



Brief

Group notification and response

AT&T Business Messaging

What is it?

AT&T Business Messaging is a highly secure group notification and messaging solution that works seamlessly with most business notification applications for enhanced wireless notification and response.

This is business the way you want it; messaging that is familiar yet powerful.

Messaging that acts the same way as your personal messaging (real-time confirmations that your message has been viewed, and that the recipient is responding) with the structure you need: push notifications, broadcast messages and customization.

What does it mean for your business?

Robust, highly secure messaging that's in tune with you and your teams.

Send last-minute changes along with attachments and details. Collaborate across locations and share time sensitive information. Use the Messaging application on compatible Android and iOS handsets and tablets. Clearer communication means less wasted time!

The best news of all: you're no longer restricted to a small number of characters that force you to leave out important information. 1,000 characters means your teams can get the information they need, in one message, and you can attach files, photos and videos up to 5 MB each.

How it works

Business Messaging is easy to set up and use:

- Enable the AT&T Business Messaging feature for recipients' eligible devices.
- Log into the AT&T Business Notification Center at <https://bnc-businessmessaging.att.com> or point your application to one of the AT&T Business Messaging addresses listed at www.att.com/businessmessaging. Click on FAQ.

The features you asked for

- Messages can be sent virtually **anywhere/anytime** on the go
 - **Apps** for both Android and iOS handsets and tablets
 - Notifications to groups as large as **20,000 recipients**
 - **Highly secure** messaging
 - Works with **major U.S. carriers**
 - Features sent/delivered/read **confirmations**
 - Attach files, photos and videos up to **5 MB** each and voice memos up to **5 minutes**
 - Messaging from your **PC, mobile device or tablet**
 - **Message sync** between multiple devices
 - **SMS backup** for when the app is not available
 - Share **location and contacts**
 - **Messaging protocols** for Internet, e-mail and dial-up (SNPP, WCTP, SMTP, TAP)
 - End user can control alerts/sounds for messages, and separate them from personal messages
 - **Flexible** pricing plans
 - Business Notification Center **website** for group notification
 - **Compatible** with any device capable of receiving text messages
 - **24x7** technical support
- For users who want to use the Business Messenger app on Android or iPhone, download from your app store.



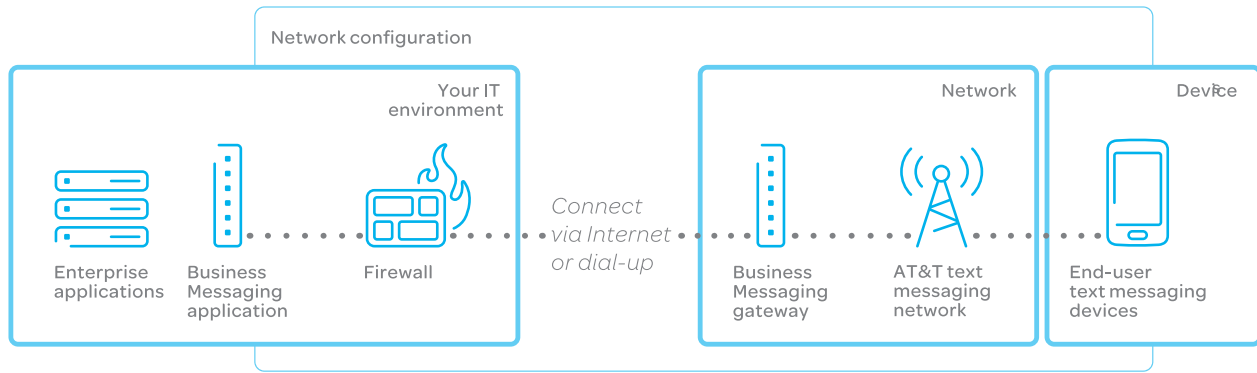
- When you're ready to use it, simply type your message, select recipients and send. It's that simple!

To learn more about AT&T Business Messaging Solutions, visit www.att.com/businessmessaging or [have us contact you](#).

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your peers



Highly secure two-way business communication



AT&T Business Messaging technical support

Technical support is provided by AT&T. Additionally, businesses that activate 250 or more devices with AT&T Business Messaging are able to take advantage of the AT&T Helpdesk, a specialized technical support group that can handle the complex needs of enterprises.

AT&T Business Messaging gives application developers the freedom to use SNPP, WCTP, SMTP or TAP to integrate seamlessly with a wide range of notification applications, or send messages from the smartphone, tablet or PC.

While Business Messaging can be an effective and highly secure way to increase worker productivity, it should not be used as the primary or sole method of sending notifications that contain information that is essential to the protection of life or property.

Pricing options

We give you the options you asked for: choose from our Individual Pricing Plans or our Bulk Pricing Plans. Please contact your AT&T sales representative for Pricing information.

Individual Pricing Plans*

The most common way of deploying AT&T Business Messaging is by adding an individual feature to each AT&T recipient's account. Basic access can be added at a low cost per month and can be combined with any AT&T text messaging plan. Messaging bundles are another option to meet each recipient's specific messaging needs.

Individual Pricing Plans*

Individual Plan	Price (Monthly Recurring Charge)	Included Business Messaging + Text, Picture, Video and IM Message	Included Mobile to Any Mobile Calling	Additional Messages
Business Messaging Basic	\$3.00	Each message is rated according to your active text messaging plan, if any. Otherwise, default pay-per-use rates apply	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	20 cents each
Business Messaging Secure	\$3.00	N/A. This plan may only be added to an individual AT&T Business Messaging plan.	N/A	N/A
Business Messaging 200	\$10.00	200 to/from anyone in the U.S.**	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	10 cents each
Business Messaging 1000	\$15.00	1000 to/from anyone in the U.S.**	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	10 cents each
Business Messaging 1500	\$20.00	1500 to/from anyone in the U.S.**	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	5 cents each
Business Messaging Basic Bundle	\$23.00	Unlimited to/from anyone in the U.S.**	Unlimited	N/A
Business Messaging Unlimited Access plus Unlimited Text Messaging	\$29.99	Unlimited to/from anyone in the U.S.**	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	N/A

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Bulk Pricing Plans*

Bulk Plan	Price (Monthly Recurring Charge)	Included Business Messaging + Text, Picture, Video and IM Message	Included Mobile to Any Mobile Calling	Additional Messages
Bulk Business Messaging Basic Access	\$3.00/license	Each message is rated according to your active text messaging plan, if any. Otherwise, default pay-per-use rates apply	No. Each call is rated according to the active calling plan, if any. Otherwise, default per minute rates apply	20 cents each
Bulk Business Messaging Secure	\$3.00/license	N/A. This plan may only be added to the Bulk Business Messaging Basic Access Plan.	N/A	N/A

Bulk Pricing Plans*

Unlike the individual pricing options, Bulk Pricing enables corporate customers to purchase their entire AT&T Business Messaging service on a single account rather than purchasing the service separately for individual accounts. With licenses ranging from one seat through 8000, Bulk Pricing plans allow provisioning for any compatible mobile device or data-only device. In other words, even if your employees/contractors pay their own monthly phone bill and/or use other mobile carriers, you can still include their phone number on your list of permitted users. An administrative website is provided to manage all permitted users, giving the administrator centralized control and the flexibility to add and remove users, so you can keep up with a changing staff environment.

Notes

1. Additional charges and restrictions may apply.

* A qualified voice or data plan is required. Prices are billed monthly and are valid for use in the U.S. only. Charges for international messages sent from the U.S. are \$0.25 for Text Messages and \$0.50 for Picture/Video Messages. Charges for usage while roaming internationally: \$0.50 for each text message sent, \$1.30 for each picture/video message sent, and \$0.0195 for each kilobyte used.

Standard rates apply to all incoming messages. Additional charges for premium messages and content apply. For full details on Messaging & Data Bundles, go to att.com/MediaTerms. Pay-Per-Use Charges: Text/Instant Messaging \$0.20 per message; Picture/Video Messages \$0.30 per message; Web Net Browsing \$0.01 per KB. Additional subscription and download charges may apply.

** A qualified voice or data plan is required. Prices are billed monthly and are valid for use in the U.S. only. Messages can be used for AT&T Business Messaging or any mobile-to-mobile text, picture, video and Instant Messaging (IM) messages. Charges for international messages sent from the U.S. are rated at \$0.25 for Text Messages and \$0.50 for Picture/Video Messages.

Charges for usage while roaming internationally: \$0.50 for each text message sent, \$1.30 for each picture/video message sent, and \$0.0195 for each kilobyte used. Standard rates apply to all incoming messages. Additional charges for premium messages and content apply. For full details on Messaging & Data Bundles, go to att.com/MediaTerms. Pay-Per-Use Charges: Text/Instant Messaging \$0.20 per message; Picture/Video Messages \$0.30 per message. Additional subscription and download charges may apply.

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For more information contact an AT&T Representative or visit www.att.com/businessmessaging.

Important Information

General: AT&T Business Messaging ("Business Messaging") is available only to qualified AT&T enterprise and government customers ("Customers") with a qualified AT&T agreement ("Qualified Agreement"). Business Messaging is subject to (a) the Qualified Agreement; and (b) applicable Sales Information. May not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Availability, accessibility, security, delivery, speed, timeliness, accuracy and reliability are not guaranteed by AT&T. Additional fees, charges, taxes and other restrictions may apply. Offer subject to change.

Receiving Messages: The AT&T Business Messaging feature ("Feature") requires a compatible device and a qualified AT&T voice or data plan. The Feature is not available on all devices, on all rate plans or available for purchase or use in all areas. The Feature includes access to the AT&T Business Messaging Gateway ("Gateway"), transmission of mobile originated ("MO") and mobile terminated ("MT") messages using supported protocols between the Gateway and subscribed devices ("Messages"). All other MO/MT text messaging sent from or received on subscribed devices are subject to the rates and terms of the applicable text messaging feature/plan. Anyone who has a subscribed user's AT&T Business Messaging address/phone number can send Messages to the user through the Gateway. As part of the activation process, users' wireless number will be shared with third parties that AT&T uses to provide this Feature. To receive Messages via the Feature, users must first provision and enable the Feature on their device. If users want to receive Messages from Customer, they must provide their AT&T phone number to the Customer.

Sending Messages: To send Messages through the Gateway, a sender must have a compatible application and must program the AT&T messaging operator address provided by the intended recipient, and the intended recipient must have this Feature activated on his or her device. Senders are solely responsible for all content transmitted through the Gateway. Use of the Gateway is subject to the applicable terms herein, including without limitation the Additional Terms and Conditions set forth below, and to the AT&T Acceptable Use Policy, which can be found at att.com/AcceptableUsePolicy. Senders may not use the Gateway to transmit any communication that would violate any federal, state or local law, court order or regulation, and must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of the Gateway.

Site Licensing, or Bulk Feature Provisioning: Bulk activations of the Feature require an associated site license ("Site License"). Customers may provision the Feature on AT&T devices, non-AT&T devices or data-only devices via the AT&T website and account login provided with the purchase confirmation. Customer is responsible for testing and verifying that subscribed devices are provisioned with the Feature and functioning properly. If a Customer's account is suspended or cancelled, all users' AT&T Features provisioned through such account will be disabled. Customer is responsible for managing and maintaining group distribution lists. In the event that Customer reduces the number of Site Licensing seats purchased, Customer must also similarly reduce the number of devices provisioned with the Feature. If Customer fails to deactivate the applicable number of devices ("Surplus devices") and associate the available seats with the desired devices, AT&T reserves the right to

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automatically deactivate the Feature for Surplus devices. For purposes of the foregoing, AT&T will deem the last devices activated with the Feature to be Surplus devices (i.e. the last devices activated with the Feature will be the first devices to have the Feature deactivated). Customer acknowledges that deactivated Surplus devices will not be able to receive messages via Business Messaging. If Customer wants to thereafter reallocate the available seats, it is Customer's responsibility to do so through the AT&T website provided for Feature activation.

Additional Terms and Conditions

Emergency and Mass Notification: The Gateway and Feature are not intended to be, and should not be, used as a method of transmitting emergency notifications or broadcasting mass notifications. First responders should not rely on this Feature for such situations. AT&T makes no Service Level Agreements (SLAs) and disclaims all guarantees and warranties with respect to the performance of AT&T Business Messaging in such situations. In such situations, the Gateway and Feature may be more susceptible to blocking, outages, delays and congestion, and greater risk of non-delivery.

Sending and/or Receiving Messages and Message Storage: Coverage not available in all areas. Availability, timeliness and reliability of the Feature and Gateway are subject to radio and other transmission limitations. Delivery time is dependent upon the conditions prevailing at the time of Message submission, and actual delivery and/or delivery within a specific period of time are not guaranteed. If the user's device or the intended recipient's device is turned off, if the device's memory is full, or if the device is outside the service area, the network will store and re-send any Message for up to 72 hours. Messages not delivered after 72 hours will be deleted. Maximum length allowed for all parts of the Message, including without limitation the recipient's Business Messaging address/ phone number, is dependent on the protocol used to send the Message. Supported protocols include TAP (maximum 160 characters), and SNPP, SMTP, and WCTP, which each have a maximum 1,000 characters. Two-way messaging and delivery receipts are available via the SNPP, SMTP and WCTP protocols. Messages that are completed through the Gateway are stored for two years, after which they are automatically deleted.

Rendering and display of a TAP Message that exceeds 160 characters may vary by device. Some devices may display the Message in multiple parts. Any characters over the maximum Message length will be deleted. AT&T is a passive conduit in transmitting and storing Messages and is not responsible for content. AT&T does not guarantee security. If the Feature and/or Gateway are used to send or receive Messages containing Customer information, it is Customer's responsibility to ensure users comply with Customer's internal IT and security procedures. AT&T reserves the right to deny or terminate service, without notice, to any person that uses the Feature and/or Gateway in any manner that adversely impacts the AT&T Gateway, network or service levels and/ or that violates any AT&T network or subscriber protective measures. Furthermore, AT&T reserves the right to deny or terminate service without notice for any misuse of a Feature or the Gateway, including without limitation, periods of excessive usage that AT&T, in its sole discretion, determines is the result of prohibited use(s). If a user needs to obtain a Sender ID to retrieve replies and delivery receipts via WCTP see <http://bmam-businessmessaging.att.com/wctppollerid.jsp> for additional information.

Technical Support: Technical support is provided to eligible customers of Business Messaging by the AT&T Advanced Solutions Care (ASC) Helpdesk, and the ASC Helpdesk process outlined herein is intended for informational purposes only. AT&T may discontinue ASC Helpdesk support and/or modify ASC Helpdesk processes at any time at its sole discretion. ASC Helpdesk does not support third-party applications, and questions relating to all third-party applications are referred to applicable vendors. To be eligible to have access to the ASC Helpdesk, Customers must have a minimum of 250 devices activated with the Feature (a minimum of 50 devices in the case of qualified public safety customers), and a Tier 1 helpdesk to support end users.

HIPAA – If Customer chooses to use Business Messaging to transmit Protected Health Information ("PHI"), Customer must encrypt the data in a manner consistent with the guidelines established by the Department of Health and Human Services pursuant to the Health Insurance Portability and Accountability Act ("HIPAA"). To the extent that Customer's use of Business Messaging from AT&T requires AT&T to use or disclose PHI, Customer consents to the terms of AT&T's Business Associate Agreement, located at att.com/businessassociateagreement.

Business Notification Center: Customer agrees that use of the AT&T Business Notification Center web site ("BNC") will be in accordance with AT&T's Acceptable Use Policy and will not be used for marketing, advertising, solicitation and/or mass notification purposes. The BNC may only be used to send messages to Business Messaging subscribers. If any messages are attempted to be sent from the BNC to any other (i.e., non-AT&T Business Messaging) wireless phone numbers, such messages will not be delivered. Messages sent from the BNC to a Business Messaging subscriber's device are unlimited, as are replies sent to the BNC from a Business Messaging subscriber's device. Customer is responsible for ensuring accurate phone numbers are entered into the BNC address book and group distribution lists, and Customer is responsible for removing any unwanted phone numbers from the BNC address book and group distribution lists. Use of the BNC is also subject to the terms and conditions presented during your BNC registration process.

Planned Maintenance Notifications: Notification email and/or text messages are available for scheduled Business Messaging maintenance operations by registering via attpnc.com. By submitting the applicable request, you acknowledge that you are the authorized administrator for the specified account. These maintenance notifications are specific to Business Messaging and are only for preplanned maintenance windows. The notifications do not apply to standard SMS services, even if Customer has purchased a combination rate plan that includes both standard SMS messaging and Business Messaging.

White Listing Domain Names on SMTP to Filter Unwanted Messages: Customer must register with AT&T each domain name that will be allowed to send SMTP messages via the Gateway ("White Listing"). After White Listing is enabled, unregistered domain names will not be allowed to send messages via SMTP through the Gateway to subscribed devices. AT&T does not guarantee that all unwanted messages will be blocked from reaching such devices. Unwanted messages may still be sent via other protocols such as WCTP, SNPP, and TAP, or via consumer SMTP gateways.

Text, Instant and Picture/Video Messaging: Messages are limited to 160 characters per message. Premium text and picture/video messages are charged at their stated rates. Standard rates apply to all incoming messages when in the U.S. Different, non-standard per message charges apply to international messages sent from the U.S. Text, Picture, and Video messages are charged when sent or received, whether read or unread, solicited or unsolicited. AT&T does not guarantee delivery of messages. Text, Picture, and Video messages, including downloaded content, not delivered within 3 days will be deleted. AT&T reserves the right to change this delivery period as needed without notification.

Charges are assessed for each part of messages that are delivered in multiple parts. Picture/Video Messaging, data plan, and Text Messaging may need to be provisioned on an account before use. Some elements of Picture/Video messages may not be accessible, viewable, or heard due to limitations on certain wireless phones, PCs, or e-mail. AT&T reserves the right to change the Picture/Video message size limit at any time without notification. Picture/Video Messaging pricing is for domestic messages only. When a single message is sent to multiple recipients, the sender is charged for one message for each recipient and each recipient is charged for the message received. Text message notifications may be sent to non-Picture/Video Messaging subscribers if they subscribe to Text Messaging. Users may receive unsolicited messages from third parties as a result of visiting Internet sites, and a per-message charge may apply whether the message is read or unread, solicited or unsolicited.

Senders may not use AT&T messaging services to send messages that contain advertising or a commercial solicitation to any person or entity without their consent. Senders will have the burden of proving consent with clear and convincing evidence if a person or entity complains you did not obtain their consent. Consent cannot be evidenced by third party lists that were purchased or obtained. Senders further agree not to use AT&T messaging services to send messages that: (a) are bulk messages (b) are automatically generated; (c) can disrupt AT&T's network; (d) harass or threaten another person; (e) interfere with another customer's use or enjoyment of AT&T's Services; (f) generate significant or serious customer complaints; (g) falsify or mask the sender/originator of the message; or (h) violate any law or regulation. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate messaging service or messaging services with any associated account(s), or to deny, disconnect, suspend, modify and/or terminate the account(s), without notice, as to anyone who is using messaging services in any manner that is prohibited. AT&T's failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies. Advertising and commercial solicitations do not include messaging that: (a) facilitates, completes, or confirms a commercial transaction which the recipient of such message has previously agreed to enter into with the sender of such message; or (b) provides account information, service or product information, warranty information, product recall information, or safety or security information with respect to a commercial product or service used or purchased by the recipient of such message.

Unlimited Mobile-to-Mobile Messaging: Unlimited Messaging Plans or plans with unlimited messaging include only AT&T's Short Messaging Service (SMS) and Multimedia Messaging Service (MMS) and not any other messaging services or applications. Messages are intended for direct communication between phones and must originate from a user's phone. Messages sent to tablets, laptops, or other connected devices are excluded from Unlimited Messaging Plans and plans including unlimited messaging. Messages sent through applications may incur data charges. AT&T may terminate or restrict messaging Service for tethered messaging, excessive use or misuse.

AT&T Messaging Unlimited with Mobile to Any Mobile Calling Feature: Available only with select Nation, FamilyTalk, and BusinessTalk plans. A Messaging Unlimited Plan is required. Mobile to Any Mobile minutes only apply when a user directly dials another U.S. mobile number or directly receives a call from another U.S. mobile phone number from within the subscriber's calling area in the U.S., Puerto Rico, or U.S.V.I. Mobile to Any Mobile is not available with the AT&T Viva Mexico or AT&T Nation/FamilyTalk with Canada plans. Calls made through Voice Connect, calls to directory assistance, and calls to voicemail and return calls from voicemail are not included. Only numbers included in the wireless number database that AT&T uses will be treated as a call to a mobile number or a call received from a mobile number. So for example, Type 1 numbers belonging to other carriers and not included in the industry wireless LNP database, and numbers for which ports to wireless service have not yet completed, will not be treated as a call to a mobile number or a call received from a mobile number. Also excluded are calls made to and calls received from mobile toll-free numbers, mobile chat lines, mobile directory assistance, calling applications, numbers for call routing and call forwarding services, and machine to machine numbers.

To learn more about AT&T Mobile Enterprise Management, visit www.att.com/mobilemanagement or [have us contact you.](#)

