



## DATA SHEET

### KEY BENEFITS

The VeriSign Enterprise Messaging Service offers a secure and seamless way for businesses to communicate with customers and employees across wireless carriers, anytime, anywhere.

#### *Improve Efficiencies*

Through the use of the VeriSign messaging and software solution, enterprises can increase profitability in several ways:

- Disseminate information more Quickly
- Optimize business processes
- Reduce the number of call center calls
- Increase response times
- Increase customer awareness

#### *Scalability*

The solution allows businesses to simultaneously send a message to a group of customers, partners, or employees.

#### *Comprehensive Data Security*

The VeriSign Enterprise Messaging Service is hosted in a highly secure data center, offering uncompromised data integrity between the application server and network entry point.

## VeriSign® Enterprise Messaging Service

The VeriSign® Enterprise Messaging Service provides a robust, device-agnostic, cross-carrier messaging solution that allows businesses to send time- and event-based messages and alerts domestically or internationally via text message, voice mail, or email. A number of leading corporations around the world rely on the VeriSign messaging infrastructure to communicate externally with customers and internally with employees. The VeriSign Enterprise Messaging Service also provides advanced reporting capabilities delivered via a secure Web site to help enterprises monitor and evaluate the effectiveness of their messaging in real-time and across channels.

The VeriSign Enterprise Messaging Service seamlessly handles diverse wireless technologies, carrier integration, and mobile device complexities to enable enterprises to mobilize their communication, collaboration, and workflow applications on any mobile device, including pagers, one-way and two-way short messaging service (SMS) phones, wireless application protocol (WAP) phones, personal digital assistants (PDAs), Research In Motion® (RIM®) devices, J2ME™ handsets, BREW® handsets, and more.

The VeriSign® messaging software provides customized connectivity with legacy software and databases, and is available on a licensed or hosted basis. The Enterprise Messaging Service software enables businesses to set up and send automated messages to customers, employees, or partners based on customized triggers. It also provides a Web interface from which staff can create and send messages, view detailed delivery reports, and route replies intelligently, based on preferences set by a customer, vendor, or employee.

### + Enterprise Messaging Service Features

#### Seamless Message Creation and Global Delivery

The Enterprise Messaging Service leverages existing infrastructure and processes to create and deliver messages to customers, partners, and/or employees.

- **Global Network**—Insures timely and accurate message delivery, connecting to more than 400 pager and telephony networks worldwide.
- **Escalation**—Administrators can monitor the status of messages and retry and/or escalate delivery via another specified format, insuring that urgent alerts are delivered to recipients according to pre-defined preferences.



Where it all comes together.™



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### VERISIGN® MOBILE DELIVERY SERVICES

The VeriSign Enterprise Messaging Service is part of a broad portfolio of mobile delivery services that enables companies to send interactive text messages and multi-media content globally across wireless carriers and mobile devices. By leveraging world-class IP and telecommunications infrastructure, VeriSign offers industry-proven security, interoperability, reliability, adaptability, availability, and scalability.

#### + Multiple Modalities for Message Delivery

Advanced Group Messaging/Broadcasting

The VeriSign software solution allows administrators to create and send messages from a secure Web site, create broadcast groups, and set custom priority levels to different types of messaging. Additional features include:

- **Group Creation**—The VeriSign software solution supports automated group creation through an upload or via connectors into corporate directories or lightweight directory access protocol (LDAP) and open database connectivity (ODBC) compliant databases.
- **Two-Way Messaging**—The query-and-response engine supports two-way messaging, enabling users to respond to notifications delivered to their mobile device.
- **Multilingual, Multiple Time Zone Support**—Unicode provides the ability to send messages in multiple languages. Administrators can also schedule messages across multiple time zones.
- **Enterprise Connectors**—The VeriSign software solution has standard XML formats for accepting streamed content over HTTP or TCP/IP. Also supported are standardized interfaces to enterprise solutions, including Remedy®, Siebel,™ Oracle®, Clarify, PeopleSoft, Talisma®, Microsoft® Exchange, and Lotus Notes®.

#### + Intelligent Message Processing

The VeriSign Enterprise Messaging Service supports multiple routes to every network and uses intelligent routing to determine the best route available for message delivery. Additional features include message retry, load balancing, message specifications, and device rendering.

#### + Monitoring Tools and Interfaces

The VeriSign software solution provides real-time, Web-based monitoring tools, providing the health status of enterprise connectors and the messaging network. Administrators can also trace delivery path, status, and confirmation for each message on a secure Web site and generate and analyze usage reports by end user, application, and service.

#### + Advanced Security Measures

The VeriSign Enterprise Messaging Service provides secure messaging architecture, ensuring that “clear text” is never transmitted over wires. Other security features include:

- **Encryption**—The architecture provides 3DES encryption for all data stored in the system and two-way cipher encryption within the system. No data is kept as clear text.
- **Connectivity**—Accessibility to the integrated networks includes secure connectivity via Internet, VPN, or a dedicated line using HTTPS over Secure Sockets Layer (SSL) Certificates (X.509) at server and client end.

Visit us at [www.Verisign.com](http://www.Verisign.com) for more information.

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