

It's time to improve your mobile communications



AT&T Global Smart Messaging Suite (GSMS) enables organizations to integrate their existing solutions with powerful messaging APIs and to send messages globally.

As an enterprise-grade integration platform for mobile messaging, GSMS is a highly secure domestic messaging app that also enables global SMS capabilities in over 200 countries. It unlocks a diverse range of use cases for collaboration, productivity, security, and compliance for your employees and customers.

Help customers, employees, and partners get the message

- Two-factor authentication using SMS tokens

- Workforce tracking and communication
- HR functions, job placements, shift confirmations, and scheduling
- Field force safety, back-to-base communication, and escalation management
- Voting, polling, surveys, and sweepstakes
- Appointment and scheduling reminders

Features

- Global SMS reach to subscribers in the U.S., Canada, and over 200 countries
- Software as a service (web-based service)
- Cross-carrier messaging
- Two-way highly secure IP messaging for domestic messages
- Enterprise-wide permissions control (hierarchical and multi workgroup)
- Archives messages for up to 90 days
- Reporting and analysis tools
- Tools to integrate with existing messaging systems and applications
- 24x7 AT&T technical support available

Pricing

Setup charges

\$3,300 one-time setup fee Includes:

- Setup of the AT&T Global Smart Messaging Suite online accounts
- Setup and up to 15 weeks usage for one AT&T-provided short code (for SMS to AT&T subscribers only, \$200/mo code lease charge after first 15 weeks)
- Setup of U.S. cross-carrier vanity and non-vanity short codes acquired by Customer separately or via Soprano Design at an additional charge

Application suite access charges

\$880/month includes 24x7 technical support and access to the AT&T Global Smart Messaging Suite with the following application licenses:

- Web SMS
- Outlook plug-in
- Access to voice messaging (additional charges on a per minute basis)

One each of the following:

- Administrator
- Reporter
- eMailer
- API (HTTP, SMPP, SMTP, or WSDL)

SMS: Domestic includes U.S. 50 states and Canada only. Domestic MT/MO price for all messages during a billing cycle is determined by the total number of domestic MT/MO messages used during the billing cycle.

MMS: U.S. 50 states only. Not all carriers are supported. Additional terms and conditions apply.

Pricing – U.S./Canada

Monthly Volume	MT/MO*
SMS	
0-10K	Included
10,001-250K	\$0.025/msg
250,001-500K	\$0.02/msg
500,001-1M	\$0.017/msg
1M+	\$0.015/msg
MMS	
1+	\$0.13/msg
Domestic Voice Messaging	
U.S. 50 States	\$0.04/minute

SMS/MMS prices: Prices apply to US and its territories and Canada.

International Voice messaging: Voice Messages may be sent to recipients in the US and its territories and select foreign locations. For a list of currently available locations and rates, contact an AT&T representative.

Options for acquiring U.S. short codes

1. AT&T-only short codes for messaging on the AT&T network only may be leased directly from AT&T pursuant to the applicable terms and conditions.
2. Cross-carrier short codes may be leased from Soprano Design through AT&T.

Canadian SMS short codes

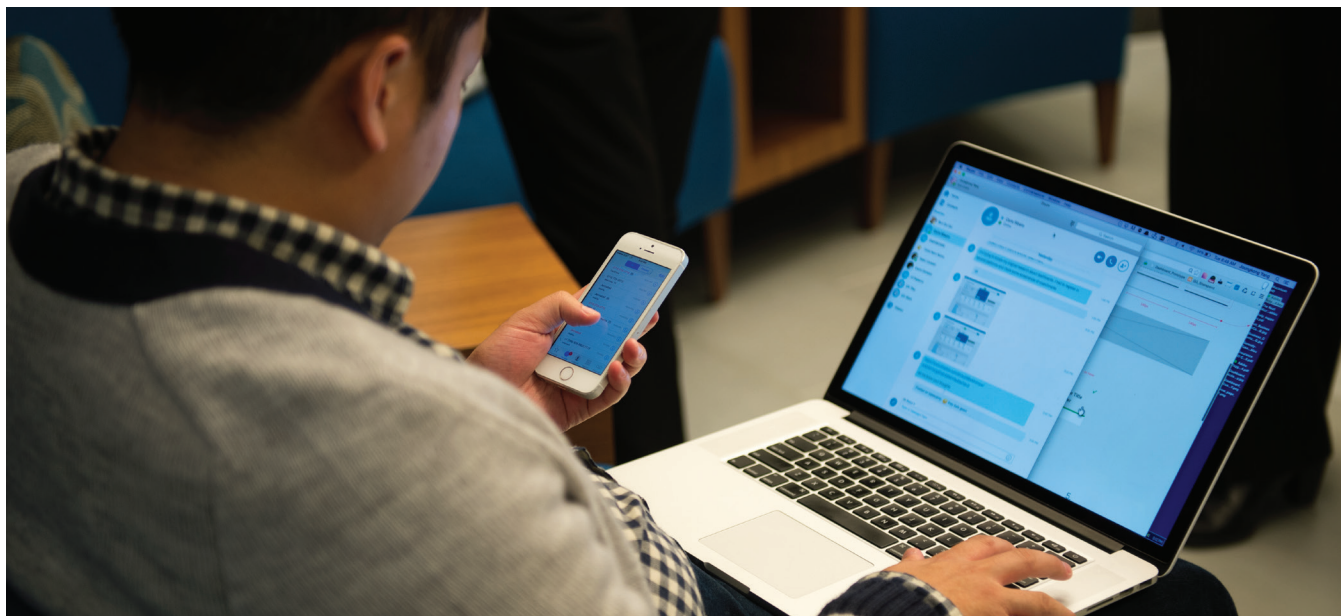
Canada short codes must be leased from the Canadian Wireless Telecommunications Association (CWTA) www.txt.ca. Setup fee is \$3,825.

International SMS codes

International SMS codes (world or local codes) for messaging may be leased from Soprano Design through AT&T. Set up fees vary by country.

Short codes and professional services fees

Monthly leasing fee for each U.S. standalone SMS cross-carrier random short code (5- or 6-digit number chosen at random)	\$585/mo
Monthly leasing fee for each U.S. standalone SMS cross-carrier vanity short code (5- or 6-digit number chosen by the Customer)	\$1,165/mo
Monthly leasing fee for each U.S. MMS with SMS cross-carrier random short code (5- or 6-digit number chosen at random) (Includes MMS service charge of \$555)	\$1,150/mo
Monthly leasing fee for each U.S. MMS with SMS cross-carrier vanity short code (5- or 6-digit number chosen by the Customer) (Includes MMS service charge of \$555)	\$1,725/mo
Professional services for additional assistance with custom setup and integration	\$240/hour for a Soprano consultant \$300/hour for a Soprano senior consultant



Notes

Setup charges are required for initial activation and for each additional cross-carrier short code. Account activation is required to gain access to the AT&T Global Smart Messaging Suite software and user guides and to use the APIs. Account activation and associated monthly recurring charges will occur automatically and immediately when AT&T receives final carrier approval of the Customer's cross-carrier short code, or after 15 weeks from the time the initial cross carrier short code request is submitted to AT&T, or upon Customer's request to gain access to the AT&T Global Smart Messaging Suite software or APIs, whichever occurs first. Setup fees and monthly recurring charges will continue to apply regardless of whether and when the Customer's cross-carrier short code is approved for use by other carriers.

At the Customer's request, AT&T will provide an AT&T-only short code at the time of account activation for interim use by Customer for testing and setup purposes (this AT&T-only code will be available for up to 15 weeks at no charge). Customer may continue to use the AT&T-only short code beyond 15 weeks subject to the applicable monthly recurring charge. Per messages charges and per messages counts are applied when a message is sent from or received by the AT&T Global Smart Messaging Suite platform. Sent messages incur charges regardless of whether they have been delivered to the recipients. When a group

message is sent, charges or message counts apply for all messages sent to each individual recipient. Any unused messages in any billing month will not carry over to the next month. Changes to Customer's pricing plan will not take effect until the beginning of the next billing cycle. All prices herein exclude applicable taxes and fees.

AT&T Global Smart Messaging Suite comes pre-configured with one or more application licenses, including WebSMS, eMailer+, Reporter, and API licenses.

Customers have the option to archive messages within the web application for up to 90 days, after which the messages will be deleted. Customer may export messages for Customer retention offline if they are exported before deletion.

For non-AT&T devices, all technical support, voice, messaging, and data usage is subject to the rates and terms of the applicable wireless carrier(s). Refer to applicable wireless carrier(s) for such rates, terms and conditions.

All cross-carrier short codes and Professional Services are subject to Soprano Design's terms and conditions found at: http://smartmessagingsuite.com/terms/GSMS_short_code_registration_terms.pdf.

Advanced application features		
Advanced application	Application features	Price
WebSMS+	WebSMS plus permission/reply routing, scheduling, and prioritization	\$200/mo/user
API	HTTP/S, SMTP, WSDL, NET, SMPP, JAVA, WCTP, MMS, FTP/S & contact/Group APIs	\$250/mo/API (1 API included)
Campaign tracker	Broadcast, WebSMS+, eMailer+, and inbound license; tracks opt-in and opt-out permissions for SMS and email	\$1,000/mo/user
Inbound	Receives SMS messages, automatically sorts and parses incoming SMS messages and responds	\$500/mo/user
Inbound+	All Inbound features plus multi-question campaigns, voting, polls, surveys and drawings	\$1,250/mo/user
Reminder	Automated SMS that enables appointment reminders/confirmations	\$1,000/mo/user
Reporter	Detailed near-real-time tracking and reports regarding campaign effectiveness	\$100/mo/user
Reporter+	Group by summary reports, schedule reports over FTP/HTTP/Email and export reports to CSV file and download	\$500/mo/user
IP messaging (GSM App)	A2P and P2P IP Messages, SMS fall back, PIN protected app, group and meeting rooms	\$4/mo/user
Productivity add-on to GSM App reports	Interactive messages, advanced and audits, and vanishing messages	\$2/mo/user
Encryption add-on to GSM App	Key encryption and remote wipe	\$4/mo/user

Important Information

Eligibility, Activation, and Terms and Conditions: AT&T Global Smart Messaging Suite ("GSMS" or the "Solution") is available to AT&T business or government Customers ("Customer(s)") that have a valid, eligible AT&T business/government agreement ("Business Agreement"), and AT&T Foundation Account Number ("FAN"). GSMS is subject to Customer's Business Agreement, the applicable voice, data and/or text messaging plan, brochures (including without limitation the Enterprise Customers Additional Service and Equipment Related Terms found at att.com/abs-addtl-terms) and coverage maps. Use of the Service is subject to the AT&T Global Smart Messaging Suite Terms of Service and End User License Agreement ("TOS/EULA") found at http://smartmessagingsuite.com/terms/GSMS_app_eula.pdf. Customer must accept the terms of the TOS/EULA prior to using AT&T Global Smart Messaging Suite and the GSM App. Individual wireless service agreements for Customer's end users may also be required. GSMS must be provisioned and de-provisioned by an AT&T enterprise sales representative. AT&T will designate a Customer FAN to which AT&T will bill all GSMS charges. If such FAN is suspended or cancelled, all GSMS provisioned through such FAN will be disabled. Additional hardware, software, subscription, Internet access from a compatible PC or smartphone and/or special network connection is required. May not be available for purchase in all sales channels or in all areas.

Emergency Notification: GSMS must not be used as the primary or sole method of sending notifications that contain information that is essential to the protection of life or property. First responders should not rely on GSMS for such situations, in such situations GSMS may be more susceptible to blocking, outages, delays and congestion, and greater risk of non-delivery.

Short Codes: Approval of a Customer's Common Short Code ("CSC") from the relevant carriers is required for both U.S. and Canada cross-carrier SMS messaging from GSMS. Customer must provide its own registered cross-carrier CSCs. Submitting a request for carrier approval of a CSC does not guarantee that a participating carrier will accept or implement the CSC or that Customer will be able to use the CSC at all. Carrier CSC approvals can take 12 weeks or longer, and will vary according to the time required to secure Customer's CSC approval from each desired carrier. AT&T makes no guarantees

as to the timing of receipt of any carrier's CSC approval.

Non-AT&T Devices/Service: With respect to each text message ("SMS") that Customer sends to an end user with a non-AT&T device/service, Customer is responsible for ensuring that Customer's and its applicable end users' use of GSMS complies with all applicable terms of service of such other wireless carrier(s). All associated voice, messaging, and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms, and conditions.

24x7 technical support for GSMS is provided by AT&T. For users of non-AT&T devices, all technical support, voice, messaging, and data usage will be subject to the applicable rates and terms of such other wireless carrier(s). Refer to applicable wireless carrier for such rates, terms, and conditions

Sending and/or Receiving Messages: GSMS requires Internet access to access the Messaging Portal or the Plug-ins, Protocols or APIs used by any Customer application that connects to GSMS. AT&T has no liability to Customer for Customer's inability to access the Messaging Portal or GSMS for reasons beyond AT&T's control. GSMS may only be used to send messages to end users who have given Customer permission to send them messages. If any messages are attempted to be sent from GSMS to any non-supported, restricted, blocked or unavailable wireless phone numbers or devices served by AT&T or any other wireless carrier, such messages will not be delivered. AT&T may delete any SMS or other message that is (a) sent by Customer by means of GSMS from three months after the date on which it was sent; or (b) received by Customer by means of GSMS from twelve months after the date on which it was received. Customer is responsible for managing, maintaining, and securing information about individual recipients and group distribution lists used in GSMS. AT&T's privacy policy may be viewed at <http://www.att.com/gen/privacy-policy?pid=2506>. It is the end user's responsibility to ensure his/her use complies with Customer's internal IT and security procedures. Customer is responsible for ensuring accurate phone numbers are entered into the GSMS address book and group distribution lists, and Customer is responsible for removing any unwanted phone numbers from the GSMS address book and group distribution lists. Senders are solely responsible for all content they transmit through

GSMS, and Customer is responsible for safeguarding its access to its GSMS. For example, such safeguarding includes, but is not limited to, protecting its account information, the numbers using a firewall, and for implementing anti-virus, anti-spam, or similar protective measures, all at Customer's sole cost and expense. Customer must take all reasonable steps to ensure that the password and username of all users authorized by Customer are not disclosed to a third party or compromised in any way. Use of GSMS is subject to the AT&T Acceptable Use Policy, which can be found at www.att.com/aup. The sender may not use GSMS to transmit any communication that would violate any federal, state or local law, court order or regulation. Customer and its end users must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of GSMS.

MMS: MMS messaging only applies to messages sent and received in the US. 50 states. System maximum capacity is 5 messages per second. Excess messages are queued and sent when system capacity permits. Not all carriers are supported. Availability, quality of coverage, and services are not guaranteed.

Messages, Privacy, and SPAM: AT&T is a strong supporter of a SPAM-free communication environment. AT&T Global Smart Messaging Suite monitors text message behavior for the purpose of minimizing complaints on unwanted SPAM, which may cause delivery delays. Any account found to be using AT&T Global Smart Messaging Suite for SPAM may be suspended without notice, and Message volume will be throttled on accounts deemed to be sending SPAM messages. If Customers know of or suspect any violators, please notify AT&T immediately at mobilityabuse@att.com or deliver an SMS message to 7726. Any unused credit or remaining service fee will not be refunded.

AT&T Global Smart Messaging Suite looks for keywords that denote an individual's intention to opt-out of receiving text messages. Those keywords include, but are not limited to: stop, stop all, block, end, unsubscribe, and quit. If a Message is received from a recipient and the response contains one of these values, Customer will not see the recipient's response. Such recipients will receive an informational text message, letting them know that Customer's number has been blocked from texting to the recipients and giving them a way to undo their action if it was unintentional. Otherwise, Customer will be blocked from sending Messages to those individuals.

Notwithstanding AT&T's anti-SPAM commitment and procedures, it is Customer's responsibility to comply with all applicable SPAM and privacy regulations and guidelines in each jurisdiction where Messages are transmitted, distributed or received. Customer agrees it will not use AT&T Global Smart Messaging Suite to send recurring, non-conversational or non-human-to-human Messages to any recipients without their consent. Customer will have the burden of proving consent with clear and convincing evidence if a recipient complains. Customer did not obtain consent consistent with applicable rules and regulations.

Customer may not use AT&T Global Smart Messaging Suite to transmit any communication that would violate any applicable federal, state or local law, court order or regulation, including but not limited to the Telephone Consumer Protection Act, 47 U.S.C. § 227 ("TCPA"), the rules governing the DoNotCall Registry, currently found at www.donotcall.gov, and the CAN-SPAM Act. Customer agrees to comply with the Guidelines of the CTIA, currently found at <https://api.ctia.org/docs/default-source/default-document-library/170119-ctia-messaging-principles-and-best-practices.pdf>, as such guidelines may be amended from time to time. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate Customer's AT&T Global Smart Messaging Suite without notice. AT&T's failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies.

Use of AT&T Global Smart Messaging Suite is subject to the AT&T Acceptable Use Policy, which can be found at <http://www.att.com/aup>. Customer and its Users must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of AT&T Global Smart Messaging Suite. AT&T's privacy policy may be viewed at www.att.com/privacy.

AT&T Global Smart Messaging Application (GSM App): AT&T users must have a data plan enabled on their device and accept the terms of the EULA. Customer and its CRUs are individually and jointly liable under the EULA.

Supported OS for GSM App: Android: Mobile app can be installed on any Android smartphone, tablet or device running Gingerbread OS v2.3.2 or higher.

iOS: Mobile app can be installed on any Android smartphone, tablet or device running Gingerbread OS v2.3.2 or higher.

Customer Personal Data: Customer Personal Data may be transferred to or accessible by (i) AT&T personnel around the world (ii) third parties who act on AT&T's or AT&T's supplier's behalf as subcontractors; and (iii) third parties (such as courts, law enforcement or regulatory authorities) where required by law. Customer will only provide or make Customer Personal Data accessible when Customer has the legal authority to do so and for which it has obtained the necessary consents from its end users, and will camouflage or securely encrypt Customer Personal Data in a manner compatible with this offer. As used in this Product Brief, the term Customer Personal Data includes, without limitation, name, phone number, email address, wireless location information or any other information that identifies or could reasonably be used to identify Customer or its end users. Customer is responsible for providing end users with clear notice of AT&T's and Customer's collection and use of Customer Personal Data obtained via this offer and for obtaining end user consent to that collection and use. Customer may satisfy its notification requirements as to AT&T by advising end users in writing that AT&T and its suppliers may collect and use Customer Personal Data by providing for end user review the relevant links to this Product Brief and AT&T's Privacy Policy at <http://www.att.com/gen/privacy-policy?pid=2506>.

HIPAA: Customers may not use AT&T Global Smart Messaging Suite to send SMS or MMS messages that include Personal Health Information ("PHI"). Customers may use the GSM App to transmit PHI, provided that they encrypt the data in a manner consistent with the guidelines established by the Department of Health and Human Services pursuant to the Health Insurance Portability and Accountability Act ("HIPAA"). To the extent that Customer's use of the GSM App requires AT&T to use or disclose PHI, Customer will comply with its Business Associate Agreement with AT&T, or, in the event Customer has no Business Associate Agreement with AT&T, Customer consents to the terms of AT&T's Business Associate Agreement, located at: www.att.com/businessassociateagreement.

International Messages: Approval of a Customer's International Code from the relevant carrier is required for International Messaging using GSMS. Submitting a request for carrier approval of an International Code does not guarantee that a participating carrier will accept or implement the International Code or that Customer will be able to use the Code at all. Carrier approvals can take 12 weeks or longer, and will vary according to the time required to secure Customer approval from each desired carrier. AT&T makes no guarantees as to the timing or receipt of any carrier's approval. A complete list of supported destination countries and carriers can be provided by AT&T; contact your AT&T sales representative to request a copy. A compatible device is required to receive text messages. Certain countries and/or carriers within a country may be unavailable. Availability, quality of coverage and Services are not guaranteed. Certain tenure, billing and credit restrictions and additional charges may apply. A default international rate of \$0.39 per MT and \$0.36 per MO will apply.

Marketing Messages: AT&T is a strong supporter of a SPAM-free communication environment. If Customers know of or suspect any violators, please notify AT&T immediately at mobilityabuse@att.com or deliver an SMS message to 7726. Any unused credit or remaining service fee will not be refunded. Notwithstanding AT&T's anti-SPAM commitment and procedures, it is Customer's responsibility to comply with all applicable SPAM and privacy regulations and guidelines in each jurisdiction where messages are transmitted, distributed or received.

Customer may not use AT&T Global Smart Messaging Suite to transmit any communication that would violate any applicable federal, state or local law, court order or regulation, including but not limited to the Telephone Consumer Protection Act, 47 U.S.C. § 227 ("TCPA"), the rules governing the DoNotCall Registry, currently found at www.donotcall.gov, and the CAN-SPAM Act. Customer agrees to comply with the Guidelines of the Mobility Marketing Association, currently found at <http://legacy.mmaglobal.com/files/whitepapers/2014%20Messaging%20v3.pdf>, and of the CTIA, currently found at https://www.usshortcodes.com/info/static/docs/Monitoring_Handbook.pdf, as such guidelines may be amended from time to time. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate Customer's use of AT&T Global Smart Messaging Suite without notice. AT&T's failure to take any action in the event of a violation shall not be construed as a waiver of the right to enforce such terms, conditions, or policies.

Use of AT&T Global Smart Messaging Suite is subject to the AT&T Acceptable Use Policy, which can be found at <http://www.att.com/aup>. Customer and its users must cooperate with AT&T and/or governmental authorities in investigations alleging a violation or prohibited use of AT&T Global Smart Messaging Suite. AT&T's Privacy Policy may be viewed at www.att.com/privacy.

Voice Messaging: GSMS Voice Messaging call duration is measured from the time the call is picked up to the time the call is terminated and will include the duration of the voicemail prompt of the recipient's voicemail box. Some voicemail systems' capacity or settings may prohibit the voice message from being delivered or may restrict the length of the voice message. The displayed call number must be one that is provisioned to the Customer's enterprise. GSMS Voice Messaging does not interpret a recipient's spoken words or interpret the spoken words of the recipient's voicemail prompt. Message delivery will be handled according to the parameters that are set by the sender in the GSMS Voice Messaging web portal or API. Message delivery will be triggered when a recipient or the recipient's voicemail service answers the call. Any voice prompt will trigger GSMS Voice Messaging to deliver the voice message, even if the recipient's voice mailbox is full. Certain voicemail features of the recipient that use automated prompts, such as voice-prompted call screening, will trigger the message to be delivered. Messages will be marked delivered if the GSMS Voice Messaging system starts playing the message.

Customers should test text-to-speech transcription output for accuracy validation prior to sending. Certain file-type, file-size, language, character, and parameter limitations exist; and some features are not available in the HTTP and FTP APIs; refer to Global Smart Messaging Suite Voice Messaging online documentation for specific details. Voice Messages may be sent to recipients in the US and its territories and select foreign locations. For a list of currently available foreign locations, contact an AT&T representative.

Voice Messaging Requirements and Restrictions: Depending on country specific regulations, customers may be required to maintain and file a qualifying in-country business address. Service may be suspended if more than 50% of international calls are placed to non-geographic service codes, rural codes and/or premium numbers. Calls to call through, dating, adult and group talk services are prohibited and may be blocked. Other non-US country-specific restrictions may apply.

Caller ID: AT&T GSMS Voice Messaging attempts provides Caller ID to all networks globally, but delivery of Caller ID is not guaranteed. AT&T GSMS Voice Messaging provides global voice messages through connections with other service providers that establish direct connections with the terminating operators. In some networks around the world, Caller ID may be available, but the Caller ID may be changed by the local telecommunications provider. Generally, Caller ID will be transferred only if the originator's or caller's carrier passes the Caller ID correctly to the AT&T GSMS platform. If the originating carrier does not transmit accessible Caller ID, it cannot be transferred. For optimal results, customers should use a Caller ID from the U.S., U.K. or Australia whenever possible.

Limitations and Disclaimers: The maximum number of characters of one standard SMS message is 160. Messages will be sent in two or more parts if the characters exceed 160. Cellular coverage is not available in all areas. Due to cellular coverage and system limitations, GSMS may not be accessible at all times. AT&T wireless coverage maps are available at wireless. [att.com/coverageviewer](https://www.att.com/coverageviewer). Non-AT&T devices/services are not covered by the AT&T networks and additional terms and conditions may apply (refer to your wireless carrier). Coverage is subject to transmission limitations and terrain, system, capacity, and other limitations. AT&T does not guarantee the availability, security, reliability, speed of message delivery, or timeliness of message delivery of GSMS, and AT&T makes no Service Level Agreements (SLAs), guarantees or warranties with respect to the performance of GSMS. Delivery time is dependent upon the conditions prevailing at the time of submission and actual delivery and/or delivery within a specific period of time are not guaranteed. When outside coverage area, access will be limited to information and applications previously downloaded to or resident on the device. Messages may not be successfully terminated, or terminated in a timely manner, on a user's handset (including messages sent to mobile phones with users subscribed to international telecommunications carriers). This could be due to, for example, the user's handset not working properly, being switched off or out of range, the message storage space on the user's handset being full or where a user is overseas and the international telecommunications carrier has blocked a message from GSMS. Other messages sent for conversion into text messages (SMS) for delivery to end-users may not be converted and delivered. This could be due to, for example, a problem with the user's Internet connection or email gateway, a problem with the AT&T network, or the user not having sufficient credit to send a message or not having the correct permissions to send a message. AT&T has no defense, settlement or other obligation or liability from the actual or alleged infringement of intellectual property based on the Solution, including the AT&T IP Messaging feature.

Third-Party Products and/or Services: CSCs that are subject to applicable third-party terms and conditions and may require separate purchase from and/or agreement with the third-party supplier. If Customer selects optional billing by AT&T for CSCs leased and/or professional services provided by Soprano Design, Customer will be subject to the terms of the Alliance Billing Service Attachment found at [https://www.wireless.att.com/businesscenter/en_US/pdf/legal/ABS-Attachment-083010-\(CLEAN\).pdf](https://www.wireless.att.com/businesscenter/en_US/pdf/legal/ABS-Attachment-083010-(CLEAN).pdf). By using this GSMS, Customer agrees to abide by the terms and conditions of any applicable third-party software licenses for products and services. Failure to comply with such terms and conditions may result in GSMS termination. Offer subject to change without notice.

For more information contact an AT&T Representative or visit <https://www.business.att.com/solutions/Family/mobility-services/mobile-messaging/>

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