AT&T Business Messaging

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 AT&T Business Messaging
- Delivers 24x7 technical support
- Allows notifications to large groups and longer messages
- Sends delivery confirmations
- Supports 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
AT&T Business Messaging gives application developers the freedom to use Simple Network Paging Protocol (SNPP), Wireless Communications Transfer Protocol (WCTP), Simple Mail Transfer Protocol (SMTP) or Telocator Alphanumeric Protocol (TAP) to integrate seamlessly with a wide range of notification applications, or log in to the AT&T Business Notification Center (BNC) website to build group lists and send messages. AT&T Business Messaging is easy to set up and use:

1. Provision the AT&T Business Messaging feature for recipients’ eligible devices.
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 with AT&T Business Messaging-enabled mobile devices.

Key Features
- AT&T Business Messaging supports 1000 characters per message (Subject + Message Body). This applies to all API’s (except for TAP MT)
- The AT&T BNC allows a user to select where replies are delivered:
  - To the BNC
  - To the user’s mobile device + to the BNC
  - Default – to the BNC
- BNC allows public groups of up to 200 members
- When viewing, creating or editing a group, the

While AT&T 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.
Two-Way Business Communication

BNC displays a real-time count of the number of group members
- Group members may reply to a public group message, and the reply returns to the admin who originated it
- BNC allows the creation of up to 100 public groups per user

24x7 Enterprise Technical Support
Enterprise Technical Support from AT&T is provided to certain customers of AT&T Business Messaging by the Mobility Enterprise Customer Maintenance Center (MECMC) and adds round-the-clock helpdesk-to-helpdesk technical support for the AT&T Business Messaging service. MECMC is a specialized 24x7 technical support group that can handle the complex needs of organizations and troubleshoot issues with group notification and network connectivity. Agencies that activate 250 or more devices with AT&T Business Messaging are able to take advantage of MECMC.

About AT&T Government Solutions
Every day, thousands of experienced AT&T Government Solutions professionals seek to go beyond their customers’ expectations and deploy visionary solutions that serve our citizens, defend our nation and prepare for the future.

We serve as a trusted provider to the federal government, backed by a proven performance record in integrating our network expertise with IT professional services and an expertly managed service portfolio, which includes: traditional and IP-based voice; Wi-Fi; high-speed Internet; data transport; cyber security; cloud-based services; and mobility devices, services and applications. Our broad array of advanced technologies, dynamic service management tools, and experienced staff help us to address core government needs – reduce expenses, modernize operations to increase workforce productivity, and protect information, infrastructure and people. AT&T solutions enable agencies to focus on their mission and performance goals.

Fusing our core capabilities with innovation from AT&T Labs, we are driven to meet today’s demanding agency requirements, while establishing a path to emerging technologies. Underpinning every solution we build and deliver are the global resources and assets of AT&T, one of the world’s largest communications services providers, connecting people, infrastructure and information with speed, security and reliability.

To learn more about our full array of products and services, contact your AT&T Agency representative at: 1.800.862.0926 or http://www.corp.att.com/gov/rep/mobility.html.

AT&T Government Solutions
3033 Chain Bridge Road
Oakton, VA 22185-0001
www.att.com/gov

Contract Sources
This mobility application is available through the AT&T Mobility GSA IT Schedule 70 Contract GS-35F-0297K and, for the Army (including the National Guard), Air Force, and other authorized DoD agencies, through the Army Air Force Next Generation Wireless Blanket Purchase Agreement ("AAFPA") # W91RUS-11-A-0007.