

# Enterprise IT and security



**The most successful businesses have best-in-class IT and security teams. But these teams are under increasing pressure from cyber threats, constantly changing technologies, and even budget constraints.**

What your IT and security staff need are solutions that help them make informed decisions without delay. This requires ultra-efficient and reliable communication, and that's where mobile messaging comes in. By using mobile messaging to relay information from systems to people, your teams can provide broader coverage and respond to incidents more quickly.

## **Why text?**

Everyone has a mobile device on them nearly all the time. That's why over 90% of text messages are read within three minutes. Text messaging is the quickest and most ubiquitous channel for delivering critical information.

By using mobile messaging to let people know about incidents, outages and emergencies, IT and security teams can help guarantee business continuity while improving IT and support management.



Here are some of the ways you can use text as part of your IT and security set-up:

### **For business continuity**

- Automated incident management
- Network and system monitoring alerts
- Emergency notifications (one-way and two-way)
- Global one-way and two-way messaging
- Rich Communication Services (RCS)

### **For IT and support management**

- Ticket life cycle management: awareness, ownership, updates, conditional escalation and closure
- Staff appointment reminders, shift and on-call change notification, personnel scheduling and shift exchanges
- System health notifications
- IT surveys and feedback

### **Security, authentication and fraud protection**

- Compliance automation and notification
- Two-factor authentication (2FA)
- Password change reminders and resets
- Fraud alerts

## How it works: Ticket and escalation notifications

Efficient communication with the right visibility across the IT organization is critical to success. A network glitch or outage can impact your SLAs, putting both your reputation and your customer relationships at risk. With mobile notifications, you can easily alert the right staff, then automatically escalate to gain additional support or management visibility when needed.

New ticket notifications can be sent to specific teams.

A new Severity Level 1 ticket has been opened. Ticket ID [20140413](#). Reply ACCEPT to assign this ticket to you.

ACCEPT

Two-way messaging enables a ticket to be assigned to a particular team.

Ticket ID [20140413](#) has been assigned. Reply CLOSE to close this ticket.

Today at 1:30PM

Automatically send warning messages for increased visibility and escalation.

**WARNING:** Ticket ID [20140413](#) is approaching its SLA.

CLOSE

Enable ticket closing and show confirmation.

Ticket ID [20140413](#) has been closed.

Today at 2:49PM

## Single-purpose solution or mobile messaging platform?

Some enterprises let their lines-of-business and functional owners source their own single-purpose mobile engagement solutions. We'd recommend a more strategic approach using a mobile messaging platform that supports numerous use cases across the whole business.

Here are just a few of the benefits of taking a strategic approach:

- Lower costs to manage fewer vendors and integrations
- Consistent mobile engagement delivery
- Scale across enterprise functional groups
- Global coverage
- Lower security and privacy risks
- Increased cross-organizational data sharing

### **Meet indigo**

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create effective messaging campaigns, and they don't need to be super technical to do it.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)

### **We are OpenMarket**

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

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