

# ThreemaWork.

The messenger for organizations



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# Instant messaging – An opportunity for companies

Email

Instant  
messaging

Collaboration  
platforms / Video  
conferencing

Telephone / Fax

It's a mobile world. Instant messaging is an opportunity for your business.

# Communication in business contexts

Email

Instant  
messaging

Collaboration  
platforms / Video  
conferencing

Telephone / Fax

Instant messaging simplifies communication, improves collaboration, expedites workflows, and increases productivity.



# The dangers of instant messaging

Instant messaging is **already widely used** in organizations, but “under the radar”, which poses significant dangers.

- Many of the apps that are used don't meet legal data-privacy requirements.\*
- There is no strict separation between personal and professional communication.
- Business documents might fall into the wrong hands.
- Violation of privacy laws can involve substantial penalties.
- Legal gray area: WhatsApp's Terms of Service explicitly prohibit business use

\* **WhatsApp may not meet legal requirements in the EU and many other countries**

“WhatsApp: [...] concerns about data privacy” – datenschutzkanzlei.de, April 12, 2016

“app accesses confidential information” – trialog-unternehmerblog.de, April 11, 2016

“WhatsApp: Metadata is analyzed and stored in the USA” – datev-blog.de, April 22, 2016

“By using WhatsApp, companies are guilty of two offences” – businessinsider.de, April 4, 2016

(All quotes were translated from German.)

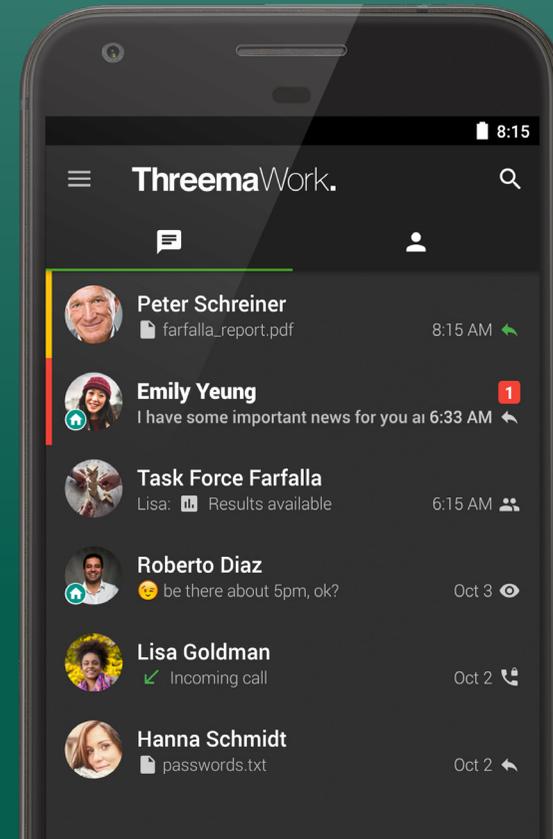
# Threema Work – The messenger for organizations



Secure and privacy-compliant

Trusted by millions

Built for business



# Advantages of Threema Work

Threema Work is an easy and affordable solution for organizations to make mobile **communication with colleagues, partners and customers** secure and compliant with data-privacy standards.



- Threema Work provides a strict separation between **personal and professional** communication
- Threema Work guarantees **top-grade security**
- Threema Work is a **state-of-the-art app** with a rich set of features
- Threema Work offers a user-friendly **management cockpit** for efficient administration and user management
- Threema Work provides **easy integration into MDM systems**
- Threema Work is **compliant with Swiss and EU data-privacy laws**

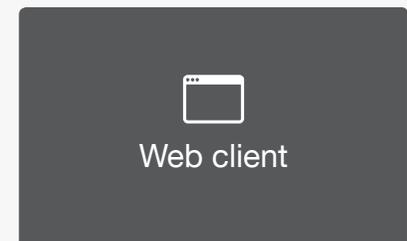
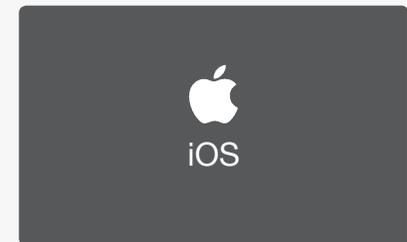
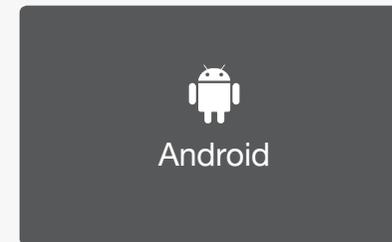
# Features of the app

Threema Work provides all the features one would expect from a state-of-the-art instant messenger for organizations.

- Send **text and voice messages**
- Make **voice calls**
- Send **files**: PDFs, Office documents, ZIP files, etc.
- Share **pictures, videos, and locations**
- Create **groups and distribution lists**
- Easily find agreements among group members using the unique **poll feature**
- **Threema Gateway** for integration into own software

Threema Work is available for **Android**, **iOS**, and **Windows Phone** and can also be used on tablets.

With **Threema Web**, Threema can be used on the desktop.



# Threema calls

Voice calls as secure as Threema messages.



## Tap-proof

Threema calls are end-to-end encrypted and thus tap-proof



## Anonymous

As unique identifier, the Threema ID is used instead of a phone number



## Brilliant voice quality

Threema calls impress with brilliant voice quality



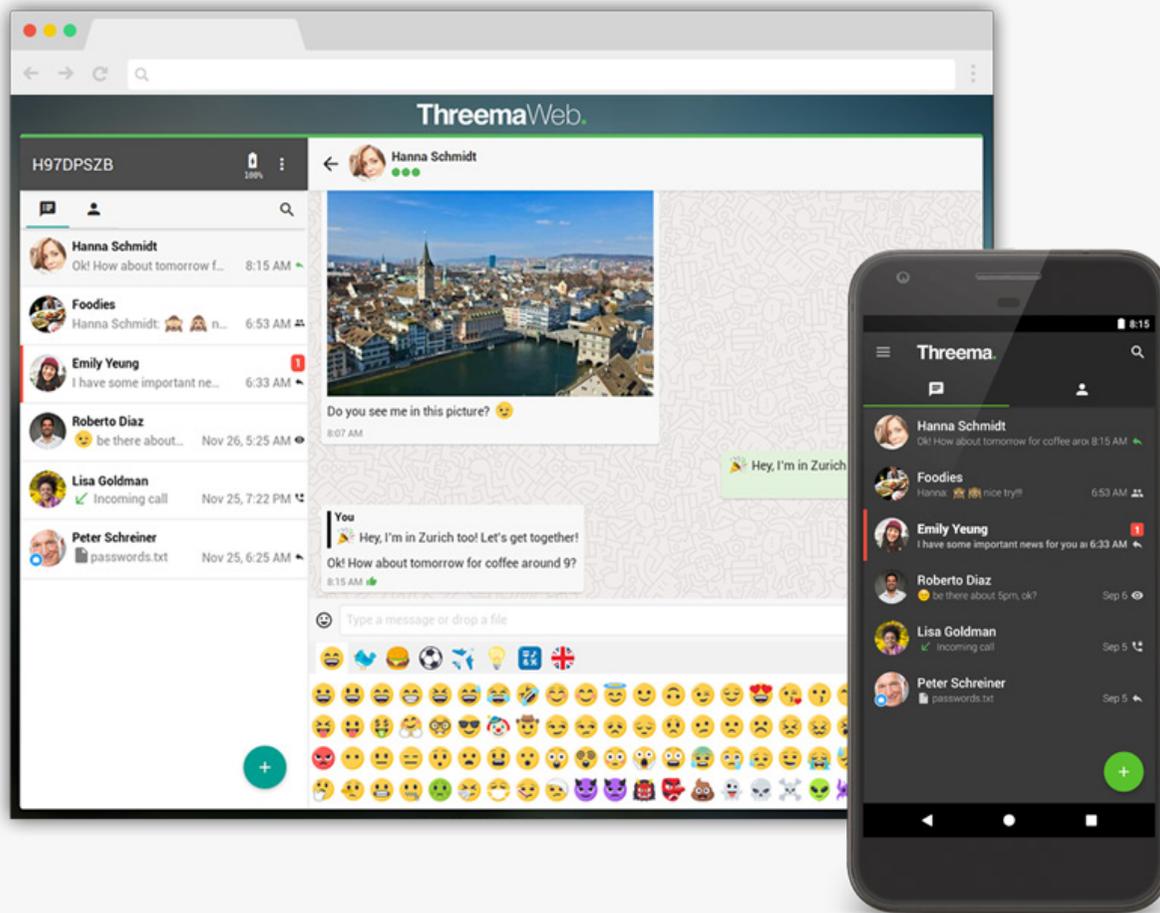
## Optional

Voice calls can be completely disabled in the app

[Learn more about Threema calls](#)

# Threema Web

Chat from your desktop with Threema Web and have full access to all chats, contacts and media files.



[Learn more about Threema Web](#)



## Complete message synchronization

By scanning a QR code, desktop and mobile device are connected at once, and all conversations are fully accessible on the desktop.



## Highest security and data restraint

All communication between phone and PC is fully end-to-end encrypted and uses a direct connection if both phone and PC are on the same network.

# Threema Broadcast

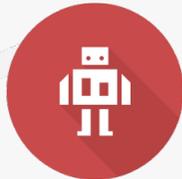
Top-down communications at your fingertips – reach Threema and Threema Work users via:



**Feeds:** Ideal for dynamic Newsletters. Users subscribe to the desired feeds, and they can unsubscribe at any time.



**Distribution lists:** Perfect for classic top-down communications. Manage lists of users by selecting the recipients you want, and reach all contacts instantly and with ease.



**Bots:** Quickly create interactive chatbots, and allow users to conveniently retrieve information in Threema.



**Groups:** Set up and manage group chats for team collaboration. Conveniently moderate discussions directly from your PC, without a mobile device.

[Learn more about Threema Broadcast](#)

# Security and privacy by design

Threema Work provides **strong security and comprehensive data protection**. No other messenger offers this kind of security, metadata restraint, and confidentiality.

Chats and messages are stored with strong encryption on the device (AES-256 with optional passphrase).

**Strong encryption on users' devices**

All communication is fully end-to-end encrypted – including status messages – using Elliptic Curve Diffie-Hellman (ECDH)/Curve25519. A fallback to an unencrypted connection is impossible.

**Top-grade end-to-end encryption**

**Periodic audits**

External security audits regularly review all security aspects concerning server software. The used algorithms and protocols are well-documented and can be verified.

No central storage of personal data. Chats, contact lists and groups are managed solely on users' devices – no personal data is stored on servers.

**Decentralized handling**

# Full legal compliance

- Threema Work is fully compliant with the European General Data Protection Regulation (GDPR). As a Swiss company, Threema is also subject to Switzerland's strict Federal Act on Data Protection (DSG) and the accompanying Ordinance to the Federal Act on Data Protection (VDSG).
- Transmitting data from the EU to Switzerland is permitted by law without any additional evaluation. Based on Article 25 (6) of the European Data Protection Directive, Swiss law guarantees a level of data protection equivalent to European legislation.

# Rollout and configuration

Threema Work can be easily distributed, either **with or without an MDM system**.

## Rollout and app configuration via MDM software

Threema Work is suited for distribution via MDM system. Since it's based on well-established standards, Threema Work supports all common MDM systems.

## App configuration without a regular MDM system

If you don't use an MDM system for the app's deployment, Threema MDM is a convenient way of controlling the app's settings in the management cockpit.

Threema Work supports Android for Work (Android  $\geq 5.0$ ) and Managed App Configuration (iOS  $\geq 8.0$ ). The MDM systems Threema Work is compatible with include:

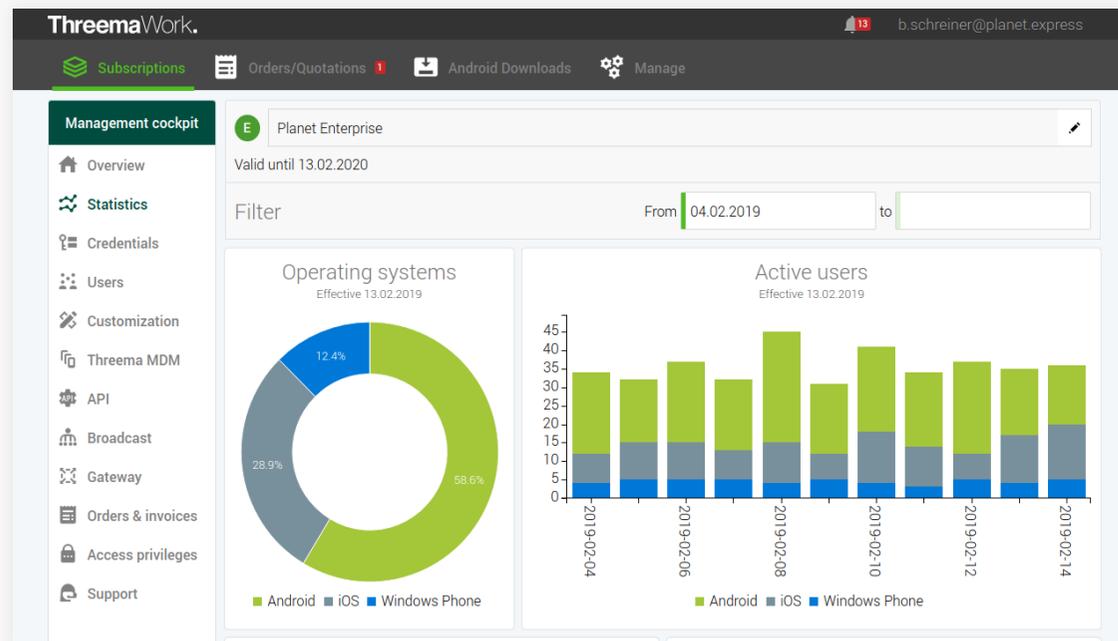


Threema-MDM

[App configuration using MDM parameters](#)

# Subscription and user administration

One of Threema Work's major advantages is its **innovative management cockpit** for efficient administration and user management.



- Increase the number of users and renew subscriptions
- Upgrade existing subscriptions and purchase new ones
- Manage the users' contact list
- Control app settings in the management cockpit
- Manage users and credentials
- Revoke IDs and detach IDs from a subscription
- Set an in-app logo
- Show data evaluation of your subscription
- Access Threema Gateway credits
- Request support

# Use cases



## Instant messaging

- Among colleagues and associates, e.g., to reach out to non-desktop workers
- With third parties – such as customers, external partners, or suppliers

Example: A big German car manufacturer uses Threema Work that way with 50'000 users



## Top-down communication

- Use Threema Work as a channel to reach all or certain divisions of the staff
- To inform employees about important news or upcoming events

Example: The German Greens Party

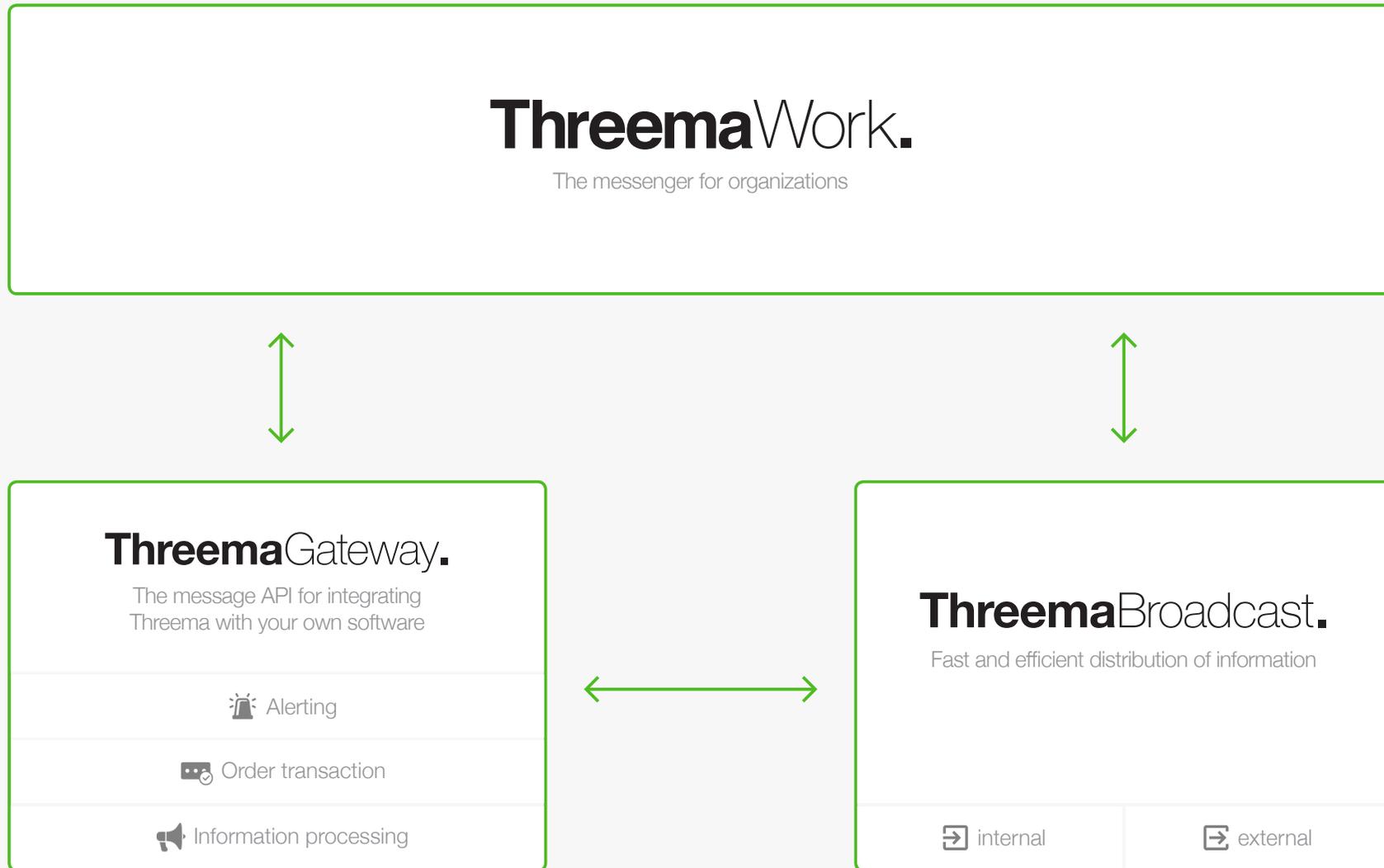


## Human-computer interaction

- Send, receive, and process Threema messages using own software
- This technology can be used for alerting, two-factor authentication, to automate workflows or to implement bots

Example: Swiss banks as part of their business continuity efforts

# Threema business solutions



# Awards and achievements

Threema was awarded several times for its security, metadata restraint, and usability. These are just a few of the past achievements.



## Top ratings and reviews

In the app stores, Threema gets excellent reviews and ratings. In the Google Play Store, it scores 4.5/5 stars, based on >45,000 votes.



## Android App of the year

In 2015, Google Play rewarded Threema by placing it on the prestigious roster of best Android apps.



## Best-selling iOS app

Two years in a row, in 2014 and 2015, Threema was the best-selling iOS app in Germany.



## Winner of several tests, earning perfect scores

In numerous messenger comparisons, Threema came out on top. Many blogs and journals praise Threema's security, privacy protection, and usability.

Threema in the press

**The New York Times**

**Forbes**

**Handelsblatt**

**BUSINESS  
INSIDER**

**NZZ**

**SPIEGEL ONLINE**

**BILANZ**

# Contact

To get a complete picture of Threema Work, please visit our website. If you have any questions, don't hesitate to contact us. We're looking forward to hearing from you!

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## Threema GmbH

- Core competence: software development with focus on security, data protection, and privacy
- Software development and hosting in Switzerland
- Based in the Zurich metropolitan area