If a phone has been inactive for over a minute (a parameter set by the company IT Manager) a password is required to view the messages, so if a phone is left unattended business messages are not going to be viewed by unauthorized people.

6.3. Reliable

Every message sent is ensured delivery. The delivery is confirmed within a minimal timeframe (usually under 4 seconds) and at any time of day or night, day of the week. It simply always works. This is enabled by a robust 24X7 platform which enables text message (SMS) fallback delivery in case the IP Push Notification to the App is promptly delivered.
Case and Point: When sending time sensitive or urgent information, the TeleMessage server automatically detects the message has not been delivered and sends a regular text message (SMS) with the message.

This is done by tracking the message delivery status as well as the TeleMessage App status on the target smartphone: not installed, removed, inactive (or lacks data connection).

6.4. IT Ready

Addressing the business environment requires more than just building a set of features into the Messaging platform. It requires the experience and understanding of an enterprise technology infrastructure. It means providing the tools, e.g. APIs, Web and outlook interfaces to integrate the Messaging platform into established IT environment.

This is taking the organization a step beyond just defensive the business communication environment. It is about enabling new and improved communication processes.

Case and Point: When a computer batch process fails to complete successfully, business implications need to be communicated so the problem is solved and business impact is minimized. With TeleMessage Massaging platform the relevant people can be notified immediately and automatically, thus business impact is minimized.

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Appendix

For the purpose of this document the following definitions are applied:

- *Synchronous Communication* - Synchronous communication refers to communication where the two (or more) parties are communicating in real time, i.e. each message is getting a response immediately after it is transmitted in both directions.
- *Asynchronous Communication* – Refers to communication where a delay may occur between a message and the response. So an asynchronous communication spans over a larger time frame than a synchronous communication.
- *Communication Applications* – As communication advances from a dedicated equipment based to a General Purpose computerized equipment several communication applications (Apps) may reside on the same hardware, at the same time. As different applications have different ways of communicating. A voice phone call is a synchronous communication and messaging applications such as sms, WhatsApp and TeleMessage preset a more asynchronous type of communication.
- *Mobile Phone (Smartphone)* - Hand held computer that is able to perform network connectivity and combine variety of communication and processing activities. One device performs many different functions for the owner, including message communication as well as many others.