

BUILT. FOR. BUSINESS. - ON YOUR DESKTOP

MindLink Desktop is a web-based app that brings secure messaging & collaboration on to Windows, Mac and Linux. Searchable, persistent, real-time - MindLink enables teams to share information and knowledge across the firm, significantly reduce Email volumes and improve team & project work.

The result: A collaborative enterprise that drives efficiency and productivity through better internal communication - no matter what desktop environment or operating system.

Key Benefits

- Connect your remote & distributed teams
- Combat Email Volumes & Information Overload
- Build a searchable knowledge repository – all information shared is indexed and preserved
- Obtain real-time access to knowledge and subject matter experts across the entire firm
- Reduce meeting & travel costs

MindLink Desktop - that's:

- Presence - your availability
- Instant Messaging - ad-hoc conversations
- Group Chat - standing chat rooms
- File Sharing & Archiving
- Integration with Lync or Skype for Business
- Voice Calling (coming soon)
- Integration with Email, Social Media, Portals & any internal system

“Whether they are sitting next to each other or working in offices separated by thousands of miles, our teams & analysts are able to work much more cohesively, quickly, and effectively, ensuring maximum success for our investor clients”

Redburn



Share Information with Peace of Mind:

- Enterprise-grade Data Security
- Flexible Deployment Model
- Business Integrations
- Additional Compliance Modules
- Productivity Features

MindLink Productivity Features:

- Livestream
- Alerts & Notifications
- #Hashtags & @Mentions
- Advanced Search & Filters
- Secure Guest Access

MindLink Desktop is fully integrated into your existing business systems & processes through our connectors and smart integrations - providing you with information from numerous sources right within your chat rooms.

MindLink - Built. For. Business.

MindLink is built for business (period). Every full stop is as deliberate and purposeful as our product, platform and user experience.

For more information contact: info@mindlinksoft.com

BUILT. FOR. BUSINESS. – WHEREVER YOU GO!

MindLink Mobile brings highly secure messaging on to mobile devices and tablets for iOS, Android and Blackberry. Searchable, persistent, real-time - MindLink enables teams to share information and knowledge across the firm, significantly reduce Email volumes and improve team & project work.

The result: A highly secure chat platform for enterprise that drives efficiency and productivity through better internal communication – in the office and on the go!

Key Benefits

- Connect your remote & distributed teams
- Reduce Email Volumes & Information Overload
- Distribute critical knowledge across the business - fast
- Build a searchable knowledge repository – all information shared is indexed and preserved
- Reduce meeting & travel costs

“We use MindLink a lot! Our users love it. Features such as the ‘LiveStream’ & the availability on browser and mobile enable our IT operations to be more agile”

The Institutes

MindLink Mobile - that's:

- Presence - your availability
- Instant Messaging - ad-hoc conversations
- Group Chat - standing chat rooms
- File Sharing & Archiving
- Integration with Lync or Skype for Business
- Voice Calling (coming soon)
- Integration with Email, Social Media, Portals & any internal system



Share Information with Peace of Mind:

- Enterprise-grade Mobile Data Security
- Flexible Deployment Model (On Premise & Cloud)
- Compliance Modules
- MDM/ EMM Support - Airwatch

MindLink Productivity Features:

- Livestream
- Alerts & Notifications
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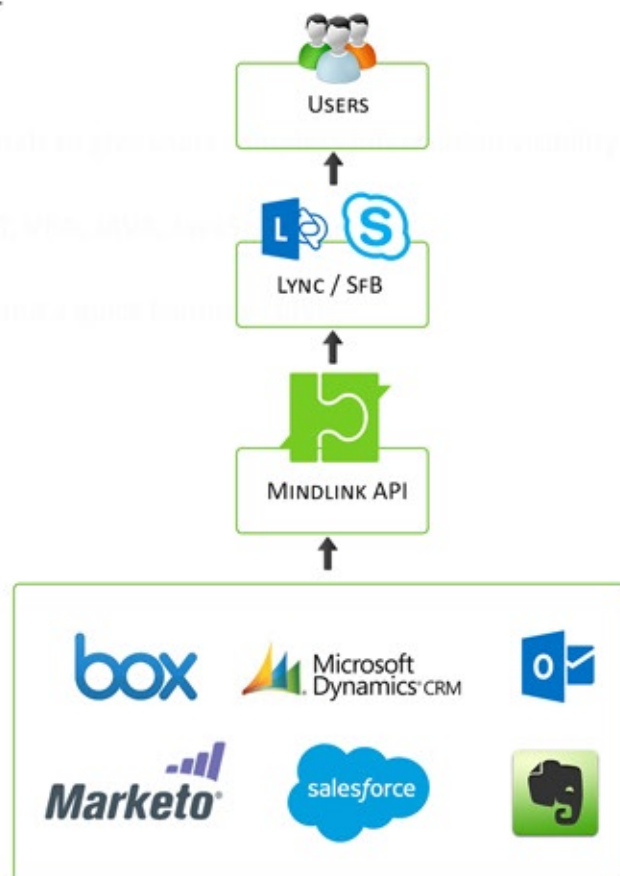
CONNECT YOUR LINE-OF-BUSINESS SYSTEMS

MindLink's RESTful API provides firms with a simple yet powerful way to develop connectors to link internal systems or external applications with their chosen enterprise chat platform - be it CRM, ERP, ticketing systems, document management, operational monitoring and more.

The result: Contextual data can be accessed and discussed within the right context inside the company's messaging platform, making chat the central place of working for the enterprise.

WHAT ARE THE BENEFITS?

- Feed knowledge & data from existing systems into chat channels to give users complete information visibility
- Develop integrations using your choice of technology e.g. NET, VBA, JAVA, JavaScript etc.
- Benefit from quick ramp up time, faster development cycles and a quick learning curve
- Use central administration panel to manage changes, reconfigure or enable/disable agents dynamically
- Avoid costly future upgrade needs
- Protect your underlying Lync/SfB infrastructure against rogue integrations
- Remove infrastructure dependency for each bot allowing developers to focus on purpose



MindLink's API is a simple web services API so companies need to write minimal code.

Unlike the published Lync/SfB API, it provides a straight forward web services layer that simplifies the development and publishing of internal applications and removes the dependency of writing in .Net.

It incorporates 'sentinel' functionality ensuring that written applications are monitored and if need be, restricted and quarantined; removing the risk of taking down the underlying Lync/SfB system.

NO NEED TO:

- Write long, complicated code
- Manage complex error scenarios
- Struggle with administration control

"MindLink has helped our teams share ideas & information like never before ... Salespeople can use CRM to view recent trades or read the day's stock news. By disseminating information from [internal] systems, our teams are better informed, which promotes cross-selling."

REDBURN PARTNERS

The MindLink API yields major Advantages...

... for Developers

- Use practically any programming language – incl. [[VB script i.e. using an Excel Macro
- Requires very few lines of code - minimum one line of code to post a message
- No need to learn complex APIs
- No need to write complex multithreaded and asynchronous code to handle common error scenarios e.g. disconnection
- Requires little understanding of underlying infrastructure or specific collaboration development skills

... for Administrators

- No direct development access to underlying chat system - reduces risk from rogue applications
- Centralised and consistent configuration across all applications
- Reconfiguration is simple and does not require application restarts
- Throttling tools can be applied to prevent rogue actions

... for Enterprise Architects

- Web service architecture enforces decoupling of sub-systems within the enterprise
- No direct dependency on collaboration system type or version and the relying in-house applications
- Future-proof applications through versionised web services
- Low-maintenance overhead of future applications
- Clear view and control of system dependencies via API provisioning and management

Make the most of your Microsoft Infrastructure

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CONNECT YOUR SYSTEMS WITH MINDLINK BUSINESS INTEGRATIONS

MindLink Integrations securely connect your messaging platform to your internal business systems and processes: from CRM to trading platforms, from storage to project management - without the need to switch between applications ever again.

The result: Contextual data can be accessed and discussed within the right context inside your messaging application, making chat the central place of working for your enterprise.



KEY BENEFITS

- Access contextual data within your chat channels, allowing for more informed decision making
- Save time and cut back on disruptions due to 'log on/log off' into separate systems
- Combine people knowledge with system data for better knowledge management
- Make your business more agile & responsive by bringing data sources together

"MindLink has helped our teams share ideas and information like never before....Salespeople can use CRM to view recent trades or read the day's stock news in the RSS feed in SharePoint. By disseminating information from [internal] systems, our teams are better informed, which promotes cross-sellin"

edburn

MINDLINK INTEGRATES WITH:

- Social Media & RSS Feeds
- Corporate Portals (e.g. SharePoint)
- Email Systems
- Any internal application via the MindLink API

MindLink API (a restful API)

Provides you with a simple way to develop connectors to any internal or external source e.g. CRM, ERP, Jira, ticketing systems, document management, operational monitoring and more.

Email Integration

Unclutter email inboxes by re-routing email alerts and mass notifications from distribution lists into relevant chat channels, structuring conversations and avoiding information overload.

Social Integration

View social media news, RSS and Twitter feeds from any external or internal site within chat channels, allowing you to monitor trends, keywords & news and encouraging active discussion rather than passive consumption.

Portal Integration

Transform your portal into a fully-fledged collaboration environment by embedding real-time messaging into this one-way storage facility. Enable broadcasting of information and two-way discussions within portals.



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KEEP YOUR ORGANIZATION'S DATA SECURE & PROTECTED

MindLink's built-in, end-to-end data security lets you stay in control of your corporate information and privacy. We work with the most advanced technologies and partners specialising in enterprise security to protect you and your company. Share financials, legal documents, trade or portfolio data, HR or Sales information without having to worry where your data is stored, who has access and who can administer it. We have it all covered.

The result: Share and discuss your sensitive business information with complete peace of mind!

"We selected MindLink due to its focus on high security as well as its intuitively clear interface which requires minimal training and ensures adoption across agencies"

*Chief, Knowledge Management,
Government Agency*



MINDLINK SECURITY FEATURES:

- Business Continuity
- Complete Encryption
- Authentication
- On Premise or Private Cloud deployment
- User & Access Management
- MDM/ MAM support
 - ◆ Support of all major Mobile Device Management tools: BlackBerry Secure WorkSpace, Good Technology, MobileIron, Citrix, AirWatch, The Sector Network and more.
 - ☒ Secure App Tunnelling
 - ☒ Access Controls
 - ☒ Configuration of data loss prevention
 - ☒ Remote data access and deletion of content (in case of theft or device loss)
- Mobile Data Security
- Flexible and adaptable security and network model
- Compliance Archiving
- Industry Certifications
- External & Internal Audits

What's more? MindLink leverages the underlying security features of your UC platform, as well as existing data management and security settings

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POWERFUL COMPLIANCE SOLUTIONS FOR INSTANT MESSAGING, GROUP CHAT, YAMMER AND ICE CHAT

MindLink Compliance is the right tool to meet your regulatory requirements & protect your business. It seamlessly transfers your one-to-one instant messaging and persistent group chat data with Lync & Skype for Business, as well as your Yammer and ICE Chat data, to legally compliant long-term archives. All message data including file attachments are archived in the same application that is used to archive email.

The result: Compliance managers and regulators have a single source for eDiscovery across various communication tools.



KEY BENEFITS

- Cost effective transport mechanism that lets you make the most of your existing search and eDiscovery application
- Enables search on a variety of different identifiers instead of just sip address
- Allows compliance managers from different teams or geographies to retrieve only the relevant information
- Reduces network strain by staggering the data transfer at peak times

“We’ve been impressed with the company’s responsiveness, ability to work remotely and the technical capabilities of the solutions on offer.”

Group One Trading LP

KEY FEATURES:

- Transfer your Group Chat & IM data with Lync & Skype for Business to your non repudiation store
- Transfer your Yammer or ICE Chat data to your long term storage
- Append additional identifier(s) including email addresses, friendly names and security identifiers in addition to SIP address
- Filter data to separate archive email addresses based on specific user attributes (e.g. location)
- Use robust and configurable scheduling capabilities (based on time since last transfer, number of messages since last transfer, etc.)



MindLink Compliance supports Symantec Enterprise Vault, EMC Centra, Autonomy Consolidated Archive, Hitachi Data System, Microsoft Exchange Hosted Archive and others. It can be used with any archiving solution that supports email journaling.

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SECURE CHAT & MESSAGING - LEVERAGE OUR EXPERTISE

MindLink Consulting Services enable companies to get invaluable support when rolling out, upgrading or migrating their Lync/Skype for Business (SfB) and MindLink platforms. Over the past 10 years, we have implemented dozens of global enterprise chat programs, have helped firms to better leverage their investments in Microsoft Lync/SfB and improve the associated ROI - whether in financial services, government, pharmaceutical or beyond...

MindLink is an expert within the chat and Microsoft Lync/SfB domain, and we now offer our expertise and best practice methodologies via our consulting services.

The result:

The success of your chat program is assured via robust installation, custom software and adoption initiatives.

"When it comes to understanding business critical enterprise collaboration, MindLink's technical expertise is impressive. We've just completed a joint project at a major global financial institution. MindLink's implementation was seamless and their support & guidance highly valuable."

Microsoft



OUR SERVICES

• Custom Bot Development (API)

We provide customers with the capability to write workflow applications and connectors to Lync 2010, 2013 and Skype for Business, to pipe system data straight into Chat channels, connecting legacy systems with new technology

• Implementation Services

We ensure your chat installation goes smoothly and support you at every step of the way (incl. Lync/SfB & Persistent Chat)

• Bespoke Software Development

Our world class developers provide you with custom applications and bespoke software design in the world of chat and Lync/SfB- reliable and fast

• Migration Services

We assist you in migrating or upgrading your legacy chat platforms such as MindAlign or Lync2010 with minimal disruptions through tried & tested processes

• Software Audits & Reviews

We conduct independent examinations of your Microsoft UC & Chat software and processes, provide recommendations and address issues

• Adoption Support & End-user Training

We provide change management and product training on MindLink as well as Microsoft Lync and Skype for Business platforms to ensure optimal end user uptake

Experts in Microsoft & Chat/Messaging Systems



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