

Instant Messaging in Corporations: Pros and Cons



HOW COMPANIES AND ORGANIZATIONS can secure and improve their communications

Connecting with others via instant messaging (IM) is fast, efficient, and less expensive than other communication options. You can easily verify who is available online, as to eliminate downtime and improve efficiency. This alone makes an instant messenger an ideal business tool.

Using a public instant messenger – such as Skype, Facebook, or AOL – is an opportunity to consider. Since these are free applications, it's simple to get started.

The problem with public applications is that they do not always provide the highest level of safety and security, which is a must when it comes to business communication.

Some of the potential problems include:

Confidentiality

Information exchanged over a public IM network can leak to anyone, thus causing major problems for the company as a whole.

Encryption

Unencrypted data sent over the internet can be intercepted and read by any third party. A lack of encryption results in a lack of security.

Reduced Productivity

With a public IM, any user can connect with anyone in their life, not just colleagues, prospects, and customers.

While this doesn't sound like a bad thing, it can have a negative impact on productivity. You don't want workers to become distracted by outsiders, as this takes their attention away from the task at hand.

Viruses

Instant messengers are targets for all types of viruses and spyware. Furthermore, IM applications have the potential to distribute security threats. In other words, one person within your company could spread a virus that impacts your network as a whole.

In order to protect business data, companies typically do one or more of the following:

Block Addresses

Corporate networks block access to certain IP addresses and domains. Companies typically have to block a whole range of IP addresses in order to guarantee that public instant messaging systems are not used.

Restrictions

Prohibit the use of public instant messaging applications for work purposes.

Intranet

Companies that are interested in using instant messaging often install and maintain a system inside their corporate network. This allows companies to benefit from some IM advantages, such as access to collaboration tools and faster communication. Unfortunately, it doesn't provide the highest level of features.

The real power of instant messaging comes into play when people in all parts of the world are able to communicate with one another in real-time, all without compromising security.

This is why so many companies turn to an instant messaging application that runs through the internet. Of course, operating your own IM infrastructure is easier said than done, as there is a lot that goes into doing so with success.

This is where a professional enterprise instant messaging application can help.

HOSTED INSTANT MESSAGING

Hosted instant messaging is similar in many ways to dedicated server hosting. A company "rents" an instant messaging network from a provider that specializes in this area. The benefits of this approach include:

01

The ability to benefit from all the advantages of instant messaging used on the internet and its corporate network.

02

The company is not required to personally manage and maintain a complex IM infrastructure.

03

Low cost to operate a secure instant messaging network.

How to Choose the Right Instant Messenger for Business

When searching for an instant messenger for business, a variety of details must be considered.

While there are many things to think about, security should always be at the top of your mind.

This isn't always the case when selecting an IM for personal use, but it's a must in the business world.

Here are the two things you need to focus on:

A CLOSED NETWORK

Since you are using an instant messenger for business, you don't want outsiders gaining access to your network. You need to choose an application that allows you to invite who you want, while keeping others on the outside.

01

ENCRYPTION

Since you are using the instant messenger from locations around the world, encryption is a must. You need to make sure your data is properly encrypted, and that only the recipient is able to read the content.

02

Once you're on the right track in regards to security, here are some other details that deserve your attention:

Configuration and maintenance

01

Is it easy to install, configure, and maintain? You shouldn't have to spend much, if any, time dealing with these issues.

Features

02

The best enterprise instant messengers are full of features. From group chat to video calls to screen sharing, the more features the better.

Connectivity

03

Since your users will be relying on the IM from locations around the world, it's important to learn more about connectivity before making a decision. With an online based system, it doesn't matter where a person is located or the type of device they're using, they should always be able to communicate.

Speed

04

Simply put, speed is a big part of effectively and efficiently using an instant messenger. You don't want to wait for your messages to be sent and received. You want file transfers to happen now, not later.

Cost

05

While the cost isn't the only detail to consider, it's definitely among the most important. You don't want to shop based on price alone, but you should know that you are getting a lot in return for your money.

Brosix

Where Does Brosix Fit In?

Brosix is known for being one of the top enterprise instant messaging applications, thanks to its dedication to security and rich feature list.

The instant messaging industry has changed over the years, and Brosix has been able to keep up with the times by continually upgrading its technology and providing users with the most advanced features.

Let's take a closer look at some of the many areas in which Brosix excels:

- **Encryption**. With an industry standard 256 bits encryption, you never have to worry about security regarding text chat, voice chat, file transfer, or anything else.
- **Configuration and maintenance**. You can manage everything from your dashboard, making it simple to not only configure your network but to take advantage of every feature. Also, you don't have to spend any time configuring servers or your network infrastructure. Simply follow the on-screen prompts and get started.
- **Features, features, and more features**. Brosix is an industry leader in regards to its features, with some of the most popular including: text chat, screen sharing, chat rooms, whiteboard, video chat and voice chat.
- **Connectivity**. To ensure top of the line user connectivity, Brosix applies advanced technologies such as communicating through proxies, automatic discovery, and the usage of UPnP gateways.
- **Cost**. With an affordable flat monthly fee based on the number of users in your network, you'll always have a clear idea of your instant messaging expense. Best yet, there are no "add-on" costs.