

Threema Broadcast Use Cases

VERSION: 04/2023



Overview

Fast Information Distribution

Threema Broadcast is your tool for fast, secure, and targeted one-to-many communication. With the click of a button, you send text/image messages, files, and polls to your entire workforce or to specific departments.

Examples

- EDEKA uses Threema Broadcast for communication with retailers. The respective distribution list is automatically maintained using Threema Broadcast's API.
- During the coronavirus pandemic, Mercedes-Benz Group's CEO has used Threema Broadcast as primary means to keep in touch with the staff.

Different Channels for Efficient Information Distribution

Distribution Lists

The perfect means for classic top-down communication. By defining the recipients yourself, you reach exactly the desired users.

Centrally Managed Groups

Create and manage group chats for team collaboration, and conveniently moderate the discussion on a computer.

Feeds

Users can subscribe to the feeds they like, and they can unsubscribe at any time. Feeds are ideal for newsletters.

Chat Bots

Create interactive chat bots in no time, and allow your users to retrieve information by receiving predefined answers to their questions.

Scenarios

Use Case of Distribution Lists (Top-Down Communication)

Failure of Internal IT Infrastructure

Outage of the internal IT infrastructure is a serious threat that can affect every company and may eventually have profound consequences. It can occur at any time without warning, and not even the most ingenious measures offer complete protection. If the IT is down, neither email nor VoIP work, which brings up the question how to maintain seamless communication during a crisis. The answer is Threema Broadcast, which allows, in combination with Threema Work, to ensure secure communication even in a serious situation like this.

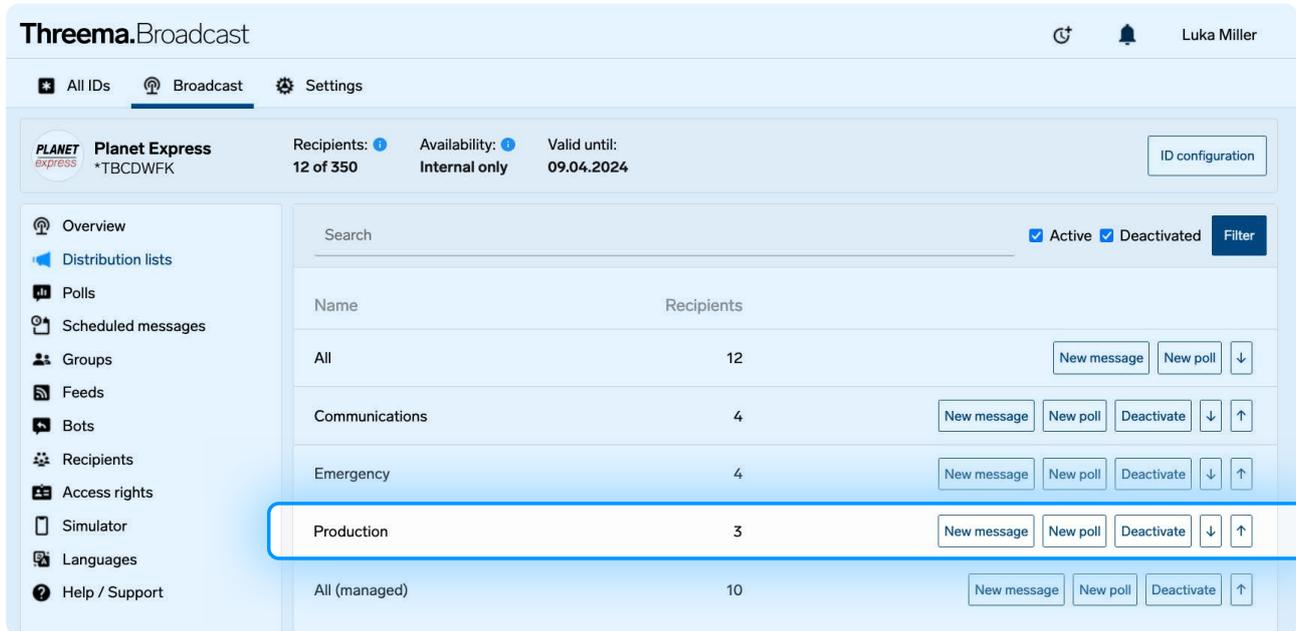
Distribution lists, for example “Emergency” (top-down communication), serve as a fast and secure information channel to inform your employees about any next steps.

The screenshot shows the Threema Broadcast interface. At the top, it displays 'Threema.Broadcast' and the user 'Luka Miller'. Below this, there are navigation tabs for 'All IDs', 'Broadcast', and 'Settings'. The main content area shows a distribution list for 'Planet Express' (ID: *TBCDWFK) with 12 recipients, internal availability, and a validity date of 09.04.2024. A sidebar on the left lists various features like Overview, Distribution lists, Polls, etc. The main table lists distribution lists with columns for Name, Recipients, and actions. The 'Emergency' list is highlighted with a blue border.

Name	Recipients	Actions
All	12	New message New poll ↓
Communications	4	New message New poll Deactivate ↓ ↑
Emergency	4	New message New poll Deactivate ↓ ↑
Production	3	New message New poll Deactivate ↓ ↑
All (managed)	10	New message New poll Deactivate ↑

Communicating Changes in the Shift Schedule

In a company with production employees, unexpected changes in the shift schedule may occur on a regular basis. It makes sense to create a “Production” distribution list that allows you to inform employees affected by the change immediately.



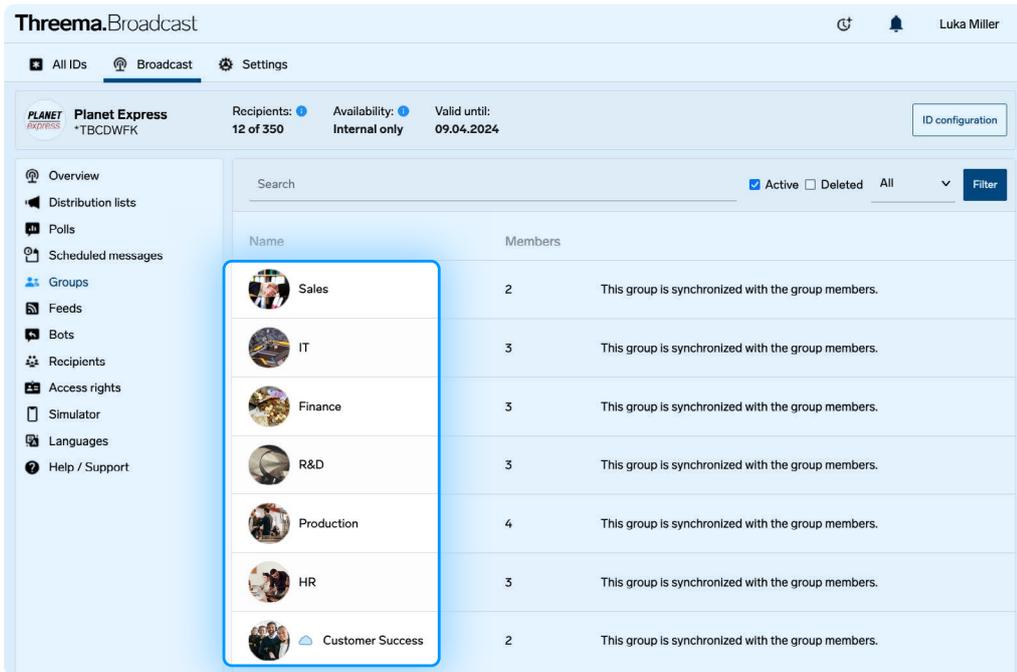
The screenshot displays the Threema Broadcast interface. At the top, the user is identified as 'Luka Miller'. The main header shows 'Planet Express' with a recipient count of 12 of 350, availability set to 'Internal only', and a validity date of 09.04.2024. A sidebar on the left lists various management options, with 'Distribution lists' selected. The central area features a table of distribution lists. The 'Production' list is highlighted with a blue border, showing 3 recipients. Action buttons for each list include 'New message', 'New poll', 'Deactivate', and arrows for sorting.

Name	Recipients	Actions
All	12	New message, New poll, ↓
Communications	4	New message, New poll, Deactivate, ↓, ↑
Emergency	4	New message, New poll, Deactivate, ↓, ↑
Production	3	New message, New poll, Deactivate, ↓, ↑
All (managed)	10	New message, New poll, Deactivate, ↑

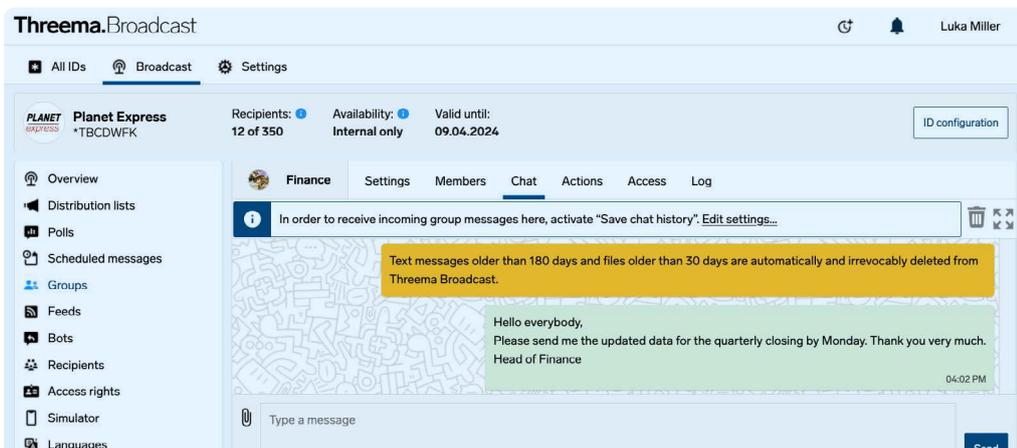
Use Case of Centrally Managed Groups

Coordinating Communication within a Department

In companies with different departments, regular exchange within these departments is necessary to inform each other about upcoming projects and stay up to date. In Threema Broadcast, it is possible to set up and manage groups for each department (e.g., HR, Finance, etc.).



Groups created with Threema Broadcast can be managed manually or automatically using the API. This is to say that a group's management can be carried out by multiple administrators and without the use of a mobile device. Manage central group chats together with any number of co-administrators, and participate in the group discussion directly from your PC.



Use Case of Feeds (Business Newsletter)

Sports at Lunch Break

In order for the employees to stay physically fit and get some fresh air in between, the company in the following screenshot offers a sports program during lunch. Interested employees can subscribe to the feed (business newsletter) with the command “start Sport at lunchbreak”. Having subscribed to the feed, they no longer miss changes to the schedule or important information about new offers.

The screenshot displays the Threema Broadcast management interface. At the top, the user is identified as 'Luka Miller'. The interface is divided into several sections:

- Header:** 'Threema.Broadcast' logo and user name 'Luka Miller'.
- Navigation:** 'All IDs', 'Broadcast' (selected), and 'Settings' tabs.
- Feed Information:** 'PLANET express Planet Express *TBCDWFK', 'Recipients: 12 of 350', 'Availability: Internal only', 'Valid until: 09.04.2024', and an 'ID configuration' button.
- Left Sidebar:** A list of navigation options including Overview, Distribution lists, Polls, Scheduled messages, Groups, Feeds, Bots, Recipients, Access rights, Simulator, Languages, and Help / Support.
- Main Content Area:** A search bar and filter options for 'Active' and 'Deactivated'. Below is a table of feeds:

Name	Subscribers	Actions
Lunch & Learn	0	New message, New poll, Deactivate
Sport at lunchbreak	1	New message, New poll, Deactivate

A 'New feed' button is located at the bottom right of the main content area.

Lunch & Learn

There is a lot of knowledge available in a company that could easily be passed on to other employees, for example during “Lunch & Learn.” This event takes place during lunch, and one or more employees give a short presentation about their area of expertise. With a feed, you can, for example, announce the date for the next “Lunch & Learn” event, conduct polls for the next topic, or send a registration link for the next event.

The screenshot shows the Threema Broadcast management interface. At the top, the user is identified as 'Luka Miller'. The interface is divided into several sections:

- Navigation:** 'All IDs', 'Broadcast' (selected), and 'Settings'.
- Feed Overview:** Displays 'Planet Express *TBCDWFK' with 'Recipients: 12 of 350', 'Availability: Internal only', and 'Valid until: 09.04.2024'. An 'ID configuration' button is present.
- Left Sidebar:** Contains navigation options: Overview, Distribution lists, Polls, Scheduled messages, Groups, Feeds, Bots, Recipients, Access rights, Simulator, Languages, and Help / Support.
- Main Content Area:** Features a search bar, filter options for 'Active' and 'Deactivated', and a table of feeds.

Name	Subscribers	
Lunch & Learn	0	New message New poll Deactivate
Sport at lunchbreak	1	New message New poll Deactivate

A 'New feed' button is located at the bottom right of the main content area.

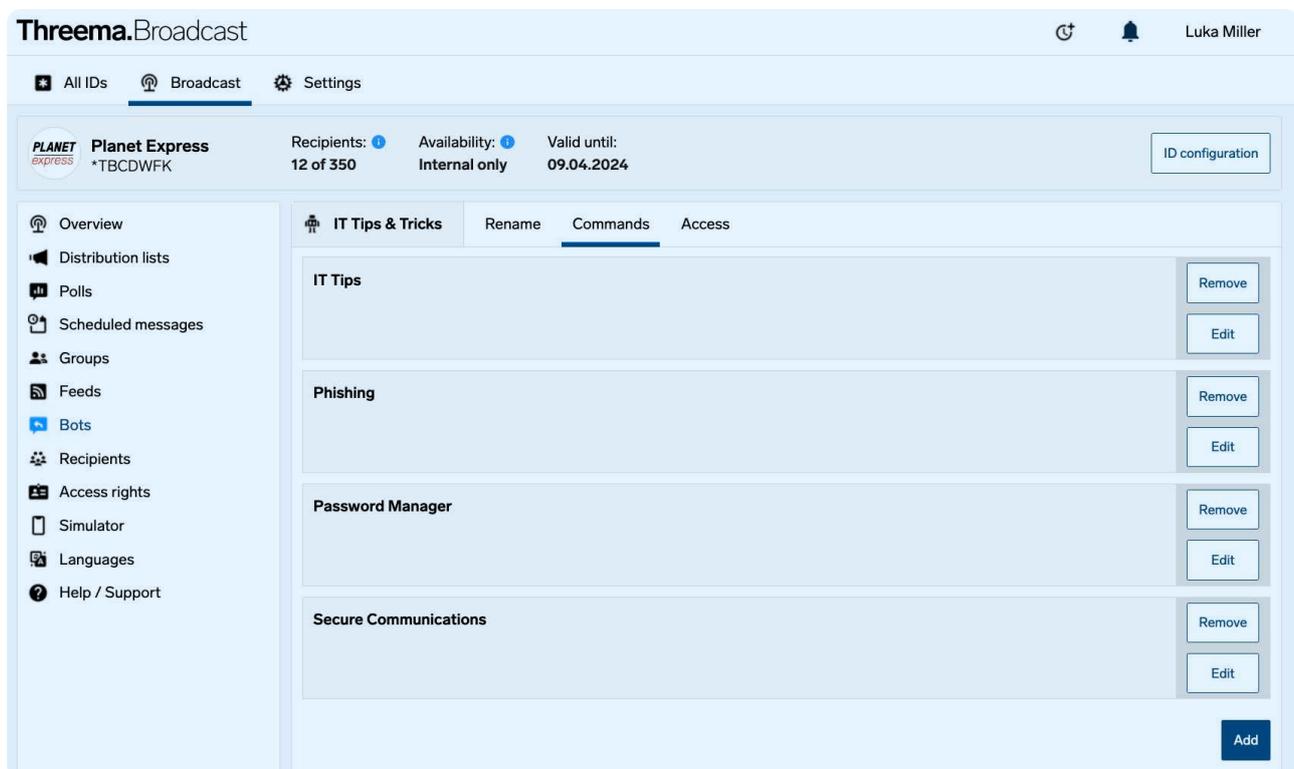
Use Case of Bots (Information Retrieval System)

IT Tips & Tricks

In today's world, the number of cyberattacks is increasing steadily, and phishing attacks are as sophisticated as never before. Therefore, it is important for companies to offer IT training to their employees to prevent them from falling victim to cyber-crime. Sometimes, however, there is not enough time to organize a workshop or seminar to cover these topics.

That's where Threema Broadcast chat bots come in. They allow you to easily create interactive information retrieval systems, where your employees are able to quickly get the answers they are looking for in a dialog with the chat bot. There's no direct interaction with your employees needed on your part, and the information can be queried again at any time.

In the example below, the "IT Tips & Tricks" chat bot gives you an idea of how an information retrieval system could look like.



After having created the chat bot, you can use the "Add" button in the "Commands" menu to add new commands that your users can use to request information. In our example, four commands ("IT Tips", "Phishing", "Password Manager", "Secure Communication") have already been added.

If a user wants to address the “IT Tips & Tricks” chat bot, they can do so by sending the command “it tips” to the Broadcast ID. Immediately after sending the message, they receive the predefined output for this command.

The screenshot displays the Threema Broadcast management interface. At the top, the user is identified as 'Luka Miller'. The main header shows the broadcast name 'Planet Express' with ID '*TBCDWFK', 12 recipients out of 350, and a validity period until 09.04.2024. The interface is divided into a left sidebar with navigation options like Overview, Distribution lists, Polls, Scheduled messages, Groups, Feeds, Bots, Recipients, Access rights, Simulator, Languages, and Help / Support. The main content area is titled 'IT Tips & Tricks' and has tabs for 'Rename', 'Commands', and 'Access'. The 'Commands' tab is active, showing the configuration for the 'IT Tips' command. The 'Name' field is set to 'IT Tips'. The 'Input' field contains the command 'it tips' and an 'Add' button. The 'Output' section is split into two panes: 'English' and 'German'. The English pane shows the message: 'Dear employee, Finding your way in the IT world is not always easy. That's why we want to help you with this bot and give you useful tips along the way. By querying this bot, you can get useful tips on various topics. For information about: • Phishing: Send "phishing" • Password manager: Send "pwm". • Secure communication app: Send "comm".' The German pane shows a similar message with the first sentence corrected to 'That's why we want to help you with this bot and give you useful tips along the way.' A 'Preview' button is located at the bottom of the German pane. On the right side of the configuration area, there are 'Remove', 'Cancel', and 'Save' buttons. A status bar at the bottom indicates '359 / 3500' characters and includes a tip: 'Define the output this command generates.'