

Business messenger for secure team communication

How to select, implement and use a suitable solution effectively

EDITION 1



Table of contents

| | |
|---|----|
| Preface | 3 |
| 1. Spoiled for choice: Which communication solution suits your organization? | 4 |
| 2. Business messenger and its benefits | 8 |
| 3. Checklist: Finding the right messenger for your organization | 13 |
| 4. How to launch your business messenger | 19 |
| 5. Business messaging in practice | 22 |
| 6. Messenger etiquette: 11 golden rules for a good communication | 28 |
| Conclusion | 32 |
| About Teamwire | 33 |
| Imprint | 34 |

Preface

News, information and updates that we receive on a daily basis are constantly increasing. In connection with this, our communication behavior has changed significantly in recent years, both in our private lives and in a professional context. In business communication, the classic exchange of information via e-mails and telephone calls is gradually moving into the background. Real-time collaboration via instant messaging and video conferencing is taking on a more important role.

Real-time collaboration via instant messaging and video conferencing is taking on a more important role.

Not least because of the COVID pandemic and the lockdowns that forced parts of or even the entire workforce into home offices, many organizations today - whether companies, associations, ministries, government or public authorities - find themselves in a new world of work. Remote work, decentralized teams and a mix of mobile and on-site workers characterize the modern perception of the digital workplace. Here, modern communication solutions are also required that ensure fast, uncomplicated and at the same time secure communication between all employees, whether in the office, in the home office, remotely or on the go. A business messenger can master precisely this challenge.

On the following pages, you can therefore find out when and why a messaging solution is worthwhile for organizations, what benefits a business messenger offers, how to find the right business messenger for your requirements, what characterizes a successful messenger launch, how a business messenger can be used in practice, and how to achieve good communication.

You can also look forward to helpful checklists, practical application scenarios and valuable reading tips.

We wish you an insightful read with abundant insights.

Tobias Stepan
Managing Director
Teamwire GmbH

1.

Spoiled for choice: Which communication solution suits your organization?

We have learned from the pandemic that fast and easy communication among employees is elementary for implementing projects effectively and successfully.



From experience - both from our own corporate context and from our customers - we at Teamwire know that organizations prefer to look at and buy digital software solutions that increase the work efficiency and productivity of employees. For the most part, these solutions are both industry and department specific and most often serve as the “centerpiece” of the department at hand. These include, for example: document management tools, ERP platforms, CRM and CMS systems, project management solutions, HR management tools, social intranets and HIS systems. All solutions pursue a simple goal: to simplify and accelerate work processes.

How the digital workplace is giving communication a boost

As the digital workplace and hybrid work trends become more widespread, it is no longer just about employees performing their tasks, but rather about colleagues being able to exchange ideas in the best possible way, regardless of where they are working from - whether remotely, in a home office or in the office. We have learned from the pandemic that fast and easy communication among employees is elementary for implementing projects effectively and successfully. While an office or company building was still the central meeting place for

1.


Spoiled for choice: Which communication solution suits your organization?

Fact check ^①



According to a Bitkom survey, the smartphone is used as a standard medium for internal and external company communication by 83 percent of respondents. In this context, apps for video conferencing (72 percent) and messenger provider (51 percent) are used in particular - and the trend is growing. Therefore, it is important for organizations to identify the individual internal requirements and workflows of teams and departments on the one hand, in other words, to focus more on the working methods of employees, and to include organization-wide communication on the other hand.

Bitkom Digital Office Index, available here.
(German language)

 OPEN LINK

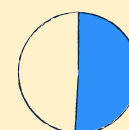
all colleagues, digital communication solutions tended to be neglected and were regarded more as a peripheral solution. Face-to-face meetings were the focus here. Now however, digital real-time exchange is the ultimate, regardless of where team members are working from. Accordingly, the market for communication solutions has exploded and reached a dimension of fragmentation where it is no longer self-explanatory for organizations which tool is best suited for their own organization.

How messaging and video communication is implemented in digital solutions

Meanwhile, department-specific solutions are increasingly adding a simple chat or commentary function as a free add-on. This is usually rudimentary and a far step from instant messaging, so it hardly serves the purpose of text communication within one's own department. Video conferencing solutions, meanwhile, are advantageous companions for status calls, presentations and short agreements. In addition to customer exchanges, video conferencing can help to connect desktop workers in different offices and home offices. UC&C (Unified Communication & Collaboration) are the legacy tools for the communication via the desktop PC. They are used across departments and are primarily designed for collaborative projects. ^①



83%
COMMUNICATE
VIA SMARTPHONE



51%
USE MESSENGER
PROVIDER

Source: Bitkom Digital Office Index

1.

Spoiled for choice: Which communication solution suits your organization?

Communication is boundless and all employees pursue one goal: to be able to contact and exchange ideas with anyone.

The limitations of UC&C tools

What we've learned over the past few years is that communication is often viewed only as a desktop topic or focused on very basic use cases. Nowadays employees expect much more from a communication tool, want to use it across a broad set of use cases and expect advanced functionality for their communication tasks. Especially employees want to do these things across all their devices – desktop, smartphones and tablets. Therefore, the more advanced the solution, the better. Particularly this can be important, if the solution crosses departments and also involves office, hybrid employees and mobile workers. Communication is boundless - and all employees pursue one goal: to be able to contact and exchange ideas with anyone.

Cross-organizational communication thanks to business messenger

Often not on the radar, however, a business messenger serves as a link between all employees in an organization and across organizational boundaries. Mobile workforces in particular benefit from a business messenger. It's optimized for mobile use, allowing mobile workers to communicate quickly, easily and intuitively via one-on-one and group chats. Unlike consumer messengers such as WhatsApp, Signal and Telegram, for example, which cause serious security gaps within organizations as shadow IT, GDPR-compliant messenger solutions for organizations ensure compliance. On top of that, they offer numerous features that are specifically designed for cross-industry and industry-specific use cases and can be conveniently integrated into the IT ecosystem.

1.

Spoiled for choice: Which communication solution suits your organization?



A versatile communication solution

The great mastery is to find communication solutions whose operational capabilities are in sync with the requirements of both employees and the organization, while at the same time adhering to the necessary data protection and compliance requirements. This is where a business messenger comes into play: As a multi-device solution, it can be used equally by all employees in the organization - whether as a desktop app in the office or via smartphone and tablet while on the go. This makes a business messenger an ideal choice as the main communication medium for mobile workforces, but it is also a valuable addition to other solutions for hybrid employees. What's more, with a business messenger, organizations bridge the communication gap between all forms of workforces - remote, home office, office and mobile without a desk. No one is left out (anymore); everyone is always up-to-date! ²

The benefits of a business messenger solution for organizations and, above all, how it ensures the security of internal communications are revealed in the next chapter.

Reading hint ²



Which internal communication solution is best for which teams? Find out!

 OPEN LINK

2.

Business messenger and its benefits

A messaging solution combines the benefits and features of many other communication solutions. It is particularly attractive due to the sending of instant messages, a common feature in everyday private life. According to the German Federal Statistical Office ⁽³⁾, around 80 percent of 16- to 74-year-olds use a messenger such as WhatsApp for private communication. No surprise because instant messaging is convenient, simple and shortens response times. It was simply a question of time that this form of communication would find its way to the workplace. And that time has been a long time coming.




Source: German Federal Statistical Office

The problem with consumer apps

It is primarily consumer apps such as WhatsApp, Signal and Telegram that employees use to exchange information not only privately, but also on professional topics. Due to the lack of awareness of data protection and unauthorized IT applications, many organizations still accept this dangerous shadow IT. Yet using these types of unauthorized apps is prohibited by data privacy laws in the EU and threaten the security of an organization. Consumer messengers are simply not suitable for a compliant information exchange. Rather, they provide gateways for unauthorized access and hacker attacks to confidential data. Consequently, more and more responsible executives see it as their duty to find a GDPR-compliant communication solution that guarantees data security and sovereignty. They are increasingly looking

Press release of the Federal
Statistical Office ⁽³⁾
(German language)

 OPEN LINK

2.

Business messenger and its benefits

Reading hint ⁽⁴⁾ ↓

Which data protection aspects do you have to pay attention to when using messenger communication? We'll show you!

[OPEN LINK](#)

IT-Trends 2022 ⁽⁵⁾
(German language)

[OPEN LINK](#)

What does Zero Trust mean? ⁽⁶⁾ ↓

Zero Trust implies that absolutely nothing is secure - no matter what tool or platform, not even behind your own firewall. Zero Trust means treating services, devices and users on your own network as if they were third parties, restricting user rights and minimizing segment access. Before access is granted, data requests must be fully authenticated, authorized and encrypted.

for tools that ensure communication even in crisis and emergency situations and protect the organization and all its employees from cyber attacks. ⁽⁴⁾

Be on the safe side with the Zero Trust model

To ensure end-to-end communication in all professional circumstances on the one hand, and to be prepared for hacker attacks on the other hand, organizations need both fail-safe and stable server environments that are independent of cloud providers in countries without an adequate level of data protection, as well as protected communication channels for collaboration on all end devices. In this context, it is hardly surprising that a new security model has been established to guide organizations: the Zero Trust model. In the Capgemini study "IT Trends 2022" ⁽⁵⁾ the Zero trust model ranked second among the top 10 technology trends. According to the study, almost 20 percent of the CIOs surveyed are currently implementing the Zero Trust model. That is twice as many as a year ago. Around a further quarter are also planning to implement a Zero Trust model before the end of 2022. ⁽⁶⁾

For a digital communications solution such as a business messenger, zero trust can start with hosting and include data encryption, anonymization, user management, two-factor authentication, location verification and much more. In this way, hackers must overcome not one, but



20% IMPLEMENT A ZERO TRUST MODEL BEFORE THE END OF 2022.

Source: IT Trends 2022

2.

Business messenger and its benefits

many hurdles to access data or cause damage. A digital communication solution built on a Zero Trust security principle is indispensable for the digital resilience of organizations, i.e., the ability to withstand digital dangers and threats. Especially in crisis or emergency situations, communication via business messenger must be accessible even if other systems fail. [7](#)



The benefits of communicating with a GDPR-compliant and Zero Trust-based business messenger

Secure and reliable communication

The data is hosted in an ISO 27001-certified data center and independently of the organization's other IT systems - ideally in the country where the organization is headquartered. Accordingly, a business messenger provider should not only rely on a public cloud, but also allow organizations to self-host via a private cloud or on-premises installation. Regardless of hosting, information exchange is always secure and fully encrypted.

Reading hint [7](#)



Find out how messenger and security, based on the Zero Trust model, are intertwined in the following Zero Trust article!

[OPEN LINK](#)

2.

Business messenger and its benefits



Convenient integration into the IT landscape

A business messenger can be connected to an organization's Mobile Device Management (MDM), Active Directory (AD) and Lightweight Directory Access Protocol (LDAP) with little effort. This ensures secure connections in the corporate network and guarantees straightforward administration.

Own administration

Unlike consumer apps, only the person responsible for EDP or IT manages the business messenger via an administrator portal, which means that individual compliance requirements can be met and security gaps can be ruled out.

Ultimate transparency and data sovereignty

Data sovereignty is based on organization-wide policies and is controlled exclusively by the organization itself. With secure containers it determines which data is accessed and defines where and how long it is stored. Furthermore, the organization decides when data needs to be archived or deleted from the server. A role and rights concepts with permissions as well as security rules ensure that all employees only receive the information relevant to them - no more and no less.

2.

Business messenger and its benefits

A digital communication solution built on a Zero Trust security principle is indispensable for the digital resilience of organizations.

Increasing efficiency of communication and work processes

A business messenger allows smooth real-time communication via text and voice messages as well as video calls. It also enables the exchange of images, videos, documents, locations and much more. This allows many work processes to be accelerated and communication processes to become fully digital.

Digitalization and automation of processes

A Software Development Kit (SDK) and open API interfaces can be used to connect third-party systems of the organization as well as consumer apps, which simplifies the exchange of information internally and externally and at the same time makes it absolutely secure. Manual processes become automated and digital workflows.

Increased employee engagement and satisfaction

Connecting all employees - whether in the office, remotely, or mobile - closes information gaps and eliminates communicative exclusion. All members of an organization are equally integrated.

Interdisciplinary exchange of information

The linking of autonomous organizations with their own server structures allows overlapping communication and thus more effective collaboration that transcends borders.

It's time for organizations to move towards simple, crisis-proof and secure communication using a business messenger. Find out what to look for when choosing the right provider in the following checklist.

3.

Checklist:

Finding the right messenger for your organization

Open source vs. Out-of-the-box solution what is the difference? 8 ↓

The difference resides in the openness of the source codes. The source code of an out-of-the-box solution is reliably programmed and further developed by the software provider. An open source solution, on the other hand, is freely available and changeable, but it requires mature programming skills. No programming know-how is required for an out-of-the-box solution; it is ready for immediate use and can be easily configured to the individual needs of an organization. Accordingly, the effort required to implement an out-of-the-box solution such as Teamwire is significantly easier than implementing a custom-made business messenger using an open source solution.

Reading hint 9 ↓

Open source messenger or out-of-the-box solution? Learn about the differences now!

[OPEN LINK](#)



Before organizations start to select a specific tool, they need to consider a number of strategic questions. For example, they should clarify in advance whether they want to use an out-of-the-box product such as Teamwire or an open source solution, or whether business or private end devices (BYOD concept) should be used. In addition, it is important to discuss what IT infrastructure is available, how communication processes currently run and how they are to be designed in the future. 8 9

When strategically choosing your own business messenger, security, ease of use, administrative management, third-party system integrations and hosting are key considerations. Thus, organizations should ask themselves the following questions when looking for the right business messenger:

1. What about data protection and security?

In the case of established business messengers, customers should check what measures the solution includes - in accordance with the “Privacy by Design” and “Privacy by Default” approaches - to ensure data privacy, data security, and maximum data sovereignty. The best solutions pursue the goal of the greatest possible data

3.

Checklist:

Finding the right messenger for your organization

Reading hint ⁽¹⁰⁾ ↓

Teamwire puts great emphasis on data protection and data security. Discover it for yourself!

[OPEN LINK](#)

Reading hint ⁽¹¹⁾ ↓

Which standard features matter. Find out here!

[OPEN LINK](#)

sovereignty in accordance with the GDPR, adherence to the principle of data economy and data reduction, and the fulfillment of comprehensive compliance standards and audit security through the provision of audit logs and the archiving of all Messenger communication. ⁽¹⁰⁾

✓ 2. Does the solution offer all common standard features?

Typical features for application scenarios in the business environment, which users are used to from private life, should not be missing under any circumstances. These include the following standards: ⁽¹¹⁾

- **Real-time messaging** for direct and fast exchange via text and voice, as well as sharing of images, videos and documents,
- **Voice-over-IP and video calls** for complementary, highly efficient video communication,
- Highly scalable **group chats** that simplify exchanges between members of an organization via predefined circles and distribution lists, and
- **Multi-device usage** that ensures smooth communication anywhere, anytime - regardless of the mobile device.



3.

Checklist:

Finding the right messenger for your organization

Reading hint ⁽¹²⁾ ↓

Find out what is covered by the various business features on our website!

 OPEN LINK

Reading hint ⁽¹³⁾ ↓

What constitutes federation and which application scenarios are possible, read the article about the first interoperable business messenger Teamwire!

 OPEN LINK

3. Does the solution include relevant business features?

Far more important, however, is the implementation of important and innovative business features without having to program them individually first. These include: ⁽¹²⁾

- **Video conferencing** for real-time communication and collaboration in teams,
- **Surveys**, which allow appointments to be coordinated more quickly and employees to be asked more easily about specific topics,
- **Live location** for real-time sharing and visual representation of whereabouts,
- **Push-to-talk**, which allows for more direct voice communication as a walkie-talkie alternative,
- **Image editing**, which allows users to mark up images using a drawing pen or blur image areas using image blur,
- **Alerts** that allow to alarm users of critical events and to coordinate those affected in crisis or emergency situation,
- **Attention messages** for highlighting text messages and thus prioritizing events and information - from alerts to announcements to notes.

4. To what extent does a business messenger allow federation?

Federated chats allow the communication and collaboration with other organizations. Federated servers describe the characteristic that autonomous organizations with independent IT infrastructures can cooperate and communicate. This server-to-server communication takes place (in compliance with defined rules) via a secure interface and thus enables reliable communication between organizations that are independent of each other. ⁽¹³⁾

3.

Checklist:

Finding the right messenger for your organization



✓ 5. What about the user experience (UX) and administration capabilities?

Business messengers undergo regular UX quality checks. They are constantly developed and optimized so that the user experience is very good. The more mature the UX of a business messenger is, the fewer bugs occur and in turn, the better the experience for end users. Proven products also offer convenient administration that is specifically geared to the needs of IT managers: for example, a dashboard should allow users to be easily managed and settings to be made with regard to data protection, compliance and end-device management. ⁽¹⁴⁾

✓ 6. To what extent can third-party systems be connected?

If the aim is to make the exchange of information and internal organizational communication even more efficient, it makes perfect sense to automate processes, even across multiple systems. For this purpose, the business messenger solution should have software development kits (SDK) or open API interfaces and be able to be conveniently linked to any software. Whether document management, CRM, ERP or industry-specific systems such as the hospital information system (HIS), whether project management, help desk or HR tools - if necessary, they should be compatible with the

Reading hint ⁽¹⁴⁾



We reveal what distinguishes a professional administration!

 OPEN LINK

3.

Checklist:

Finding the right messenger for your organization

Customized professional services can help organizations to exploit the full potential of a business messenger.

Reading hint ⁽¹⁵⁾



You can discover possible ways of third-party system integrations and implementations of chat bots on our website.

 OPEN LINK

business messenger. In addition, a business messenger like Teamwire can also act as a front-end device for chat bots and conversational AI agents - for automated communication with all desired stakeholders. ⁽¹⁵⁾

7. How good are maintenance, customer service and support?

In addition to the frequency and quality of routine updates and regular bug fixes, competent personal and customized support is an absolute must for a business messenger. In addition, external security audits and penetration tests as well as regular updates should protect against vulnerabilities and potential attacks of cybercriminals. Moreover, customized professional services can help organizations to exploit the full potential of a business messenger.

8. How high are the costs?

There is lively competition among the established providers of business messengers, from which the customer benefits: High-quality, industry-specific solutions can be purchased at relatively low cost, and sometimes customer service and further developments are included for free in the standard offering. Nevertheless, organizations should compare the license, operating, maintenance and support costs and any development costs of the providers. Discounts on bulk pricing should also be taken into account. In any case, it makes sense to pay particular attention to the features and services that are important to one's own organization and that best meet an organization's respective catalog of requirements.

3.

Checklist:

Finding the right messenger for your organization

✓ 9. How quickly can which solution be deployed?

A business messenger app should be able to be hosted and deployed both via a German cloud - public or private - and on-premises. Normally if public cloud licenses are purchased, the messenger can be deployed immediately when the license is activated. The provision of LDAP/AD synchronization can automate user management and the import of user groups. The on-premises solution of a better business messenger, including installation in an MDM/UEM environment and setting of possible administrative preferences, can also be rolled out across an entire organization in a very short time. The connection of additional third-party systems should be possible via an SDK or open API interfaces, but is to be understood as an IT implementation project and is not included in a standard scope of services.

Careful selection is the basic prerequisite for successfully establishing a business messenger in the organization. In the following, you will learn about further important steps that need to be taken into account during the implementation.

Careful selection is the basic prerequisite for successfully establishing a business messenger in the organization.

4.

How to roll-out your business messenger

Once a business messenger has been selected, the next step is to introduce the solution and onboard the employees. This involves much more than simply purchasing the product. The following tips will help ensure that employees quickly accept the new communication solution, enjoy using it, and thus integrate it into their daily work in the long term.



- **Explain the ‘Why’:** Explain to your employees why a new solution is necessary and what the benefits will be for them. In the case of a messenger such as Teamwire, these include simplified communication, a consistent flow of information, efficient knowledge sharing, increased productivity and a stronger sense of team spirit.
- **Clarify administrator role:** Messengers for organizations include an administrative interface that allows them to set user permissions individually. Who is responsible for administration usually depends on the size of the organization. In small companies or associations, it may be the responsibility of the management; in corporate groups or public institutions, IT managers are the controlling entities.

4.

How to roll-out your business messenger

- **Ensure a quick start:** Keep the installation effort as low as possible by automating the registration. A good idea is to invite users via the administration portal or share a download link with brief instructions. It is also advisable to carry out a pre-configuration, i.e. add contacts and set up initial group chats, distribution lists and topic channels.
- **Point out features and functionalities:** Right from the start, make it clear that the business messenger is designed to meet the communication needs of the organization. Start with a simple live demo that shows how to send and receive text and voice messages, send images and documents, and use video calling. In a further step, go into more detail about previously unknown features and how to use them, such as alerts, group chats, attention messages, live location sharing, push-to-talk, etc.
- **Present use cases:** Demonstrating key features for organization-specific use cases using best practices has proven effective. It is advisable to run through scenarios that cannot be implemented efficiently with current solutions. Such “quick wins” are helpful in ensuring that employees associate positive user experiences with the new business messenger from the outset.
- **Provide point of contact:** Designate one or more “business messenger experts” to whom employees can turn in case of questions or uncertainties. This will create an atmosphere of trust. An integrated onboarding bot that gives organizational members a short introduction is also a useful aid.
- **Get everyone on board:** If a new communication solution is deployed, then the entire workforce should use it.

4.

How to roll-out your business messenger

Young employees (trainees or interns) will be the quickest to adapt apps because of their receptiveness to digital solutions. But managers should also set a good example by actively using the new communication tool.

Find internal ambassadors: If the business messenger has been in use for a while, it is advisable to identify particularly active users. They are predestined to act as internal ambassadors. In this role, they speak positively for the application. They are particularly authentic and can best pick up their colleagues.

Provide feedback opportunities: Every organization is unique with its specific use cases, so one business messenger can't cover them all right away. This makes it all the more important to give employees feedback options. The feedback can then be used to customize and expand the solution together with the provider.

The first positive changes in communication and internal organizational processes can be seen just a few weeks after launch. In the following insight into practice, we outline which scenarios can be optimized in which industry and how.

Right from the start, make it clear that the business messenger is designed to meet the communication needs of the organization.



5.

Business messaging in practice


A business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features:

 Police

 Healthcare

 Government & public authorities

 Financial services & insurances

 Military & defense

 Logistics & transport

 Tourism

 Production

 Retail

Whether for small to medium-sized companies, corporations, healthcare institutions, ministries, government ministries, public services, security authorities, or the police - a business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features.

The following examples and application scenarios show how Teamwire, with its industry-specific features, can make the most of its benefits in any industry.

Connecting all employees in an organization, such as mobile workers and those in the office/on site, and coordinating their activities can be implemented in an ideal way - no matter where the employees are located at the moment. Are reinforcements needed for a police operation, do mobile specialists require on-site support or do field staff want to exchange information with the office staff on an ad hoc basis? Teamwire always brings them together in the fastest way possible: either by means of real-time communication, attention messages such as alerts, announcements and notes, or live location transmission. Coordination by a central control center is just as possible as self-organized work and collaboration among the individual members of an organization.



PARTICULARLY RELEVANT FOR



With Teamwire, organizations ensure fast and reliable internal communication - even across decentralized locations and for stationary, remote or mobile employees

5.

Business messaging in practice

A business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features:

Police

Healthcare

Government & public authorities

Financial services & insurances

Military & defense

Logistics & transport

Tourism

Production

Retail



alike. Real-time information exchange via 1:1 chats and group chats succeeds through the sending of text, voice and image messages as well as via video calls, surveys and many other features. In this way, the wards of a medical facility can exchange information just as quickly and efficiently as the departments of a public authority or the divisions of a manufacturing or trading company. Important information from decision-makers, management, the board of directors, and the supervisory board is distributed to all concerned in the blink of an eye - no one is left out.



PARTICULARLY RELEVANT FOR



In certain industries, federation in the sense of inter-organizational communication with external parties is mandatory - whether with supplier, customer, and partner companies, peer authorities, or other organizations in the same industry. This is not only about technical exchange, but also about smooth processes and effective collaboration without detours. With the federation-capable business messenger Teamwire, autonomous organizations with their independent IT and server structures can be securely linked with each other


5.


Business messaging in practice


A business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features:


 Police

 Healthcare

 Government & public authorities

 Financial services & insurances

 Military & defense

 Logistics & transport

 Tourism

 Production

 Retail



enabling them to work together in an optimum manner during large-scale operations, supra-regional events or institutional partnerships. Especially in far-reaching crisis and emergency situations, the ability to communicate across organizations is often crucial.



PARTICULARLY RELEVANT FOR



Specifically in real-life emergency and crisis situations, as well as cyber-attacks, a business messenger operating in an independent and protected environment ensures communication - even if other systems fail. That's why it takes a central role in a crisis and emergency communications plan. With features such as push-to-talk, live location messaging, and alerts, it's possible to promptly inform those affected in an emergency, provide instructions for action, and coordinate responses so that situations can be optimally managed, economic damage can be avoided, and people can be protected.



PARTICULARLY RELEVANT FOR



5.

Business messaging in practice

A business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features:

Police

Healthcare

Government & public authorities

Financial services & insurances

Military & defense

Logistics & transport

Tourism

Production

Retail



Not only during emergency situations or crisis events is fast and smooth communication crucial. For many organizations, speeding up workflows and increasing productivity is a major concern when it comes to being competitive and fit for the future. With Teamwire, processes can be digitalized and automated, such as mobile workers or emergency personnel capturing information via smartphone in the field and then digitally processing the data on a desktop PC. This reduces manual work, unnecessary tasks and increases productivity. Similarly, the automation of communication and other processes with the help of chat bots can save valuable resources and immensely accelerate processes - not only, but in particular in emergencies.



PARTICULARLY RELEVANT FOR



In addition to the speed of communication, which can be crucial in certain situations, data protection and data security also play a central role. The handling of sensitive and personal data - such as of staff, customers, or patients - is not only regulated by law, but also imposes


5.


Business messaging in practice


A business messenger like Teamwire perfectly meets the needs of numerous industries with its sophisticated and diverse features:

 Police

 Healthcare

 Government & public authorities

 Financial services & insurances

 Military & defense

 Logistics & transport

 Tourism

 Production

 Retail

Contact sales ⁽¹⁶⁾



Would you like to know how a business messenger can support your organization in specific scenarios? We would be happy to advise you!

REQUEST CONSULTING



requirements on the messenger from the perspective of organizational compliance. With appropriate features that follow the principles of privacy by design and zero trust, with guaranteed data sovereignty by the provider, and with the possibility of mapping necessary role and rights concepts, organizations are always on the safe side with their messaging communication.



PARTICULARLY RELEVANT FOR



The identification of relevance in these application scenarios is based solely on empirical values that show in which industries the business messenger Teamwire has already been able to achieve positive effects. However, Teamwire unfolds its potential differently in each individual case and continues to develop in line with new enterprise as well as industry-specific requirements. ⁽¹⁶⁾

5.

Business messaging in practice

A look at how police, healthcare, governments and public authorities benefit from using a business messenger



POLICE

Central control of all operations, hazards and damage situations

Mission-specific communication via group chats between mission control and mobile officers

Sharing of live locations, photos and videos from incident scenes and missions

Exchange of mission descriptions and files (e.g. tracings and missing people) in real time

Direct push-to-talk voice exchange without additional terminal equipment

Federated arrangements for nationwide or cross-border operations and large-scale events

Reading hints



Read everything you need to know about the use of Teamwire by police and security authorities online!

[OPEN LINK](#)

Learn more in the Case Study of the Bavarian Police!

[OPEN LINK](#)



HEALTHCARE

Easy discussion of patient cases

Fast exchange between ward staff and medical specialists through predefined group chats

Protection of patient data and files

Integration with HR systems, for example for leave approval processes

Mobile information channel that allows all staff to be kept up-to-date

Real-time coordination for improved patient care

Instant emergency communication during critical incidents and disasters using alerts

Accelerated workflows through connection to HIS systems

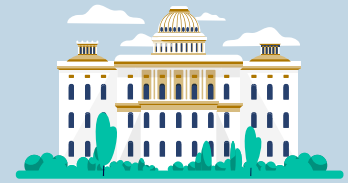
Networking of all healthcare providers and carriers

Reading hint



Find out everything you need to know about the use of Teamwire in healthcare on our industry page.

[OPEN LINK](#)



GOVERNMENT & PUBLIC AUTHORITIES

Easily connect mobile workforces and office workers

Secure WhatsApp alternative for confidential information

High data security and clear user rights through administration portal

Targeted internal communication - mobile or desktop - via group chats, voice messages and video calls

Secure external communication with citizens via "WhatsApp for Business" integration

Digitalized workflows via software development kit and open API interfaces, for example to query vehicle owner data

More efficient and accelerated work processes thanks to possible integrated chat bots, for example for building yards

Reading hints



What distinguishes a messenger for ministries, government and public authorities - we'll tell you on our website.

[OPEN LINK](#)

Convince yourself of the messenger and bot solution for public authorities in the case study of the city of Zirndorf!

[OPEN LINK](#)

6.

Messenger etiquette:

11 golden rules for a good communication

We know from practical experience that messaging communication can sometimes be misunderstood due to the short text messages. The mere implementation of a tool is not the only criterion for success. That's why we conclude by telling you 11 golden rules for communicating with a business messenger like Teamwire.

To ensure that a business messenger provides your organization with the best possible support for communication, coordination and collaboration relevant to your areas of operation, and that your employees enjoy using the messenger, there is one final step to consider: As with other channels of daily internal communication, such as email, phone, face-to-face conversations, etc., it's important to maintain a good rapport. How do employees of an organization communicate properly via messenger? Find out the 11 golden rules for an appreciative exchange here:

Keep messages short and sweet: Concise sentences are key when messaging. If the information cannot be conveyed in a few sentences, a voice message or video call is recommended. If there is a lot of information to be communicated, it is advisable to bundle it in an e-mail or arrange a personal meeting. Sending extensive information via text message is not only annoying for the recipient, but also defeats the purpose of concise transmission.

6.

Messenger etiquette:

11 golden rules for a good communication

Group chats act as a central linking point so that specific employees can exchange information directly.



- Reply all at once:** Some employees have the habit of sending each sentence of a text message one at a time. For the recipient, this means many successive beeps, which can rightly disturb them. It is better to respond to a topic in a bundle and structured manner using spaces and paragraphs.
- Remain professional:** Every text sent reflects your own professionalism. During the first contact, it is advisable to introduce yourself briefly in one sentence. Capital letters and bold text have no place here. Also refrain from exaggerated punctuation such as “???” and “!!!”. It implies that the message is shouted or that excessive importance is attached to it. The same applies to emoticons and abbreviations. Everyone interprets emoticons differently and may not know all the abbreviations, so this can quickly lead to confusion.
- Utilize group chats in a meaningful way:** Group chats act as a central linking point so that specific employees can exchange information directly. Sometimes entire departments and teams are stored in the chats. It is important to always separate professional from leisure-oriented group chats. Chain messages, voting on events, silly videos, etc. should be shared in a separate group chat.

6.

Messenger etiquette:

11 golden rules for a good communication

Despite flexible working hours, it is a good practice to send text messages during official working hours.



Respond promptly: There are often unconscious “rankings” in the mind as to how quickly colleagues respond to a particular communication channel. Anyone who receives a message should respond promptly. This is because the chosen communication channel implies that the sender needs and sometimes expects a quick response. If a timely response is not possible, one should apologize briefly for this in the reply.

Text at reasonable hours: Despite flexible working hours, it is a good practice to send text messages during official working hours. Because for some people, receiving messages late in the evening or very early in the morning is downright a red rag. If it is a personal reminder, for example, this should simply be noted in the message. Precise wording or codes such as “not urgent, but important” or “urgent and important” provide information about the priority.

Be patient: Situations can always arise in which the other person cannot answer immediately - even though the message has already been received and read. Of course, you are allowed to follow up, but you should wait up to three hours, depending on the urgency.

6.

Messenger etiquette:

11 golden rules for a good communication



- **Pay attention to the way of expression:** A text message can only be read and not supported by gestures or facial expressions. Sarcasm or sharp words should be avoided, as they can be misunderstood and lead to misinterpretation. It is therefore advisable to use neutral formulations and polite words.
- **Proofread and check links:** Text messages do stand for a quick response. Nevertheless, they should always be checked for grammar and spelling. Autocorrect should also be checked regularly. An integrated link should also be tested for functionality before sending.
- **End the dialog politely:** Once the topic under discussion has been dealt with, it is advisable to end the conversation with a thank you or a promise to report back soon.
- **Select a suitable profile picture:** The profile picture should match the organization. A serious photo or - quite simply - the initials of the employee are a good choice here.

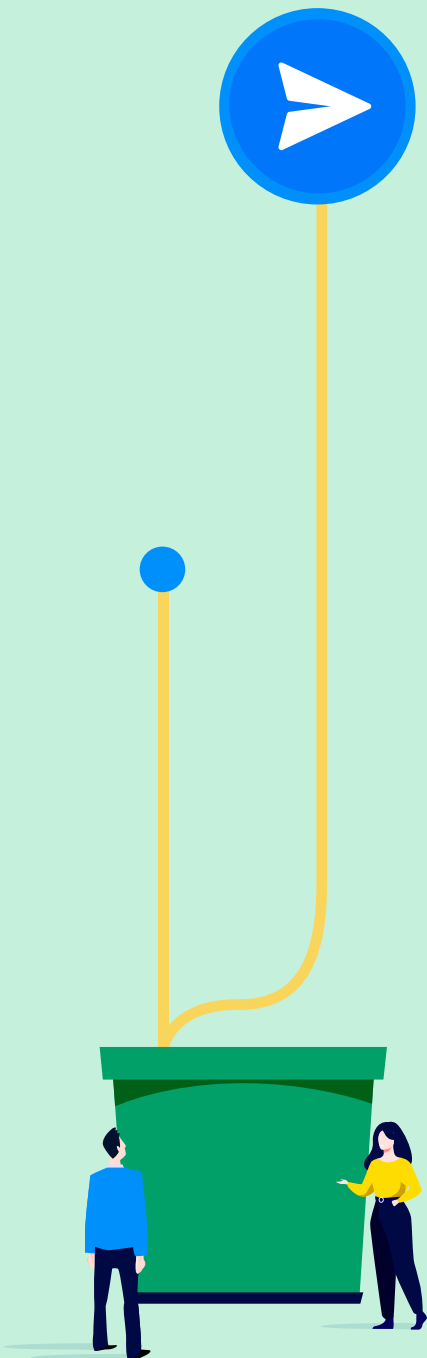
If you internalize these 11 basic rules, you will be able to exploit the full potential of a business messenger in internal communication.

Conclusion

It is too early to say where the future of internal communication will take us. What is certain, however, is that messengers are part of everyday life - both private and professional. A messenger for enterprises, public authorities and other organizations like healthcare can provide simple, crisis-proof and secure communication that includes all employees and seamlessly connects them with each other. This should be a standard in all organizations nowadays.

On the way to the most effective communication solution, it is not only necessary to align the important topic of “security”, i.e. the specific organizational interests and requirements, with the ease of use for employees. To achieve broad user acceptance for a new solution, the roll-out process should be accompanied appropriately and the reduction in workload should be immediately noticeable to employees.

Organizations that choose a rapidly deployable and functionally mature communication solution like Teamwire are laying the foundation for a digital future in which communication will become significantly easier and work processes will be increasingly automated. What's more, they will benefit from greater digital resilience due to continuous innovation and from the fact that Teamwire always maintains a close relationship with its customers. With its ear to the market, Teamwire therefore delivers exactly what the various industries require for smooth communication and collaboration regardless of the size of the organization - now and in the future.



About Teamwire

With its eponymous business messenger app, Teamwire GmbH is specialized in secure, fast and sovereign exchange via text and voice messages as well as video calling for companies, public authorities, blue-light organizations and the healthcare sector. Founded in 2015 and headquartered in Munich with additional locations in Düsseldorf and Madrid, the company enables productive communication by connecting mobile employees and office workers with each other and with external contacts (partners, customers, etc.). The business messenger offers features specifically tailored to the needs of companies, government agencies and other organizations, allows professional administration and ensures the highest security requirements. The company complies with all European data protection requirements and the GDPR. Numerous customers rely on Teamwire, including the Police, the Federal Ministry of Labor and Social Affairs, Chemnitz Hospital, TÜV Rheinland, Dataport and Vodafone.

[teamwire.eu](https://www.teamwire.eu)

Imprint

Publisher

Teamwire GmbH
Tittmoninger Street 11
81679 Munich

teamwire.eu

E-mail: info@teamwire.eu

© Teamwire GmbH, 2022

All rights reserved - including those concerning the reproduction, editing, distribution and any kind of exploitation of the contents of this document or parts thereof outside the limits of copyright law. Actions in this sense require the written consent of Teamwire. Teamwire reserves the right to make updates and changes to the content. All data and content visible on screenshots, graphics and other visual material are for demonstration purposes only. Teamwire assumes no responsibility for the content of this presentation.

Management

Tobias Stepan

Register court: Local court Munich HRB
187102

Concept

Martina Yazgan, Teamwire GmbH,
teamwire.eu

Franziska Pleßke & Jennifer Köhler,
Möller Horcher Kommunikation GmbH,
moeller-horcher.de

Text

Martina Yazgan, Teamwire GmbH,
teamwire.eu

Franziska Pleßke & Jennifer Köhler,
Möller Horcher Kommunikation GmbH,
moeller-horcher.de

Design

Salva González, Teamwire GmbH,
teamwire.eu

Edition 1

The contents of this whitepaper have been prepared with the greatest care. However, we cannot guarantee the accuracy, completeness and timeliness.