Your compliant WhatsApp solution
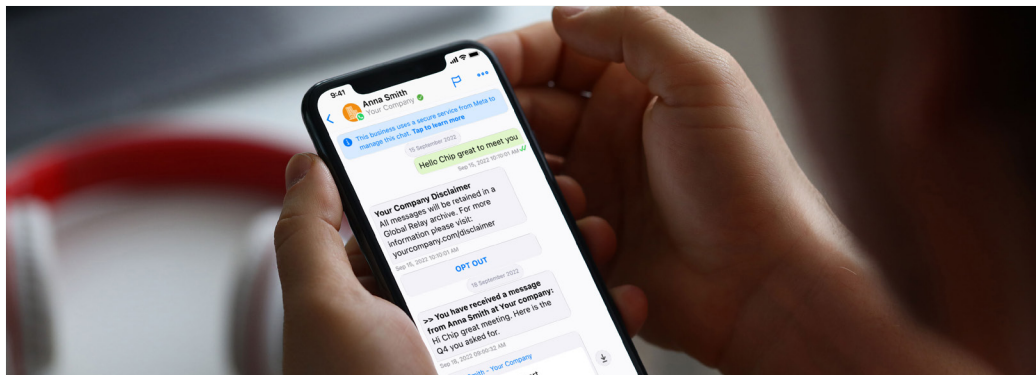
Get compliant

Compliant connection to your customers and prospects using WhatsApp

🟢 globalrelay.com/whatsapp

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 highlights 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).
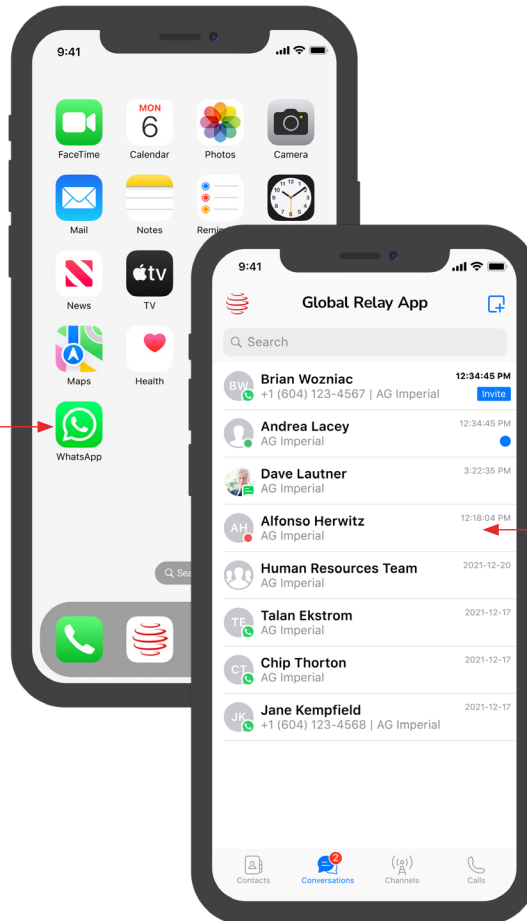
Global Relay App: one phone, two numbers

Separate your business and personal life

Your personal life

- Your phone number
- Your apps
- Your personal relationships

Your personal WhatsApp →

Your business life

- Your business number
- Your contacts
- Your calls, text and WhatsApp for Business

← **Your WhatsApp for business**

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.

Credibility in the eyes of your customer and compliant for business

Your brand on WhatsApp

Your WhatsApp business account

Global Relay enables your brand

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

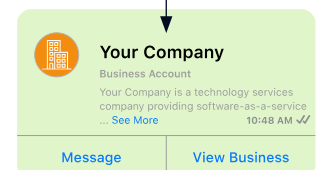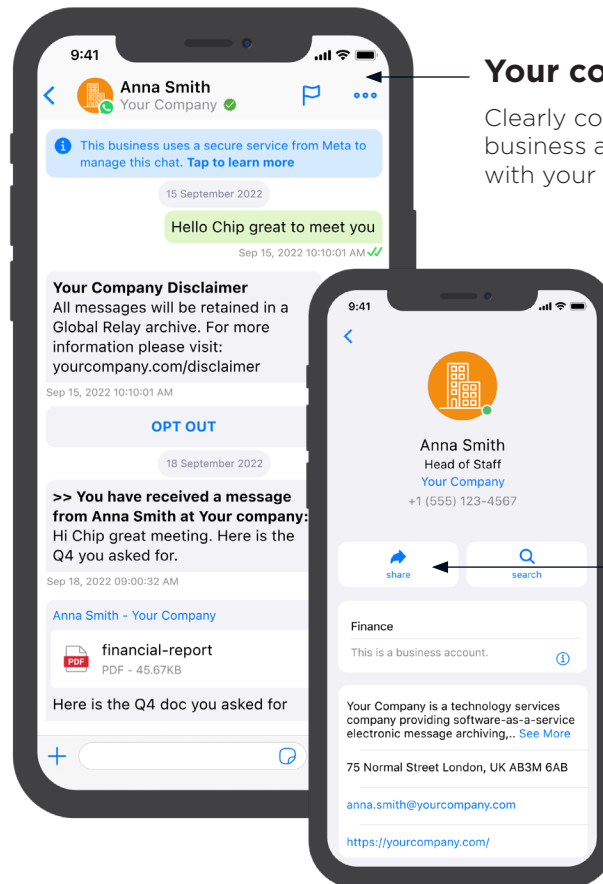**Your custom disclaimer for each line of business** →

Your introduction template →

Your company profile

Clearly convey your industry, line of business and its description along with your email and website
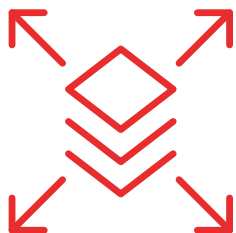
Your next referral

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

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.
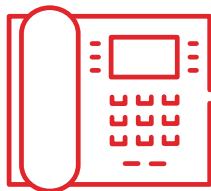
The Global Relay App is flexible

WhatsApp enable BYOD, landline, corporate mobile

BYOD – one phone, two numbers

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

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

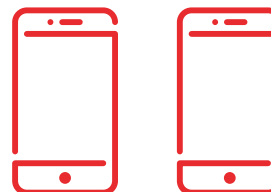### Landline, leveraging your existing number

- 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.
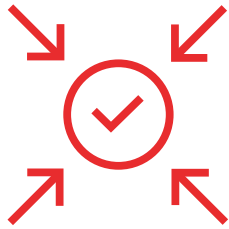
BYOD

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 Global Relay App

Global Relay – A direct WhatsApp Business Solution Provider (BSP)

Our compliance technology stack

Your business functions & workflows
Front Office, Marketing, Business, Compliance, Legal

Connectors
eComm, Voice, Data, Tickets
Capture all your data types including Global Relay Connector for Apple Messages

Global Relay App
Voice, Text, WhatsApp & Search
Connect with your customers

AI & ML
Models, Transcription
Intelligent data analysis

Archive
Compliance Archive E-Discovery Analytics
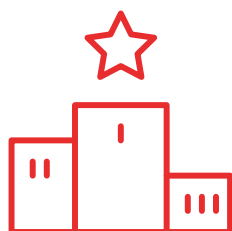Ranked #1 In 2022 Gartner® Report*

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.

* 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.

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 and 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.

Two decades of innovation

We invented message archiving and 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 and 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.

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.

Our security standards

Secure, compliant recordkeeping has been the core of our business for over 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.

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

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)

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

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)

Your WhatsApp account is now eligible for verification

Employee is WhatsApp enabled in the Global Relay App

Contact your authorised Global Relay reseller to get started

For a complete Configuration Guide visit globalrelay.com/whatsapp

global**RELAY**.

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

Global Relay App US Capability Guide

	BYOD	Corporate
Voice	✔	–
Text	✔	✔[1]
WhatsApp	✔	✔
IM	✔	✔
Search[2]	✔	✔

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

[1] Text (SMS) is captured via carrier partners

[2] Search

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

Download the full list of country capabilities guide here

Global Relay App UK Capability Guide

	BYOD	Corporate
Voice	✔	–
Text	✔	–
WhatsApp	✔	✔
IM	✔	✔
Search[1]	✔	✔

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

Search

[1] 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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