

## What value-added services are you offering your enterprise customers?

### Syniverse White Label Enterprise Messaging Service

Most enterprises rely on email as their go-to form of communication with employees. However, email doesn't always provide the level of immediacy and responsiveness needed to engage most effectively with employees. Moreover, enterprises need their business-to-employee communications to be secure and regulatory-compliant, which requires policy enforcement and an archiving ability.

As a mobile operator, you know the benefits of using SMS and RCS/IP messaging to connect more efficiently with people. And you likely are already providing mobile voice and data plans to enterprises. Therefore, you're well-positioned to further engage your enterprise customers by delivering value-added services in addition to the basic services you currently provide.

Offer your enterprise customers a business-to-employee communication service that seamlessly uses both legacy SMS and RCS/IP messaging through Syniverse's multi-channel SMS notification and location services. With **Syniverse White Label Enterprise Messaging Service**, you can add your corporate brand to a user interface and let Syniverse manage the platform, allowing for a low-cost, easy-to-integrate offering that delivers high value to your enterprise customers. Plus, you can enable sophisticated, secure two-way conversations between enterprises and their employees by leveraging location data for timely, relevant user experiences.

Rely on Syniverse's trusted and secure White Label Enterprise Messaging Service to deliver the value-added messaging services your enterprise customers need. Our industry-leading service-level agreements, paired with our scalable messaging platform that processes more than 2 billion messages each day, ensure that messages are delivered accurately and reliably, resulting in better employee engagement for your enterprise customers and new revenue streams for your business.

**Syniverse**<sup>®</sup>

*We make mobile work*

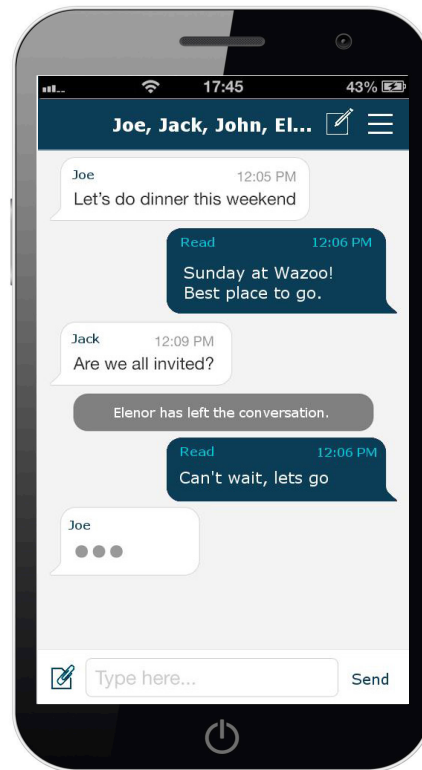
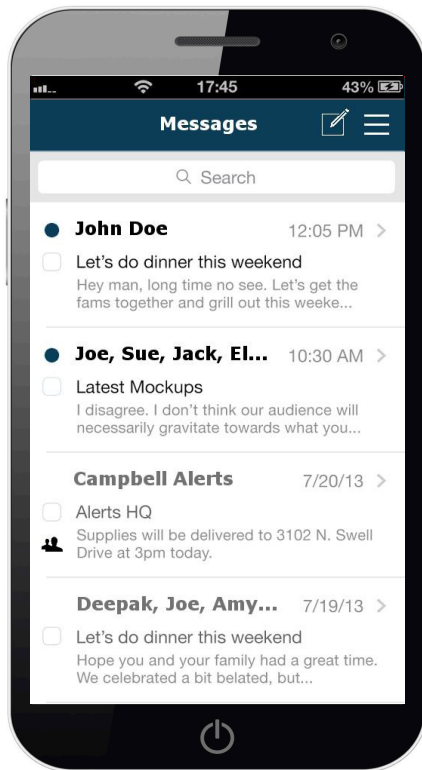


# Uses

All types of companies can benefit from White Label Enterprise Messaging Service. Below are examples of employee message alert and notification uses.

Virus alerts to outsourced staff	Notifications for water main breaks	Booking confirmation
Emergency alerts	Weather alerts	Threshold/alarming notifications
Equipment/vehicle failure notifications	Schedule changes	Failover notifications
Service call notifications	Service request alerts	Trouble ticket alerts
Loan processing updates	Utility failure alerts	Campus-wide notifications

## White Label Enterprise Messaging Service IP Client Message and Conversation Interface



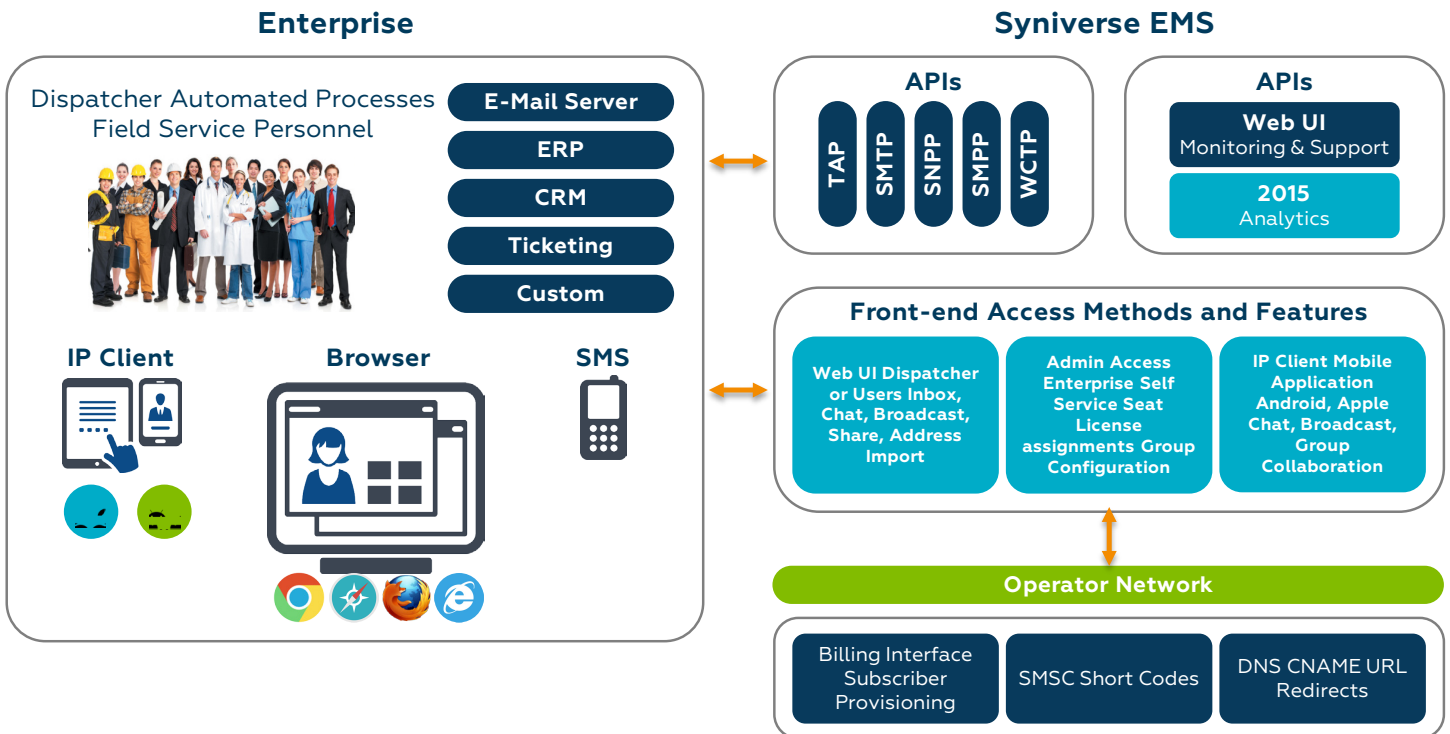
# Benefits

## For Operators

- Increases revenue by allowing you to accommodate large, high-average revenue-per-user enterprise accounts and engage more deeply with your enterprise customers through your current messaging and location network assets
- Improves brand differentiation
- Reduces costs through the following:
  - Streamlining management of enterprise needs through a single entry point for a variety of network solutions accessible through Syniverse's multi-protocol gateway
  - Eliminating the need to spend capital expenditures and operating expenditures on developing your own assets to sell to your enterprise customers

## For Enterprises

- Strengthens user trust in enterprise applications by leveraging a secure, reliable operator channel
- Enhances the user experience by providing both an email-like SMS and IP app experience with two-way messaging and conversation threading
  - Strong group collaboration features and chat-like interface and near real-time message exchanges that are much faster than email communications
- Facilitates regulatory compliance, including policy enforcement and archival





## Features

- Evolving platform with new services to meet future technological needs
- Two implementation options with customizable interfaces
- Automated provisioning at low cost
- Seat licenses with self-provisioning
  - Bring-your-own-device (BYOD), prepaid and cross-carrier capability
- Regulatory compliance
  - Archiving of all messages
  - Secure message delivery
- APIs, including email to SMS/IP messaging
  - Easy-to-integrate standards-based protocols
  - Easy integration with CRM, ERP, mail server and customized systems
- Group messaging
  - Capability to send messages to address book groups
  - Group sizes of up to 20,000 recipients
  - Scalability from small and medium-size businesses to large enterprises
- Group chat
  - IM with up to 500 participants
  - "Is typing" support
- Delivery logs
  - Availability on browser or IP client
  - Option to see delivery stats and resend to undelivered
- Presence, without flooding an MNO network
  - Optimized to ensure that presence status is broadcast only when visible or viewed by user
- Multi-device support for 10 devices
  - Automatic syncing between devices and the Web
  - Switchability between devices
- Network-based address book
  - Listing of groups and individuals
- Business self-administration
  - Company capability to control
  - Lower ongoing support cost
- Sharing files
  - Sharing of images, video and other media types
  - Sharing of location and contact details
  - Sharing of documents, spreadsheets, etc.
- Spanish support on Web user interface and mobile devices
- SIP/RCS/IMS core
  - Strong core technology
  - Planned support for VoIP and other enhancements

**Get Started Today!**

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit [www.syniverse.com](http://www.syniverse.com) to learn more.

© 2015 Syniverse Technologies, LLC. All rights reserved under U.S. and international copyright laws. Rev. 06-15

