Product Brief

AT&T Global Smart Messaging Suite (GSMS)

It’s time to improve your mobile communications.

The AT&T Global Smart Messaging Suite (GSMS) is a comprehensive, cloud-based messaging solution that’s designed to streamline how your organization reaches employees and consumers worldwide.

As an enterprise-grade integration platform for mobile messaging, GSMS is a highly secure domestic messaging app, and it 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

- Workforce Tracking and Communication
- Mobile Marketing Campaigns
- Two Factor Authentication using SMS Tokens
- 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

Pricing

Set up 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)
- Approval request and setup per U.S. cross-carrier vanity and non-vanity short codes acquired by Customer separately or via Soprano Design at an additional charge

Features

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

To learn more about AT&T Global Smart Messaging Suite, visit www.att.com/global-smart-messaging-suite or have us contact you.
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 50 U.S. 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. only. Not all carriers are supported. Additional terms and conditions apply.

Voice Messaging: U.S. Outbound destinations only. Specifications vary for certain features and file types. Additional terms and conditions may apply.

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

Short Codes & Professional Services Fees

<table>
<thead>
<tr>
<th>Monthly leasing fee for each U.S. Standalone SMS cross-carrier random short code (5- or 6-digit number chosen at random)</th>
<th>$585/mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly leasing fee for each U.S. Standalone SMS cross-carrier vanity short code (5- or 6-digit number chosen by the Customer)</td>
<td>$1,165/mo</td>
</tr>
<tr>
<td>Monthly leasing fee for each U.S. MMS with SMS cross-carrier random short code (5- or 6-digit number chosen at random) (Inclusive of MMS service charge of $555)</td>
<td>$1,150/mo</td>
</tr>
<tr>
<td>Monthly leasing fee for each U.S. MMS with SMS cross-carrier vanity short code (5- or 6-digit number chosen by the Customer) (Inclusive of MMS service charge of $555)</td>
<td>$1,725/mo</td>
</tr>
<tr>
<td>Professional Services for additional assistance with custom setup and integration (provided by Soprano Design)</td>
<td>$240/hour for a Soprano Consultant $300/hour for a Soprano Sr. Consultant</td>
</tr>
</tbody>
</table>

All prices are effective October 2016 for new Customers only.

To learn more about AT&T Global Smart Messaging Suite, visit www.att.com/global-smart-messaging-suite or have us contact you.

Pricing – U.S./Canada

<table>
<thead>
<tr>
<th>Monthly Volume</th>
<th>MT/MO*</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS</td>
<td></td>
</tr>
<tr>
<td>0-10K</td>
<td>Included</td>
</tr>
<tr>
<td>10,001-250K</td>
<td>$0.025/msg</td>
</tr>
<tr>
<td>250,001-500K</td>
<td>$0.02/msg</td>
</tr>
<tr>
<td>500,001-1M</td>
<td>$0.017/msg</td>
</tr>
<tr>
<td>1M+</td>
<td>$0.015/msg</td>
</tr>
<tr>
<td>MMS</td>
<td></td>
</tr>
<tr>
<td>1+</td>
<td>$0.13/msg</td>
</tr>
<tr>
<td>Voice Messaging</td>
<td></td>
</tr>
<tr>
<td>1+</td>
<td>$0.04/minute</td>
</tr>
</tbody>
</table>
### Advanced Application Features

<table>
<thead>
<tr>
<th>Advanced Application Features</th>
<th>Description</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>WebSMS+</td>
<td>WebSMS plus permission/reply routing, scheduling &amp; prioritization</td>
<td>$200/mo/user</td>
</tr>
<tr>
<td>API</td>
<td>HTTP/S, SMTP, WSDL, NET, SMPP, JAVA, WCTP, MMS, FTP/S &amp; Contact/Group APIs</td>
<td>$250/mo/API</td>
</tr>
<tr>
<td>Campaign Tracker</td>
<td>Broadcasts, WebSMS+, eMailer+, and inbound license; tracks opt-in and opt-out permissions for SMS and e-mail</td>
<td>$1,000/mo/user</td>
</tr>
<tr>
<td>Inbound</td>
<td>Receives SMS messages and automatically sorts and parses incoming SMS messages and responds</td>
<td>$500/mo/user</td>
</tr>
<tr>
<td>Inbound+</td>
<td>Inbound plus multi-question campaigns, voting, polls, surveys and drawings</td>
<td>$1,250/mo/user</td>
</tr>
<tr>
<td>Reminder</td>
<td>Automated SMS that enables appointment reminders/confirmations</td>
<td>$1,000/mo/user</td>
</tr>
<tr>
<td>Reporter</td>
<td>Detailed real-time tracking and reports regarding campaign effectiveness</td>
<td>$100/mo/user</td>
</tr>
<tr>
<td>Reporter+</td>
<td>Group by summary reports and schedule reports over FTP/HTTP/Email and export reports to CSV file and download</td>
<td>$500/mo/user</td>
</tr>
<tr>
<td>IP Messaging</td>
<td>A2P and P2P IP Messages, SMS fall back, PIN protected app, group and meeting rooms</td>
<td>$100/mo/25 users</td>
</tr>
<tr>
<td>IP Messaging productivity</td>
<td>Interactive messages, advanced reports and audits and vanishing messages</td>
<td>$50/mo/25 users</td>
</tr>
<tr>
<td>IP Messaging encryption</td>
<td>Interactive messages, advanced reports and audits and vanishing messages</td>
<td>$100/mo/25 users</td>
</tr>
</tbody>
</table>

1 Specifications vary for certain features and file types. Additional terms and conditions may apply.

### 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 the 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 each individual message sent to each 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, which enables outbound SMS; eMailer+, which enables advanced e-mail tracking; Reporter, which enables historical and performance reports; and API licenses, which enables setup and integration with existing company systems.
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 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.

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

For more information contact an AT&T Representative or visit www.att.com/global-smart-messaging-suite.
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 the 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 at AT&T or any 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 GSMS address book and group distribution lists. A sender is solely responsible for all content sent 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 number and using a firewall, anti-virus, anti-scam, 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 at.t.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 or violation of prohibited use of GSMS.

MMS: MMS messaging only applies to messages sent and received in the US. 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.

AT&T IP Messaging. For AT&T GSMS IP Messaging, end users must have a data plan enabled on his or her device and accept the terms of the applicable EULA. The Customer and CRUs are individually and jointly liable under the EULA.

Supported OS for Global Smart Messaging: 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 Apple iPhone running Apple iOS v5.1.1 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 the Sales Information that describes the availability of optional goods, content or services and AT&T's Privacy Policy at http://www.att.com/gen/privacy-policy?pid=2506.

HIPAA: If Customer chooses to use GSMS from AT&T to transmit Protected Health Information ("PHI"), Customer must 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 GSMS from AT&T requires AT&T to use or disclose PHI, Customer consents to the terms of AT&T’s Business Associate Agreement, located at att.com/businessassociateagreement.

International Messages: 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: Customer agrees it will not use GSMS to send messages that contain advertising or a commercial solicitation to any person or entity without their written consent. Customer will have the burden of proving written consent with clear and convincing evidence if a person or entity complains customer did not obtain their written consent. Written consent cannot be evidenced by third party lists Customer purchased or obtained. Customer further agrees it will not use GSMS to send messages that: (a) are bulk messages (b) are automatically generated; (c) can disrupt AT&T's or another carrier's network; (d) harass or threaten another person; (e) interfere with another customer's use or enjoyment of AT&T's or another supplier's services; (f) generate significant or serious customer complaints; (g) falsify or mask the sender/originator of the message; or (h) violate any law or regulation. AT&T reserves the right, but is not obligated, to deny, disconnect, suspend, modify and/or terminate Customer’s GSMS, including any associated accounts using Customer's GSMS, without notice, as to anyone using GSMS in any manner that is prohibited. 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. Advertising and commercial solicitations do not include messages that: (a) facilitate, completes, or confirms a commercial transaction where the recipient of such message has previously agreed to enter into with the sender of such message; or (b) provides account information, service or product information, warranty information, product recall information, or safety or security information with respect to a commercial product or service used or purchased by the recipient of such message.

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 voice mail prompt of the recipient's voice mailbox. 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 enterprise. GSMS Voice Messaging does not interpret a recipient's spoken words or interpret the spoken words of the recipient's voice call 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-promoted 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 GSMS Voice Messaging online documentation for specific details. US destinations only.
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. 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 your device. Messages may not be successfully transmitted, or terminated in a timely manner, on an end-user’s handset (including messages sent to mobile phones with end-users subscribed to international telecommunications carriers). This could be due to, for example, the end-user’s handset not working properly, being switched off or out of range, the message storage space on the end-user’s handset being full or where an end-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 end-user’s Internet connection or e-mail gateway, a problem with the AT&T network, or the end 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: Customers may purchase GSMS as an AT&T-only solution providing messaging on the AT&T network only without separate agreements with third parties. If Customer requires professional services or wishes to deploy cross-carrier or non-U.S. messaging to non-AT&T subscribers, then the complete solution will require third-party products and/or services, such as leasing cross-carrier 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. By using this GSMS, you agree 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.

Arbitration
Customer agrees, and will ensure its users, employees and message recipients agree, to the following:

The parties agree to exercise their best efforts to settle any dispute arising out of or related to the provision of Services through good faith negotiation. Any dispute arising out of or related to the provision of Services that cannot be resolved by negotiation shall be resolved by binding arbitration administered by the American Arbitration Association (“AAA”) under its Commercial Arbitration Rules in effect at the time that a dispute is submitted for resolution (the “Rules”), as modified by any applicable agreement. Judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Such arbitration shall be held in New York, New York. The parties shall, within (twenty) 20 days of the issuance of a written notice of intent to arbitrate, as provided by the Rules, jointly select one (1) independent arbitrator licensed to practice law and familiar with the wireless telecommunications industry. If the parties cannot agree on an arbitrator within the specified 20-day period, then the selection shall promptly be made by the AAA in accordance with the Rules and the criteria set forth above. The provision of Services evidences a transaction in interstate commerce, and thus the Federal Arbitration Act, 9 U.S.C. § 1, et seq., governs the interpretation and enforcement of this provision. In the event of a conflict between the FAA and the Rules, the FAA shall govern. In no event shall the arbitrator have the authority to make any award that is in excess of or contrary to what the applicable agreement provides. THE PARTIES AGREE THAT EACH MAY BRING CLAIMS AGAINST THE OTHER ONLY IN ITS INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. Furthermore, unless both parties agree otherwise, the arbitrator may not consolidate more than one person’s claims, and may not otherwise preside over any form of a representative or class proceeding. If this specific proviso is found to be unenforceable, then the entirety of this arbitration provision shall be null and void. If Customer is a Puerto Rico Customer and AT&T cannot resolve the issue, Customer may notify the Telecommunications Regulatory Board of Puerto Rico of the grievance. Mail: 500 Ave Roberto H. Todd, (Parada 18), San Juan, Puerto Rico 00907-3941; Phone: 1-787-756-0804 or 1-866-578-5500; Online: jrtpr.gobierno.pr, in addition to having available arbitration, as provided above. All claims between AT&T and Customer related to this Agreement will be litigation individually, and Customer will not consolidate or seek class treatment for any claim unless previously agreed to in writing by AT&T.

Indemnification
Customer agrees to indemnify, defend and hold harmless AT&T and its collaborators, suppliers and licensors, and their officers, directors, agents and employees from and against any claim, proceeding, loss, damage, fine, penalty, interest and expense (including, without limitation, fees for attorneys and other professional advisors) arising out of or in connection with the following: (i) Customer’s or its users’ access to or use of the Solution; (ii) Customer’s breach of the applicable terms and conditions; (iii) Customer’s violation of law; (iv) Customer’s negligence or wilful misconduct; or (v) Customer’s violation of the rights of a third party. Customer will promptly notify AT&T in writing of any third-party claim arising out of or in connection with Customer’s or its users’ access to or use of the Solution.

To learn more about AT&T Global Smart Messaging Suite, visit www.att.com/global-smart-messaging-suite or have us contact you.