

Enabling the next wave of secure enterprise messaging

Meeting tomorrow's enterprise messaging needs today



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Re-inventing Mobile Messaging for the Enterprise

Enterprise Messaging Service enables secure and reliable exchange of information with customers, employees and business partners globally.

Executive Summary

Consumers are comfortable with mobile messaging, thanks to its convenience. However, two main concerns need to be addressed to bring the same level of comfort to enterprise users – message security in business settings and the need for a paper trail. The solution? Enterprise Messaging Service (EMS) – a next-generation mobile messaging solution that enables enterprises to securely communicate and track the messages sent to their customers, employees and partners. This solution helps enterprises enhance customer engagement, improve brand loyalty and increase business revenues.

This white paper offers an in-depth look at mobile phone owners' preferences and habits while communicating with businesses both as consumers and employees based on industry research. By uncovering mobile messaging's real business value for enterprises, as well as its potential limitations, enterprises will gain a better understanding of how to best incorporate mobile messaging in their organizations.

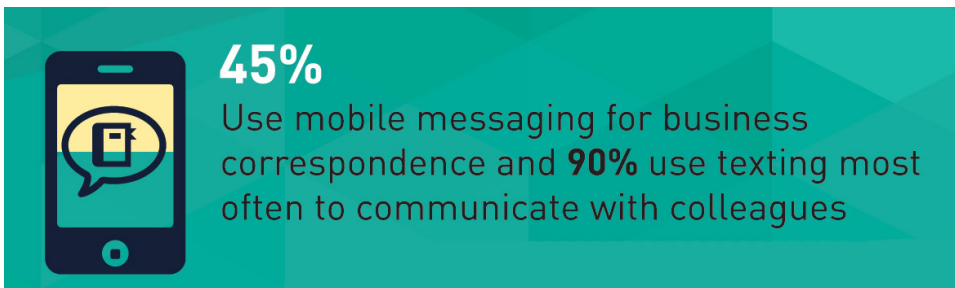
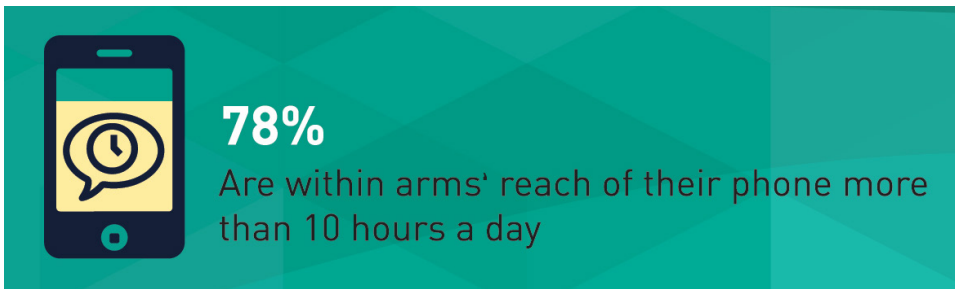
In addition, this whitepaper highlights key features of EMS – including secure delivery of sensitive information and intelligent analytics to help companies learn about customers, what they like and how to improve the effectiveness of their campaigns – and key uses of EMS for financial services, travel/hospitality and healthcare organizations. Two examples of financial organizations that have embraced EMS are provided, as well as tips for what to look for in an EMS provider.

The Business Problem: Unsecure Mobile Messaging & Lack of Paper Trail

SMS is the most ubiquitous form of communication in the world with more than eight trillion mobile-to-mobile text messages sent in 2011 alone¹. We've all received them on our mobile phones – text messages from family and friends, a delay notification from an airline or an overdraft alert from a bank. With the number of mobile subscribers at 5.3 billion (more than 77 percent of the world's population)² and rising, it's no surprise that consumers are using these devices as their main means of communication.

Here are some intriguing facts about mobile phone owners³:

- 78 percent are within arm's reach of their phone more than 10 hours a day.
- 91 percent open a message within 15 minutes of receiving it.
- 36 percent subscribe to receive mobile messages from businesses, with 90 percent opting to receive mobile messages from one to five businesses.
- 61 percent of mobile phone owners say official updates from employers are the most valuable information to receive via mobile messaging.



Did you know?

34 percent of people would rather give up watching TV than give up sending and receiving text messages (Source: Infinite Convergence study).

75 percent of mobile phone owners have smartphones (Source: Infinite Convergence study).

42 percent of mobile phone owners send 11-50 text messages per day (Source: Infinite Convergence study).

¹ "Mobile Messaging Futures 2011-2015." Portio Research, January 2011.

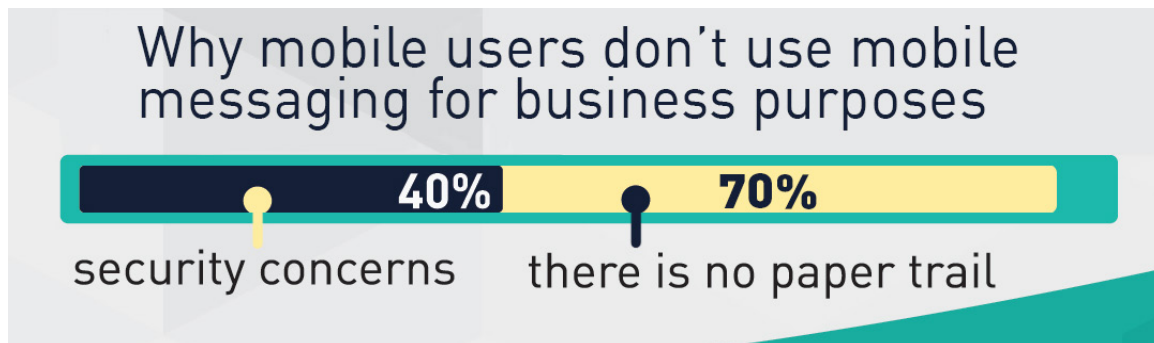
² ITU estimates 2 billion online by end of 2010." International Telecommunication Union, October 2010. Retrieved online at http://www.itu.int/net/pressoffice/press_releases/2010/39.aspx#.Ub89fPn2an8

³ Infinite Convergence 2013 Mobile Messaging Trends study: <http://infinite-convergence.com/infinite-convergence-study-finds-more-than-1-in-3-mobile-phone-owners-subscribe-to-mobile-messages-from-businesses/>

It's clear that consumers are comfortable with mobile messaging, thanks in large part to its convenience. However, two main concerns need to be addressed for enterprises to bring the same level of comfort to enterprise users⁴:

- 70 percent of mobile phone owners do not text with their company, clients or colleagues because of **lack of a paper trail** that guarantees delivery and receipt.
- 40 percent of respondents hesitate to text for business purposes because of worries about **message security in a business setting**.

Enterprises and consumers alike need to be reassured that messages are delivered securely, only read by the intended recipients and in a timely manner. By increasing recipients' confidence in mobile messaging, businesses can enhance customer and employee engagement. The solution? Enterprise Messaging Service (EMS) – a tool that enables enterprises to securely communicate via SMS/MMS, while providing a confirmation of delivery and receipt - the paper trail they need.



⁴ Infinite Convergence 2013 Mobile Messaging Trends study: <http://infinite-convergence.com/infinite-convergence-study-finds-more-than-1-in-3-mobile-phone-owners-subscribe-to-mobile-messages-from-businesses/>

The Business Solution: The Role of EMS

The next generation of mobile messaging - Enterprise Messaging Service (EMS) - is a cloud-based, value-added messaging tool specifically designed for enterprises to securely exchange information with customers, employees and business partners globally. Enterprises can use EMS to enhance their communications and operational processes to drive deeper customer relationships, greater productivity and better financial performance.

Imagine the immediate impact of being able to send these types of notifications to your sales force, mobile work force or business operations:

- New appointments, leads, special offers, changes in meetings, customer queries.
- Schedule changes, emergency alerts.
- ERP, CRM, Help Desk, Financial, System and Network management notifications.

Or what about the value of these notifications to your customer base:

- Transaction alerts, special offers, reminders, event alerts.
- Appointment confirmations, test results, status of queries.

Almost half of mobile phone owners say they would opt in if messages were customized to their specific needs or preferences⁵, signaling a need for businesses to shift from sending mass messages to more personalized information. Understanding who the consumer is and how to forge a connection is crucial to push consumers to act on the mobile messages they receive.

EMS allows an enterprise to do this and much more with the security, reliability, message trackability and analytics that addresses the enterprise and mobile users' needs:

- **Secure Messaging⁶** – Multiple secure message delivery options, including secure connection to the service ensures delivery of sensitive information and files to smartphones or feature phones.
- **Delivery Assurance** – Assured delivery through the use of services like message delivery receipts makes it easier for enterprises to use mobile messaging as a means to conduct business more efficiently.

Mobility Glossary

SMS: Short messaging service – enables mobile phone owners to send and receive text messages.

MMS: Multimedia messaging service – enables mobile phone owners to send and receive pictures, videos and long text messages.

EMS: Enterprise messaging service - enables enterprises to securely communicate via SMS/MMS with customers, employees and partners.

P2P: Person-to-person – mobile messages are produced by a person and sent to another person.

A2P: Application-to-person – mobile messages are produced from an application or platform and sent to a mobile subscriber.

CRM: Customer relationship management – strategy for managing a company's interactions with current and future customers.

RCS: Rich communication services – enables mobile network operators to deliver media-rich instant messaging services, such as group chat.

Converged messaging: Integration of different electronic messaging and communications media technologies (email, SMS/MMS, voicemail) into a single interface accessible from different devices.

⁵ Infinite Convergence 2013 Mobile Messaging Trends study: <http://infinite-convergence.com/infinite-convergence-study-finds-more-than-1-in-3-mobile-phone-owners-subscribe-to-mobile-messages-from-businesses/>

⁶ Infinite Convergence core competency & custom implementation

- **Detailed Message Delivery Reporting and Accounting** – Enterprises have access to detailed message logs and Call Detail Records (CDR) for each message sent using the service, which aids in accurate billing and trackability.
- **Intelligent Analytics & Reporting⁷** – Extensive delivery analytics are available via a graphical web based interface, which provide detailed visibility into service usage and delivery reports and help companies learn about customers, what they like and effectiveness of campaigns.
- **Enterprise Control** – Enterprise administrators can control all user access through Role-Based Access Control (RBAC) mechanisms that define which users can view reports, view message details and manage marketing campaigns, providing a high level of control to enterprises.

About Infinite Convergence

Formed in 2010 as a result of an alliance between Infinite Computer Solutions (BSE: 533154 | NSE: INFINITE) and Motorola (now Nokia Siemens Networks), Infinite Convergence provides innovative messaging and mobility solutions and next-generation wireless communication technologies to mobile operators and enterprises. Currently supporting more than 130 million subscribers globally, Infinite Convergence offers a complete range of scalable Enterprise Messaging Services, Rich Communication Suite, Converged Messaging, Public Safety Messaging, SMS, MMS, and Gateway solutions for businesses and Tier 1 wireless operators globally.

Infinite Convergence's services are industry recognized, including honors from CUSTOMER Magazine's 2013 CRM Excellence Awards and Networks Products Guide's 2013 Hot Companies and Best Products Awards. Infinite Convergence is also a 2013 Red Herring Top 100 North American winner.

The Business Benefits: Key Features and Uses of EMS

	Infinite Convergence	Company 1	Company 2	Company 3
Secure Messaging				
Clientless Secure Messaging	●	●	●	●
Client App-based Secure Messaging	●	●	●	●
Secure Messaging				
Technology Consulting & Services	●	●	●	●
One-stop Integration & Message Delivery	●	Limited	Limited	●
24x7 Support	●	●	●	●
Secure Messaging				
Store & Forward Architecture	●	●	●	●
Web-based Service Management Portal	●	●	●	●
Campaign Manager	●	●	●	●

⁷ Infinite Convergence core competency & custom implementation

- **Secure Messaging** – Secure delivery of sensitive information and files to smartphones or feature phones.
- **Global Delivery** of notifications, reminders and alerts.
- **Interactive Two-Way SMS** – for appointment confirmation, business process automation, surveys and voting campaigns.
- **Campaign Control/Management** – Manage marketing programs and measure their effectiveness.
- **Opt-In/Opt-Out** – Selectively subscribe or unsubscribe from receiving messages.
- **Do Not Disturb** – Set time-of-day restrictions on message delivery.
- **Delivery Assurance** – Access to detailed message delivery information.
- **Detailed Message Delivery Reporting and Accounting** – Aids in accurate billing and trackability.
- **Intelligent Analytics & Reporting** – Learn about customers and their preferences for targeted messaging programs.
- **Web-based Service Management Portal⁸** – Simplified user interface to access reports, view message details and manage marketing campaigns.
- **Enterprise Control** – Allows enterprise users to control access to the service capabilities.
- **One-Stop-Shop** – Extensive experience in not just delivering carrier-grade messaging solutions, but also providing custom solutions and end-to-end integration services.

Industry	Alerts & Notifications available through EMS	Interactive Messaging available through EMS
Finance	<ul style="list-style-type: none"> • Real-time account information • Transaction information • Payment & other reminders • Security alerts • Marketing campaigns • Security authentication (one-time password) 	<ul style="list-style-type: none"> • Query account transaction information • Balance Inquiries
Healthcare	<ul style="list-style-type: none"> • Flight & hotel confirmation • Status Updates • Loyalty Program alerts 	<ul style="list-style-type: none"> • Query flight or status • Request room service • Send special requests
Travel, Transportation & Hospitality	<ul style="list-style-type: none"> • Appointment reminders • Prescription status • Drug recall information • Insurance claim status • Preventative care alerts • Health alerts 	<ul style="list-style-type: none"> • Pharmacy & hospital location & contact information • Appointment changes • Prescription refills • Staff roster solution

EMS Success Stories

Mobile messaging can be used across many industries and in many different businesses cases, but enterprises should be cautious to only communicate value-added information. EMS offers significant return on investments when implemented properly. In fact, one-third of mobile phone owners would communicate via text message with businesses regarding financial or banking activity and updates.

However, for financial institutions in particular, security is of utmost importance to consumers when dealing with sensitive financial information. Here are examples of two financial organizations that have embraced highly-secure EMS solutions for important customer communications:

A National Bank

Challenge: A national bank wanted to offer mobile banking services to improve customer service convenience. To better serve its customers, the bank knew it needed to employ a service that enabled customers to interact with the bank without needing an Internet connection or to actually step foot in the physical building. Recognizing the importance of allaying the fears of a majority of mobile users, the bank sought out a mobile messaging expert with secure, highly available and reliable messaging services and expertise to integrate the messaging solution with its existing complex Core Banking Services (CBS). The bank chose Infinite Convergence⁹.

This was the first time the bank used a cloud-based service, and it was thoroughly tested to meet the bank's stringent security standards. By using a rapid deployment approach, Infinite Convergence completed an end-to-end integration within two weeks and officially launched the service within four weeks.

Results: Infinite Convergence's EMS is currently handling hundreds of thousands of banking alerts and transactions for the bank per day and plans to continue to scale the operation on an ongoing basis. Through EMS, the bank not only improved customer communication and satisfaction, but also achieved a significant increase in bank productivity. Thanks to Infinite Convergence's EMS, the bank can now reach all customers via mobile messaging, enabling communications with every single customer in every region, not just those who come into the back or who can access online services.

⁹ Infinite Convergence core competency & custom implementation

A Global Financial Enterprise

Challenge: A global financial enterprise sought a company that could provide a one-stop-shop mobile enterprise messaging service that would allow them to focus on their core business strategy while appealing to consumer desire for secure communication. The enterprise has many divisions with diverse needs for mobility, including contacting customers for financial transaction alerts, mobile marketing communications and customer loyalty programs.

Results: Infinite Convergence developed a comprehensive implementation program customized to meet the enterprise's every technical and business need for enterprise messaging. All pain points that the enterprise had with its multiple existing service providers were addressed effectively by Infinite Convergence's EMS, exceeding the enterprise's expectations in terms of security, global reach, one-stop-shop implementation, delivery assurance and expertise to integrate, customize, launch and manage messaging needs. Thanks to Infinite Convergence's EMS, the enterprise is now innovating its mobile messaging powered by EMS to develop a rapid, cost-effective global messaging strategy that increases customer engagement, brand loyalty and return on investment.

What to Look for in an EMS Provider

Are you ready to reap the benefits of enterprise messaging for your organization? Here are some qualities to look for when evaluating enterprise messaging service providers:

- **Secure Messaging** – Can the provider ensure secure delivery of sensitive info and files to smartphones or feature phones?
- **Global Reach** – What is the provider’s connectivity to operators and countries to ensure that any enterprise can connect to its customers, employees and partners worldwide?
- **One-Stop-Shop** – Does the provider have extensive experience in not just delivering carrier-grade messaging solutions, but also providing end-to-end integration services?
- **Proven Platform** – Is the service based upon highly-reliable, patented, carrier-grade solutions that are custom built and trusted by mobile network operators worldwide?
- **Easy Integration** – Can an enterprise connect to the service using industry-standard protocols including HTTP(S), SMTP, SMPP or XML (TCPIP)? Can APIs be provided for any of these standard protocols for further simplification of integrating mobile messaging within an enterprise application?
- **Intelligent Analytics** – Does the provider offer comprehensive analytics and customized reports to provide detailed visibility into service usage and message delivery?
- **Customizable** – Is the EMS based on a flexible platform that allows enterprises to create the services they need?
- **Web-based Service Management Portal** – Does the service offer a simplified user experience that makes it easy for enterprises to view detailed reports and launch marketing campaigns?
- **Enterprise Control** – Does the service offer control over how the service is accessed within your organization?
- **Future Proof¹⁰** – Last but not least, does the EMS offer a solution that will not only meet your messaging needs today, but far into the future?

As the most ubiquitous form of communication across the globe, mobile messaging is a clear frontrunner for effective business-to-consumer and business-to-employee communications. Although an EMS solution offers enterprises enormous returns on investment in the form of increased revenue, customer loyalty, employee communications and efficiency, enterprises must provide highly-reliable, secure and value-added mobile messaging solutions to customers and employees alike in order to reap the full benefits. Choosing the right technology and solution partner is the first and foremost step for companies looking to make the leap into mobile messaging.

To find out more about Infinite Convergence's unique and highly secure EMS solutions, visit infinite-convergence.com/home/ems/.

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