

## Business IM – the hot phone replacement

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A recent survey of business communication conducted in 20 countries around the world suggests that the number of people who prefer text-based instant messengers (IM) to phone calls is rising.

The main reason for the growing trend is the immediacy and efficiency of information exchange with home workers (the so-called 'telecommuters'), partners, clients, and suppliers.

There are, however, some issues that prevent free public instant messengers from becoming the medium to threaten traditional phone and e-mail messages. The main one is related to privacy – businesses often handle confidential information and need to be protected from unauthorized data transfers, other users, hackers. There is also an inevitable risk of virus infections and security threats.

These issues have been solved over the last several years with the introduction of special corporate business messengers which meet the security and suitability requirements of business owners.

The Brosix Corporate Instant Messenger is one of the latest developments in the area, and demonstrates the achievements of the new communication medium tailored to the needs of businesses. It allows clients to create their own business instant messaging networks and organize a complete user selection which can be managed through an online control panel.

By installing a Brosix manager, security issues are rendered virtually non-existent. Clients get their own private network hosted on Brosix optimized servers. They can easily manage it via the web-based Administration Console and have full control on users, contact lists, block users etc. Brosix encrypts all the traffic with a 256-bit key. Instant messages, File transfers, voice/video/text chat etc. are encrypted and only the recipient users can decrypt and use/see them.

In addition to there being no security problems, Brosix provides a full set of features that will help clients organize their business, clients support and offices interaction. These features are not limited to text messaging and call services – there are Whiteboard, Simultaneous Internet Browsing option, Screen Sharing, Voice Conference, Files Transfer, etc.

In terms of pricing, Brosix is very reasonably priced, especially with regards to what it offers. There is a very affordable flat-fee pricing, which depends on the number of users added to the respective Instant Messaging network. The network capacity can be increased at any time by adding new users.

Brosix  
ul. Sredec 65, et.2  
Plovdiv 4003  
Bulgaria

Phone: +359 87 7054496  
e-mail: [info@d-bross.com](mailto:info@d-bross.com)

Brosix was founded in 2006 to develop simple, easy-to-use, secure communication tools for home and enterprises. Brosix goal is to enable people and organizations to benefit from innovative instant messaging and other Internet technologies without making substantial investments in hardware, software and infrastructure.

[You can find this press release here](#)