

# AT&T Business Messaging

connectivity solution for wireless remote worker notification and response

## What is it?

AT&T Business Messaging is an end-to-end group notification and messaging solution that works seamlessly with most business notification applications to enable enhanced wireless notification and response features.

## Benefits of Business Messaging

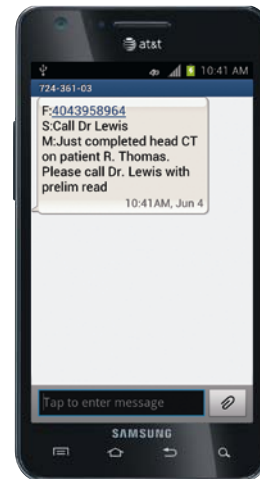
- 24x7 technical support
- Designed to allow notifications to large groups
- Delivery confirmations and longer messages
- Paging protocols for Internet, e-mail and dial-up (SNPP, WCTP, SMTP, TAP)
- Compatible with any device capable of receiving text messages
- Pricing plans for most usage scenarios
- Business Notification Center website for group notification
- Ability to filter out unwanted SMTP messages
- Rapid response prompts via SNPP and WCTP
- SSL access via WCTP (128-bit encryption)

## How It Works

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 log in to the AT&T Business Notification Center website to build group lists and send messages.

Business Messaging is easy to set up and use:

1. Provision the AT&T Business Messaging feature for recipients' eligible devices.
2. Log into the AT&T Business Notification Center at [businessmessaging.com/notify](http://businessmessaging.com/notify) or point your application to one of the AT&T Business Messaging addresses listed at [businessmessaging.com/faq](http://businessmessaging.com/faq).
3. When you're ready to use it, simply type your message, select recipients and send. All notifications sent through the gateway are then processed for actionable delivery – recipients are quickly validated and actionable messages are sent to workers armed with AT&T Business Messaging-enabled mobile devices.



Unique productivity features result in actionable messages and a better end-to-end notification solution.

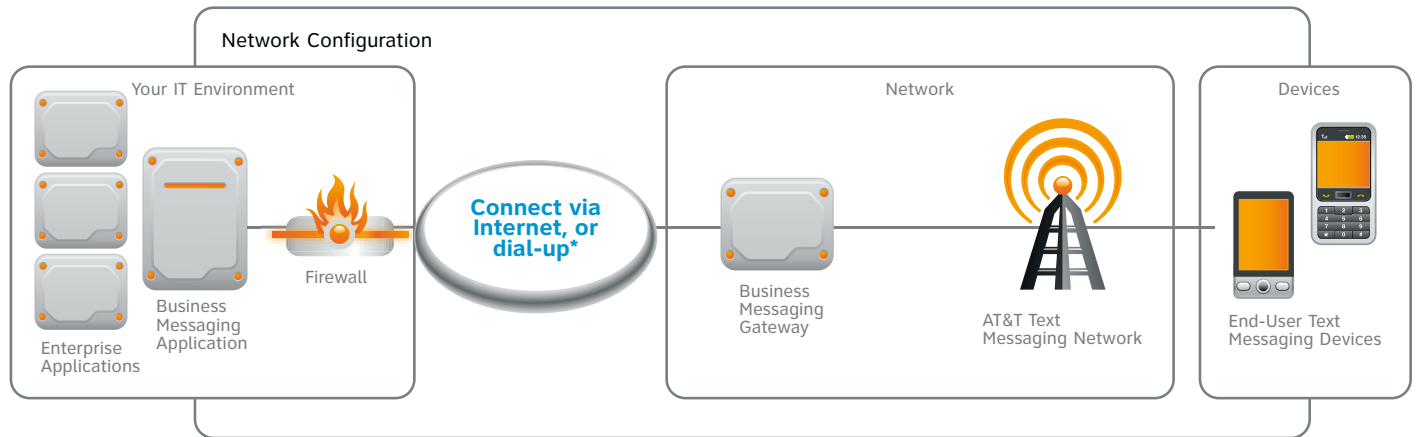
While Business Messaging can be an effective way to increase worker productivity, it should not be used as the primary or sole method of sending notifications that contain information that is essential to the protection of life or property.

## 24x7 Enterprise Technical Support

AT&T's Enterprise Technical Support is provided to certain customers of Business Messaging by the Mobility Maintenance Center (MMC) and adds round-the-clock helpdesk-to-helpdesk technical support for the Business Messaging service. MMC is a specialized 24x7 technical support group that can handle the complex needs of enterprises and troubleshoot issues with group notification and network connectivity. Businesses that activate 250 or more devices with AT&T Business Messaging are able to take advantage of MMC.



## two-way business communication



### Pricing Options

When selecting the right pricing plan for your business, you can choose from our Individual Pricing Plans or our Bulk Pricing Plans. <http://www.wireless.att.com/businesscenter/solutions/email-messaging/business-messaging.jsp>.

### Individual Pricing Plans\*\*

The most common way of deploying Business Messaging is by adding an individual feature to each AT&T recipient's account. This allows the recipient to receive messages sent via the Business Messaging gateway (using SNPP, WCTP, SMTP or TAP) or messages sent via the AT&T Business Notification Center website. Basic access can be added at a low cost per month and can be combined with any AT&T text messaging plan, or there are several messaging bundles that include enough messages to meet each recipient's specific messaging needs.

### Bulk Pricing Plans\*\*

Unlike the individual pricing options, Bulk Pricing enables corporate customers to purchase their entire Business Messaging service on a single account rather than purchasing the service separately for individual accounts. With licences ranging from 25 seats through to 2000, Bulk Pricing plans allow business to purchase licenses in bulk to use for provisioning any AT&T phone number with Business Messaging.

In other words, even if your employees/contractors pay their own monthly phone bill, you can still include their phone number on your list of recipients. An administrative website is provided to manage the AT&T phone numbers, giving the administrator centralized control and the flexibility to add and remove AT&T phone numbers from the list of recipients to keep up with a changing work 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. Messages can be used for 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 \$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](http://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.

### individual pricing plans\*\*

Individual Plan	Included Business Messaging+Text, Picture, Video and IM Message	Included Mobile to Any Mobile Calling	Additional Messages
Business Messaging Basic	Each message is rated according to your active text messaging plan, if any. Otherwise, default pay-per-use rates apply	No. Each call rates according to the active calling plan, if any. Otherwise, default per minute rates apply	
Business Messaging 200	200 to/from anyone in the U.S.*	No. Each call rates according to the active calling plan, if any. Otherwise, default per minute rates apply	10 cents each
Business Messaging 1000	1000 to/from anyone in the U.S.*	No. Each call rates according to the active calling plan, if any. Otherwise, default per minute rates apply	5 cents each
Business Messaging 1500	1500 to/from anyone in the U.S.*	No. Each call rates according to the active calling plan, if any. Otherwise, default per minute rates apply	5 cents each
Business Messaging Basic Bundle	Unlimited to/from anyone in the U.S.*	Unlimited	N/A
Business Messaging Unlimited	Unlimited to/from anyone in the U.S.*	No. Each call rates according to the active calling plan, if any. Otherwise, default per minute rates apply	N/A

The Business Messaging Basic and Business Messaging Basic Bundle do not include access to the AT&T Business Notification Center at <https://bnc-businessmessaging.att.com>.

\*\*A qualified voice or data plan is required. Site Licensing is available to companies with a valid, eligible business agreement and a minimum of 100 Corporate Responsibility Users ("CRUs") within a single Foundation Account ("FAN"). 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](http://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.

### Important Information

**Receiving Pages:** Receiving Messages: AT&T Business Messaging feature ("Feature") with messaging add-on requires valid, eligible agreement, compatible device and qualified AT&T voice or data plan. Terms of service may vary based on selected devices and service plans. Feature not available on all devices, on all rate plans or available for purchase or use in all areas. Feature includes access to the AT&T Business Messaging Gateway ("Gateway") and transmission (mobile originated and mobile terminated) of supported-protocol messages between the Gateway and your device ("Messages"). All other text messaging sent from or received on your device (mobile originated and mobile terminated) are subject to the rates and terms of your applicable text messaging feature/plan. Anyone who has your AT&T Business Messaging address/phone number can send you Messages through the Gateway. As part of the activation process, your wireless number will be shared with third parties that AT&T uses to provide this Feature. To receive Messages via the Feature, you must first provision and enable the Feature on your device. If you want to receive Messages from your company, you must provide your AT&T paging address/phone number to your company. Feature is subject to your service agreement, the terms set forth in this brochure, and the applicable voice, data and/or text messaging plan brochures and coverage maps.

**Sending Messages:** To send Messages through the Gateway, 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. Additional hardware, software, subscription, dial-up access or Internet access from your compatible PC and/or special network connection may be required and you are solely responsible for arranging for or obtaining all such requirements. Some solutions may require third-party products and/or services, which are subject to any applicable third-party terms and conditions and may require separate purchase from and/or agreement with the third-party vendor. Sender is solely responsible for all content sender transmits through the Gateway. Use of the Gateway is subject to the applicable terms of this brochure, 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](http://att.com/AcceptableUsePolicy). Sender cannot use the Gateway to transmit any communication that would violate any federal, state or local law, court order or regulation. Sender 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:** Site Licensing is available to companies with a valid, eligible business agreement and a minimum of 250 Corporate Responsibility Users ("CRUs") within a single Foundation Account ("FAN"). Bulk activations of the Feature require an associated site license ("Site License"). AT&T reserves the right to convert FANs that drop below 250 CRUs from Site Licensing to Individual Business Messaging Feature(s) and pricing. Company must provision the Feature on AT&T devices via the AT&T website and account login provided with the purchase confirmation. Company is responsible for testing and verifying such AT&T devices are provisioned with the Feature and functioning properly. If a FAN is suspended or cancelled, all AT&T Features provisioned through such FAN will be disabled. Company is responsible for managing and maintaining group distribution lists. In the event that company reduces the number of Site Licensing seats purchased, company must also similarly reduce the number of CRUs provisioned with the Feature. In the event that company fails to deactivate the applicable number of CRUs ("Surplus CRUs") and associate the available seats with the desired CRUs, AT&T reserves the right to automatically deactivate the Feature for Surplus CRUs. For purposes of the foregoing, AT&T will deem the last CRUs activated with the Feature to be Surplus CRUs (i.e. the last CRUs activated with the Feature are the first CRUs to have the Feature deactivated). Company acknowledges that deactivated Surplus CRUs will not be able to receive messages via Business Messaging. If company wants to thereafter reallocate the available seats, it is company's responsibility to do so through the AT&T website originally provided to your company for Feature activation.

### Emergency and Mass Notification – Additional Terms and Conditions:

The Gateway and Feature are not intended to be, nor should be, used as a method of transmitting emergency notifications or broadcast mass notifications. First responders should not rely on this Feature for such situations. AT&T makes no Service Level Agreements (SLAs), guarantees or warranties with respect to the performance of the AT&T Business Messaging service 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 Pages – Additional Terms and Conditions:

Coverage not available in all areas. Availability, timeliness and reliability of Feature and Gateway are subject to radio and other transmission limitations. Delivery time is dependent upon the conditions prevailing at the time of submission and actual delivery and/or delivery within a specific period of time are not guaranteed. If your device or your intended recipient's device is turned off, the device's memory is full, or 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 (160 characters), SNPP (456 characters), SMTP (420 characters) and WCTP (456 characters). Two-way messaging and delivery receipts are available via the SNPP, SMTP and WCTP protocols. You may need to obtain a Sender ID to retrieve replies and delivery receipts via WCTP. See [www.businessmessaging.com](http://www.businessmessaging.com) for additional information. Rendering and display of a Message that exceeds 160 characters may vary by device. Some devices may display 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 you use

this Feature and/or Gateway to send or receive Messages containing company information, it is your responsibility to ensure your use complies with your company's internal IT and security procedures. AT&T reserves the right to deny or terminate service, without notice, to any person that uses 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 Feature or Gateway, including without limitation, periods of excessive usage that AT&T, in its sole discretion, determines is the result of prohibited use(s). Additional hardware, software, subscription, Internet access from your compatible PC and or special network connection may be required. Eligibility requirements, pricing, features and service areas are subject to change without notice.

**Enterprise Technical Support (ETS) – Additional Terms and Conditions:**

Technical support is provided to certain customers of Business Messaging by the AT&T Mobility Maintenance Center (MMC), and the MMC process outlined herein is intended for informational purposes only. AT&T may discontinue MMC support and/or modify MMC processes at any time in its sole discretion. MMC does not support third-party applications. All third-party applications are referred to applicable vendor. For access to MMC, company must have a Tier I help desk to support its end users and a minimum of 250 of service activated with the Business Messaging feature. (In the case of qualified government customers, a minimum of 50 lines activated with the Business Messaging feature qualify for MMC.)

**Business Notification Center – Additional Terms and Conditions:**

For access to the AT&T Business Notification Center web site ("BNC"), customer must have an eligible Feature provisioned on a compatible device. Customer agrees that use of the 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 (non-AT&T Business Messaging) wireless phone numbers, such messages will not be delivered. Messages sent from the BNC to an AT&T Business Messaging subscriber's device are unlimited as are

replies sent to the BNC from an AT&T 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.

**White Listing Domain Names on SMTP to Filter Unwanted Messages**

– **Additional Terms and Conditions:** Customer must register each domain name with AT&T that will be allowed to send SMTP messages via the Gateway ("White Listing"). Once White Listing is enabled, unregistered domain names will not be allowed to send messages via SMTP through the Gateway to customer devices provisioned with the Feature. 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 – Additional Terms and**

**Conditions:** Additional usage and other restrictions apply. Text, Instant and Picture/Video Messaging ("Messaging") is subject to the Messaging terms in the applicable data or voice plan brochure, which terms can also be viewed at [att.com/MediaTerms](http://att.com/MediaTerms).

**Unlimited Mobile-to-Mobile Messaging – Additional Terms and**

**Conditions:** Additional usage and other restrictions apply. If you select a Feature that includes unlimited Mobile-to-Mobile Messaging ("M2M Messaging"), M2M Messaging is subject to the M2M Messaging terms in the applicable data or voice plan brochure, which terms can also be viewed at [att.com/MediaTerms](http://att.com/MediaTerms).

**AT&T Messaging Unlimited with Mobile to Any Mobile Calling**

**Feature – Additional Terms and Conditions:** Additional usage and other restrictions apply. If you select a Feature that includes AT&T Messaging Unlimited with Mobile to Any Mobile Calling Feature, AT&T Messaging Unlimited with Mobile to Any Mobile Calling Feature is subject to the AT&T Messaging Unlimited with Mobile to Any Mobile Calling Feature terms in the applicable data or voice plan brochure, which terms can also be viewed at [att.com/MediaTerms](http://att.com/MediaTerms).

For more information contact an AT&T Representative or visit <http://www.business.att.com/enterprise/Family/mobility-services/mobile-messaging>.