

WhatsApp Enable Your Business

Webinar



Speakers



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Topics Covered



- Regulatory landscape and industry trends
- Incorporating WhatsApp into your communication strategy
- WhatsApp Personal vs. Business accounts
- Global Relay's WhatsApp solution & live product demo

Regulatory Oversight



Business
JPMorgan fined \$200 million for allowing employees to do business on private devices

Bloomberg

• Live Now Markets Technology Politics **Wealth** Pursuits Opinion Businessweek

Wealth
Morgan Stanley Misuse of Personal Devices Costs \$200 Million

- Bank is part of a probe across Wall Street into communication
- Regulators are looking to change the way devices are monitored

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8:15 AM PDT
Last Updated 7 days ago

Finance

Bank of America fined \$200 million for allowing bankers' use of personal devices

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Swiss banker removed from industry after sending unauthorised messages to regulators

Regulators target industry's use of private applications

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Swiss bank dismisses trader over unauthorised personal messages to client

Trader dismissed for sending unauthorised messages to client

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Opinion **US & Canadian companies**

✓ **Memo to Wall Street: don't touch that delete button!**



Business Communication and the Changing Landscape



Remote work has changed the way we collaborate

- Generational shift in workforce
- BYOD demand is growing

Industry Challenges



Prohibiting more flexible forms of communication like Text and WhatsApp isn't working.

- How can businesses ensure clear separation of business & personal communication?
- How can IT teams mitigate multi-vendor dependency?
- What are the risks of implementation vs. inaction?

Firms must adapt policies and source solutions that address these issues.

Incorporating WhatsApp into your Mobile Strategy



Clients want to communicate on their terms, including via: Text, voice calls, Instant Messaging, WhatsApp, and other consumer messaging types.



Key Considerations:

- WhatsApp user identity is tied to a phone number (both for Personal & Business accounts)
- BYOD vs. COPE – What is the best approach for your firm?
- Front and back office considerations
- How is WhatsApp archived in your environment?

Personal vs. Business WhatsApp Accounts



- Personal accounts are not designed to be captured for compliance
- Firm owns business accounts and administration of phone numbers
- Authenticate business users via your Identity Management System
- Compliant Business app deployment via certified channels (App Store, Google Play, or via MDM)

Global Relay's Relationship with WhatsApp



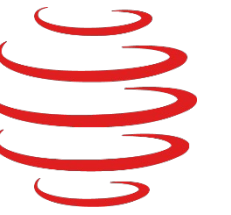
- WhatsApp's Compliance Business Solution Provider (BSP)
- Direct access to WhatsApp Cloud API (no 3rd party required)
- Direct support ticketing with WhatsApp
- Global Relay owns the full WhatsApp administration process (WABA accounts)
- Tighter product integration (do not clone or mirror apps)



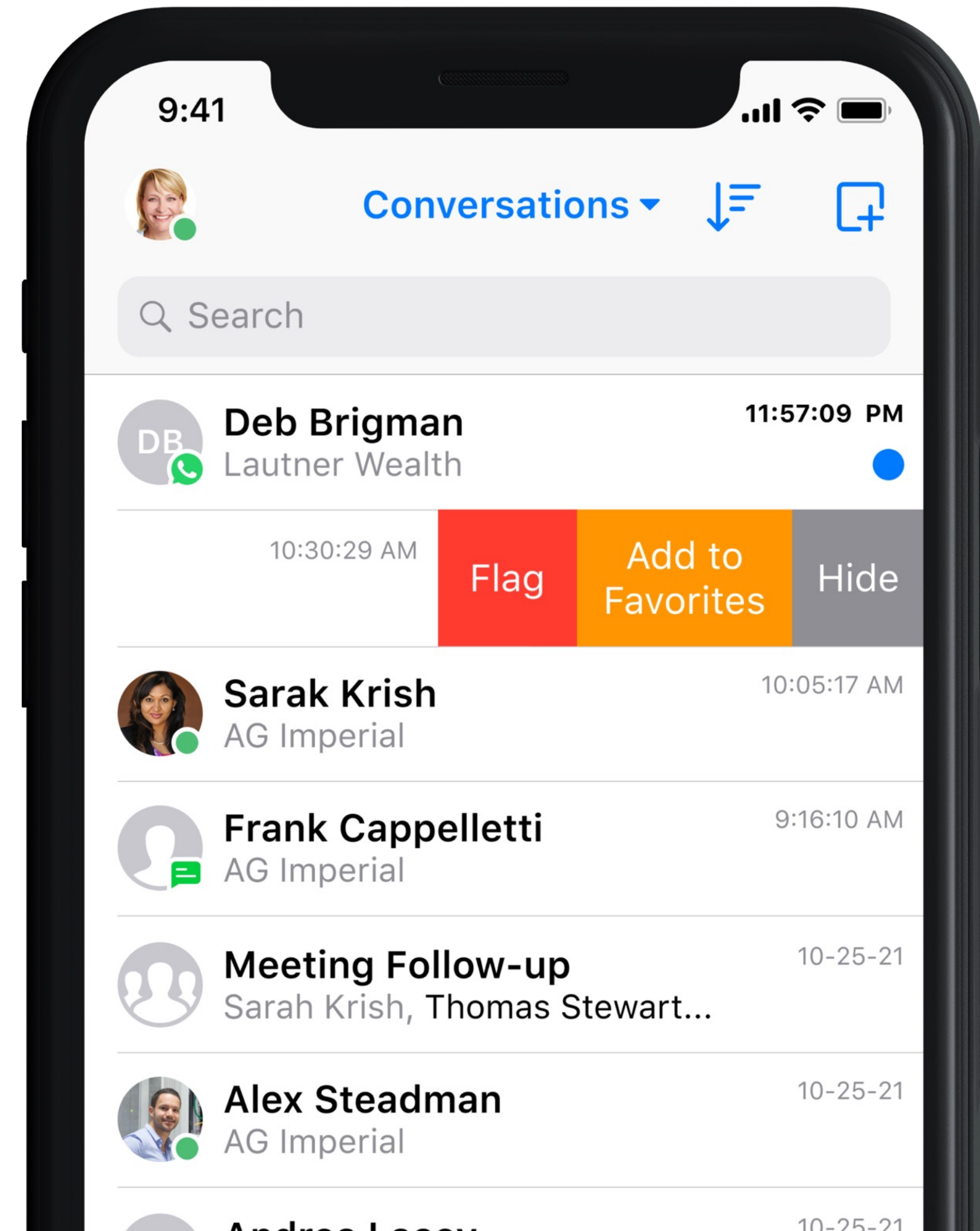
WhatsApp Business for Global Relay Real-Time Demonstration



What Makes Our UC Offering Unique



- Only Unified Communications vendor with 20+ year track record in compliance
- Gartner Leader for Enterprise Information Archiving 10 years
- One App for - IM, Text, WhatsApp, Voice and more
- Only Unified Communications product with built-in compliance archive
- Certified connection with Meta via WhatsApp Cloud API



Getting Started



1 Identify your user base:

- How many BYOD and/or corporate devices are being used?

2 Determine the best phone number setup:

- Is a new business number required? (virtual number)
- Can you leverage an existing number? (corporate mobile or landline/VoIP line)

3 Reach out to collaborate@globalrelay.net for next steps!



Thank You