Help improve business productivity and communications.

Enterprise Messaging Access Gateway

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Verizon Enterprise Messaging Access Gateway (EMAG) provides you a cloud-based application-to-person messaging gateway. It ties into your business processes for inexpensive, automated, secure and reliable messaging communications with your mobile workforce, business partners and customers.[1]

## Easily and flexibly manage your messaging environment.

EMAG is simple to use with our web-based management portal. Administrators have full access to manage their own messaging environment. It gives you the option to use our portal or your own email system to immediately send text messages.

EMAG can also work with your other applications using supported protocols, such as Simple Network Paging Protocol (SNPP) or Wireless Communication Transfer Protocol (WCTP). You can also use our Extensible Markup Language (XML) application programming interface (API). No matter how you choose to use EMAG, it can help you improve business efficiency with its ability to facilitate efficient messaging services to your employees?

Improve business productivity.

Every business can benefit from process improvements that help increase productivity and save time and money. The versatility of EMAG allows you to get those benefits in many different ways and for many different groups within your business, including the following:[1]

- **IT and network status.** Working with network management and ticketing systems, EMAG can send critical messages to IT employees about system and network issues.

- **IT and two-factor authentication.** EMAG can work with IT systems to provide two-factor authentication using mobile devices and SMS messaging.

- **Field services productivity**.
  Working with field service management applications, EMAG can help improve productivity by sending quick dispatches and communications to and from mobile field service employees.
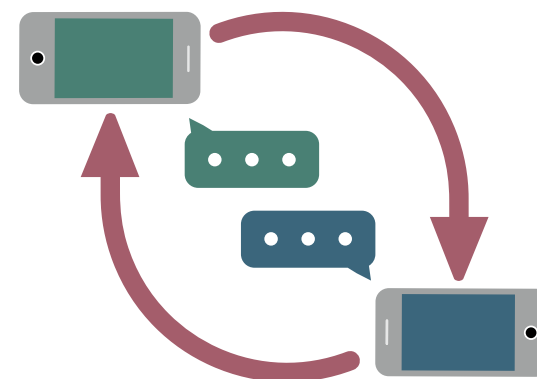
- **Customer service and better user experiences.** EMAG works with customer relationship management (CRM) to help provide more connected customer experiences. It can send SMS and MMS messages to customers to notify them of upcoming appointments, deliveries and payments. It can also be used to send thank-you notices, confirmation notices, coupons and gifts.

- **Human resource communications.** You can broadcast messages to employees, customers or partners about current events, upcoming events, weather-related concerns and many other types of alerts.

- **Resource management and workforce scheduling.** You can send messages to part-time workers about work schedules, changes and immediate needs.

- **Facilities management system alerts.** Working with building management systems, EMAG can alert certain employees about system issues.

- **Facilities management and guest arrivals**. EMAG can work with building management systems to let specific employees know via text when visitors arrive.

- **Telematics device notification.** Working with telematics management systems, EMAG can send device notifications and update messages.

- **Internet of Things (IoT) communications.** EMAG can work with IoT and machine-to machine (M2M) management systems to poll devices, send wake-up calls and get information updates from remote devices.

Features
EMAG supports the following features:

- **Email to SMS.** Initiate SMS messages from your email system.

- **Flexible integration protocols.** Use SMTP, SNPP, WCTP or our own XML API to integrate SMS messaging with your IT systems to enhance workflow productivity.

- **Two-way messaging.** Send and receive messages to any phone in the domestic U.S., or to Verizon Wireless users who are roaming internationally.

- **Enhanced messaging.** Improve communications with the ability to create a single message greater than 160 characters and up to 1,000 characters.

- **SMS to machine.** Enhance your machine to machine communications via SMS.

- **Machine to SMS.** Allow your M2M devices to initiate messages to the gateway.

Web portal access
For those who do not need to integrate to internal business applications, we support a full-featured web portal to initiate your messaging. The portal supports:

- **Threaded messaging.** Send and manage replies with the easy intuitive user interface.

- **Usage reporting.** Admins can build and report based on a number of characteristics.

- **Contact uploads.** Easily upload your contact lists into our portal for direct portal engagement.

- **Smart groups.** Group contacts into one single category.

- **Managerial hierarchy.** Turn over the power of our system to multiple users.

- **Number lookup.** Enable your application to identify the carrier that each number belongs to.

- **Auto-reply.** Allow users to set up automated replies when they can't respond.

- **Surveys/polls.** Users can create SMS-based surveys and poling for customers or internal organizations.

Learn more.

To find out more about how EMAG can help you improve guest experiences, save employee time and increase wireless access security, contact your Verizon Wireless business specialist or visit **VerizonEnterprise.com/contact-us.**