MindLink Mobile
By The Persistent Chat Company

Making Persistent Chat simpler, more secure and accessible

What is Persistent Chat?

Persistent Chat is a communication paradigm for real-time, high volume messaging across different teams and organisations, built on the following core values.

Persistent Chat Core Values:

- Real-time, high volume chat
- Secure, partitioned and compliant messaging backbone
- Open, standardised approach towards federation
- Transient and ad-hoc participation user experience, with persistent and searchable history
- Lightweight and flexible implementation and design

Although Persistent Chat is not a new concept, its core values have diluted over time. Many tools available today shift their focus away from real-time high volume chat and have evolved into casual, conversational, social collaboration tools. As a result, such tools are often unsuited for organisations relying on Persistent Chat in a traditional sense: for real-time high volume chat.

Why use Persistent Chat?

Underpinned by its core values, Persistent Chat is ideal for circumstances that require teamwork and quick decisions, as events unfold. By letting organisations connect and the capacity to handle high message volumes, Persistent Chat introduces fast pace communication between different teams and organisations. Through secure and partitioned messaging; both compliance and data protection are ensured. The combined result is a trusted environment for collaboration between organisations that enables real-time coordination. It allows them, and their partners, to be more agile and responsive in urgent situations.

The Persistent Chat Company

At MindLink, we understand and maintain the traditional concept of Persistent Chat. By building on top of the core values, we deliver best in class solutions for Persistent Chat. MindLink enables and adds value to mission-critical use cases such as incident management, shift-based teamwork and inter-organisational collaboration. Through our unique security, technology and data protection capabilities, paired with a user experience designed for high-volume messaging; we offer the tools organisations need, and users want.

Microsoft Gold Partner

## The Business Case for Persistent Chat

The Problem

Real-time messaging has taken the backseat in today's collaboration suites. While most platforms do have messaging features, they tend to fall short of expectations for teamwork and use cases that require close and frequent coordination between dispersed users and teams, rather than document or project-based collaboration.

The Solution

When teams rely on a constant feed of information to complete the task at hand, a dedicated platform coupled with a user experience designed for real-time messaging at high volumes is more desirable to use. Doing so removes the added overhead of running an entire collaboration suite and any distracting bells and whistles, making it lightweight and purposeful. It puts less strain on the network and provides better performance for users based remotely or in the field, where connectivity may not be ideal. Finally, it allows teams to stay in sync and coordinate more effectively with an interface and messaging experience that fully supports their use case.

Introducing MindLink Mobile
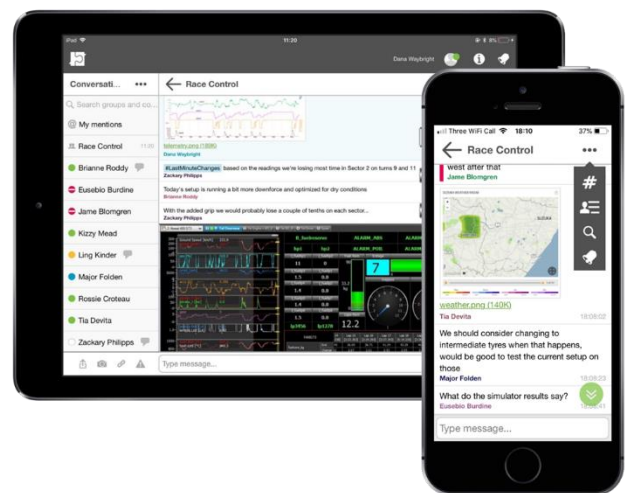
MindLink Mobile connects Android and iOS device users to instant messaging and Persistent Chat, allowing them to stay in sync with their teams while in the field and on the go. MindLink Mobile integrates natively with Microsoft Lync and Skype for Business to enable group chat for mobile devices and is compatible with most enterprise mobility management solutions.

With modern messaging features and a user experience that is on par with consumer applications, MindLink Mobile is the secure enterprise solution to non-compliant consumer messaging services.

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Real-time Coordination On-the-Go
MindLink Mobile is designed to support users on-the-go or in the field for real-time coordination and collaboration with their office counterparts.

Channel Selection and Notification Options
MindLink Mobile allows users to stay focussed by choosing which channels, they take on the go and for which to receive notifications for, separately from their preferences in other clients. This allows them to cut through the noise by staying in touch with only the relevant contacts and groups.

Message Filtering
Using hashtags and the search function, the contents of a chatroom can quickly be filtered down to a topic of discussion or keyword, without the need to scroll. Our unique LiveStream feature provides a filtered view for users to monitor multiple channels and instant message conversations in a single glance.

Secure, Partitioned & Compliant Messaging
Through a range of security features MindLink Mobile ensures data privacy and compliance with industry standards.

Flexible Token-Based Authentication
Streamlined authentication through Active Directory to allow for a single point of access and enabling single-sign on.

Stateless Application, End to End Data Encryption
MindLink Mobile maintains data privacy, where it does not hold message data in memory and encrypts data at rest and in transit using HTTP over TLS.

Built-in Data Loss Prevention Controls
MindLink Mobile supports data loss prevention with built-in administrative controls that can disable copy/paste within the mobile application. Additional settings include the ability to disable message previews and/or sender names in push notifications, enabling or disabling messaging modalities and file transfers.

Enterprise Mobility Management Support
This includes Data Loss Prevention support, secure deployment and connection options as well as other security features native to your Enterprise Mobility Management (EMM) solution. MindLink Mobile supports Mobile Application Management (MAM) for the following EMM solutions:
- AirWatch
- MobileIron
- Citrix Zen Mobile
- BlackBerry (Good)
- *Support for other EMM solutions available on request*

Light-weight, Flexible Design
MindLink Mobile is designed with a low network and resource overhead to allow for maximum performance and adaptability for custom requirements.

Low Bandwidth Reliability
MindLink Mobile is a reliable messaging solution that maintains functionality and service in poor network conditions. This allows the remotest of users to stay connected to their office peers at any time, from Mobile.

Flexible Deployment Configurations
MindLink Mobile is packaged as a stand-alone installer for hosting in the private/public cloud and on-premise. MindLink Mobile can meet organisational requirements for uptime and scalability by deploying multiple nodes in a High Availability, Disaster Recovery or Load Balanced configuration.

Agile, Responsive Inter-Organisational Collaboration & Coordination
Transient Participation
Federated access and transient participation allow internal and external users to collaborate and coordinate in real-time while on-the-go. Users can join and leave groups as required with the group members list showing which participants are currently available in each channel.

Supported Scenarios
Unified Communications Compatibility
MindLink Mobile supports the following Unified Communications platforms:
- Microsoft Lync 2013
- Skype for Business 2015, 2019 (On-Premise Edition)
- Skype for Business Online (Office 365 Edition)
- MindLink Chat Engine

Supported Modalities
MindLink Mobile supports the following modalities:
- Instant Messaging (IM)
- Presence (Availability)
- Group Chat
- Multi-Party IM
- 1-1 and Multi-Party Voice Calling

Supported Devices
MindLink Mobile supports the latest versions of:
- iPhones and iPads with iOS 11 and above
- Android Phones and Tablets with Android 5.1.1 and above