

# WhatsApp Enable Your Business

Compliant connection to your customers and prospects using WhatsApp



*Connect now*

## Your Compliance Solution

### EMPOWER YOUR EMPLOYEES

- ✓ Connect to customers on the apps they use. Accelerate business growth and outpace your competitors.
- ✓ The Global Relay App is tied to a business number. It separates your business relationships from your personal life and eliminates compliance risk.
- ✓ Voice, Text, WhatsApp and Search combined in our omni-channel app is simple, convenient and compliant.

### BE WHATSAPP COMPLIANT

- ✓ Relationships matter. Global Relay's relationship with WhatsApp marries community with compliance.
- ✓ Your WhatsApp Business Account (WABA) is the cornerstone of your brand. Global Relay provides centralized management of your WhatsApp-enabled workforce, ensuring compliant data capture and archiving.
- ✓ As a direct WhatsApp Business Solution Provider (BSP), we work with Meta to provide complete 24/7 support.

### LEVERAGE YOUR BRAND

- ✓ Your credibility online is tied to the strength of your brand presence. A new prospect will trust a connection from an authentic and notable business account which verifies your company, logo and line of business.
- ✓ We give you the tools to present your brand in an organized and professional manner. Automated templates and disclaimers ensure consistency and compliance.

### MAINTAIN CONTROL

- ✓ Our Connectors capture, reconcile, and structure WhatsApp data, preserving its original format to ensure quality, accuracy and completeness, with delivery to our archive or yours.
- ✓ The Global Relay App, tied to your Business number (owned by your company), protects and retains your customers and their records.
- ✓ Our integrated compliance technology stack meets core regulatory requirements (SEC, FINRA, FCA, MIFID II).

[globalrelay.com/whatsapp](https://globalrelay.com/whatsapp)

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# Global Relay App

## One Phone, Two Numbers



## Separate Your Business and Personal Life



### SOCIAL MESSAGING FOR BUSINESS

A second number enables you to connect with your customers, represent your company and remain compliant.

### COMPLETE BYOD

A Mobile Device Management (MDM) service is only part of your BYOD solution. A second number with the Global Relay App makes it complete.

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It's a matter of integrity, reputation, and control





# Credibility in the Eyes of Your Customer And Compliant for Business

## *Your Brand on WhatsApp*

### ✓ *Your Verified Business Account*

Global Relay enables your brand

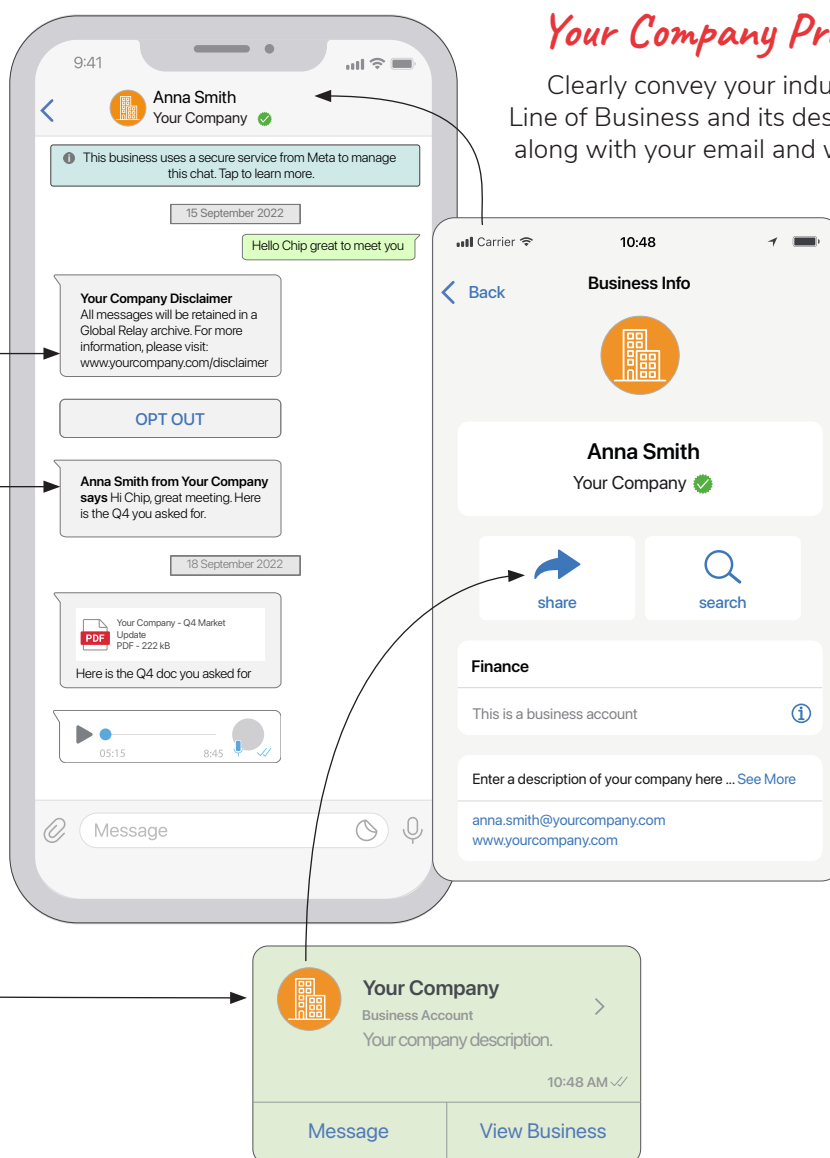
- ✓ Logo
- ✓ Company name
- ✓ Line of Business
- ✓ Verified authentic and notable business account

### *Your Custom Disclaimer for each Line of Business*

### *Your Introduction Template*

### *Your Company Profile*

Clearly convey your industry, Line of Business and its description along with your email and website



## SETTING YOU UP FOR SUCCESS

Global Relay works with you to provide a complete technical implementation and representation of your business and its brand on WhatsApp.

## YOUR NEXT REFERRAL

A client's referral, with a simple Share in your Profile is the easiest way to grow your business.

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# The Global Relay App is Flexible

## WhatsApp Enable BYOD, Landline, Corporate Mobile

### *BYOD - one phone, two numbers*

- Registering new phone numbers or porting existing numbers
- Separating your business and personal life
- WhatsApp enablement fully automated by Global Relay

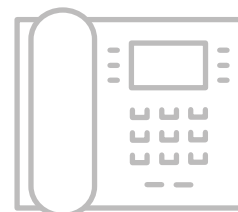
Global Relay App enables Voice, Text, WhatsApp and Search.



### *Landline, leveraging your existing number*

- North America only (+1 country code)
- Zero disruption, retain your existing telco voice plan
- WhatsApp enablement fully automated by Global Relay

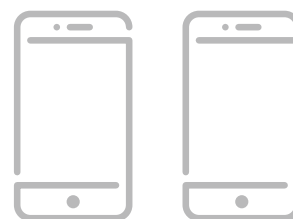
Global Relay App enables Text, WhatsApp and Search.



### *Corporate mobile, no carrier plan impact*

- Registering existing phone numbers
- Text (SMS) is captured via carrier partners of Global Relay
- WhatsApp enablement requires employee confirmation by text

Global Relay App enables WhatsApp and Search.



#### **BYOD**

Global Relay App BYOD deployment has the lowest Total Cost of Ownership and cleanest separation of business and personal life.

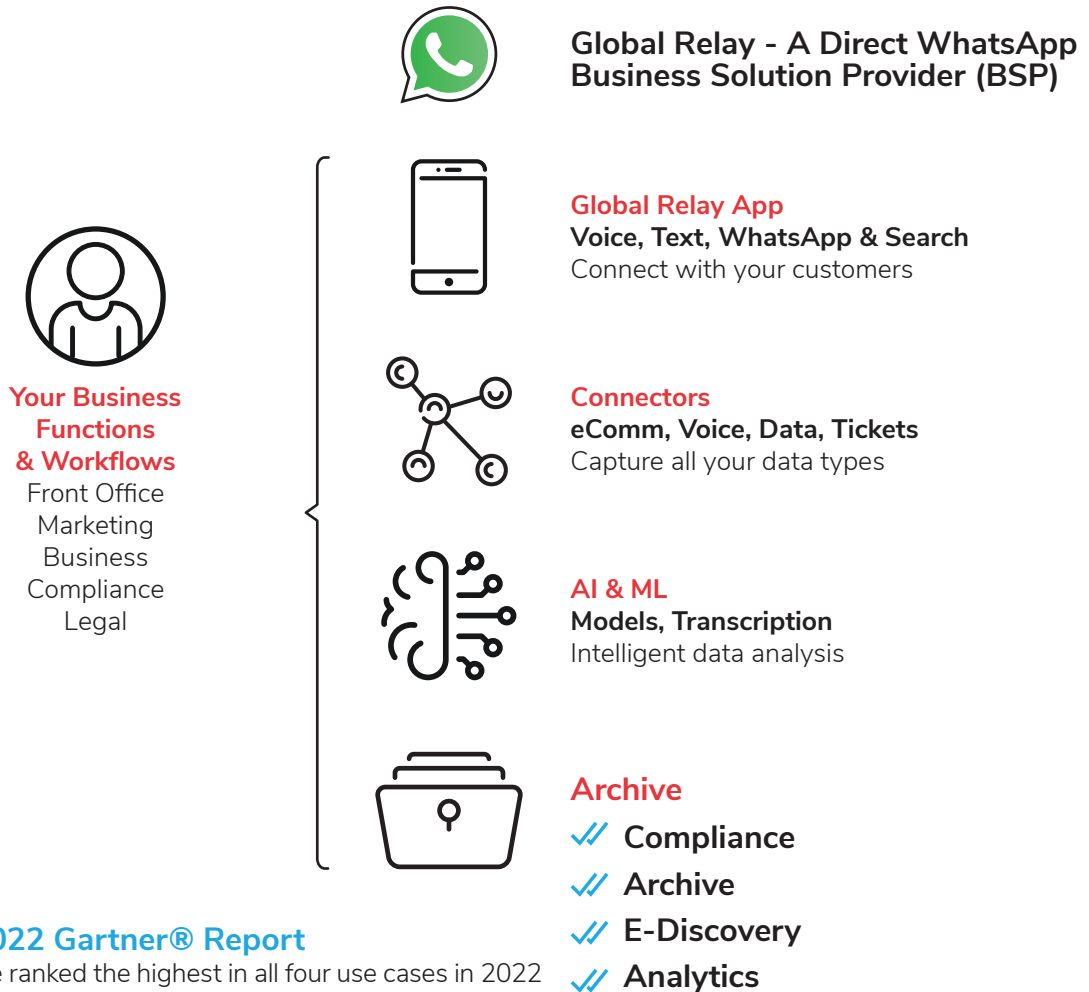
#### **ACCESS**

All Global Relay App deployments above are synchronized across Mobile (iOS & Android), Desktop and Web.

# Your Integrated Compliance Solution Starts with the Global Relay App



## Our Compliance Technology Stack



### Ranked #1 In 2022 Gartner® Report

Global Relay Archive ranked the highest in all four use cases in 2022 Gartner® Critical Capabilities for Enterprise Information Archiving

Source: Gartner, Critical Capabilities for Enterprise Information Archiving, 24 January 2022, By Michael Hoeck, Jeff Vogel, Chandra Mukhyala.

### GLOBAL RELAY APP

Design-driven workflows optimized for compliant recordkeeping across every channel. Deploy our app as part of your compliance policy and all forms of communication (voice, text, enterprise & social messaging) meet supervision and recordkeeping rules.

### OUR TECHNOLOGY STACK

Our connectors capture every data type. We then classify and apply AI and ML enrichment. Each object is encrypted leveraging a Hardware Security Model (HSM), and stored as a business record with a unique sequential serial number.

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# Global Relay

## A Leader in Compliance Technology



*Driven by Innovation*



*Market Experience  
& Ability to Execute*

### THERE IS A BETTER WAY

In a perfect world, you would have one Gold Copy of all company data, access controlled and available to all stakeholders across mobile & desktop.

We achieve this by segregating Functions, ring-fenced environments with configurable entitlements and absolute confidentiality e.g. Marketing, Business, Compliance, Legal, etc.

Regulated customers rely on us to simplify their environment, reduce cost and control business risk.

### KNOW YOUR VENDOR

Choosing the right vendor is a critical decision. Regulators require that you conduct annual due diligence on your vendor to protect yourself from risks and potential enforcement.

We provide a comprehensive due diligence documentation package for your analysis or annual audit, including a SOC 2 audit test and report.



### TWO DECADES OF INNOVATION

We invented message archiving & supervision in the cloud and set the standard for the industry.

We design, build, own and operate our technology stack, connecting to an ever changing ecosystem of enterprise & social messaging, voice and data platforms.

Our customers depend on our supervision, recordkeeping and a single Gold Copy of their data, stored in our private data centers to meet their regulatory obligations.

### OUR SECURITY STANDARDS

Secure, compliant recordkeeping has been the core of our business for two decades. Regulators require firms to consider the capability, experience and competence of the vendors they use.

Our rigorous security approach protects the accessibility, integrity, and confidentiality of your business records. We are ISO 27001 certified.



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# WhatsApp for Business Enabled by Global Relay in 4 steps

## 1. Register your company with Meta

Customer:

- Registers a **Meta Business Management Account (BM)** in the **Meta Business Suite**
- Set up an Administrator under the BM
- Administrator provides BM ID to Global Relay

Global Relay:

- Enables Customer, Global Relay and WhatsApp integration

WhatsApp integration is now live



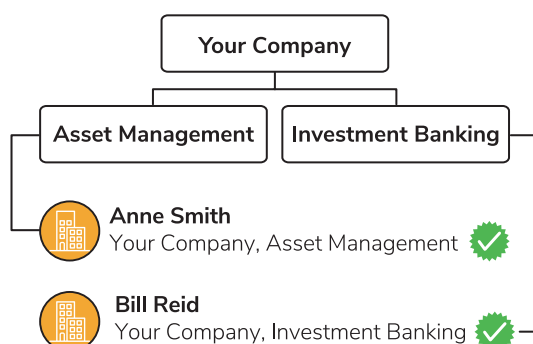
## 3. Approve your WhatsApp Business Accounts (WABA) with Meta

Global Relay:

- Creates one or more WABAs on behalf of the customer for each LOB
- Notifies customer's Administrator of WABA creation within the Meta Business Suite

Customer:

- Approves WABAs



Contact your authorized Global Relay reseller to get started

## 2. Confirm your Line of Business

Customer to provide Global Relay with:

- Each **Line of Business (LOB)** and its display name
- A disclaimer for each LOB
- An estimated number of WhatsApp for Business users for each LOB

Global Relay:

- Sets up custom disclaimer for each LOB
- Sets up required introduction template for each LOB
- Automates required business initiated conversation templates for text, media and documents
- Manages your clients Opt-Out service (GDPR/privacy)

## 4. Activate your service

Customer determines the phone number enablement policy within each LOB

- BYOD, Landline or Corporate Mobile

Global Relay provisions the above phone numbers based on:

- Customer's LOB Groups (manual)
- Customer's Active Directory Groups (SCIM automation)

WhatsApp verifies your authentic and notable Business Accounts

Employee is WhatsApp enabled in the Global Relay App

*Your Verified  
Business Account*




For a complete Configuration Guide visit [globalrelay.com/whatsapp](https://globalrelay.com/whatsapp)



# Global Relay App US Capability Guide



	BYOD	Corporate	Landline
Voice	✓	carrier	-
Text	✓	✓ <sup>1</sup>	✓
WhatsApp	✓	✓	✓
IM	✓	✓	✓
Voice Rec.	✓	-	-
Search <sup>2</sup>	✓	✓	✓

## SUMMARY INFORMATION

Country code +1  
Number porting with customer retaining ownership  
Porting of corporate number to BYOD number available  
Domestic voice & text (default)  
International voice & text  
Carrier (mobile) Data or Wifi enabled  
Messaging API  
Android, iOS, & Desktop

## ADMINISTRATION

Assign / Reassign phone numbers to employees  
Company Disclaimers  
Client Opt- Out service (GDPR/privacy)  
MDM support

## CORPORATE PHONES

<sup>1</sup>Text (SMS) is captured via carrier partners

## <sup>2</sup>SEARCH

Mobile and desktop access to GR App data; all Connector data and corporate email

Download the full list of country capabilities guide [here](#)


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# Global Relay App UK Capability Guide



	BYOD	Corporate	Landline
Voice	✓	carrier	-
Text	✓	✓ <sup>1</sup>	-
WhatsApp	✓	✓	✓
IM	✓	✓	✓
Voice Rec.	✓	-	-
Search <sup>2</sup>	✓	✓	✓

## SUMMARY INFORMATION

Country code +44  
Number porting with customer retaining ownership  
Porting of corporate number to BYOD number available  
Domestic voice & text (default)  
International voice & text  
Carrier (mobile) Data or Wifi enabled  
Messaging API  
Android, iOS, & Desktop

## ADMINISTRATION

Assign / Reassign phone numbers to employees  
Company Disclaimers  
Client Opt- Out service (GDPR/privacy)  
MDM support

## CORPORATE PHONES

<sup>1</sup>Text (SMS) is captured via carrier partners

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<sup>2</sup>Mobile and desktop access to GR App data; all Connector data and corporate email

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