

Are you risking the security of your business? The need for a WhatsApp alternative

If your business relies on instant messaging then there's a good chance that you're using WhatsApp. As messaging apps go, WhatsApp certainly has its uses, but is it the right fit for your business?

Of course, the modern workforce demands a means of instant communication. With a hybrid workforce, it has never been more important to be able to stay connected. The challenge comes when trying to find the right way to do so.

Is the tool you're using now fit for purpose? We'd suggest that there are numerous reasons why your business should be exploring the need to ditch WhatsApp.

The attraction of WhatsApp

While business owners are keen to find the best WhatsApp alternatives, it has to be acknowledged that this app does come with some positive features. WhatsApp users will be keen to point out the reasons that they opt to use this app, such as:

- WhatsApp comes with a simple interface that is clutter-free when compared to an email inbox
- This app makes it easy to group teams and people for quick conversations
- Despite the WhatsApp web version, WhatsApp is primarily a mobile app designed to allow messaging on the go

While your staff may be fans of these features, the reality is that WhatsApp exposes your business to significant security risks. What Messagenius offers is a feature-rich messaging service that your employees will love, but without the security issues found in WhatsApp.

Why the need for a WhatsApp alternative?

Given the pros that this messaging service has, you may wonder why business owners hunt for the best WhatsApp alternatives. As a messaging app for personal use, this certainly has its place. It is great for sending social messages, group chats, video messages, sending text messages and even voice calling. However, when exploring a messaging app for business use, it falls short in several key areas:

A lack of GDPR compliance

As a business owner, you will already be aware of your responsibilities under GDPR. You have the responsibility to protect all data relating to your clients, as well as your employees. While WhatsApp doesn't store your messages, what it does store is the address book information of everyone who uses the app.

WhatsApp states that it maintains various details on its servers for all time. This includes names, mobile phone numbers, and timestamps. This makes it impossible to comply with the GDPR requirement to eliminate all details as and when the legislation requires you to do so.

Malware threats

With over 2 billion registered users, you may be surprised by the fact that WhatsApp has seen multiple attacks in recent times. These attacks have all put the data of its users at risk. While WhatsApp may be popular, it comes with certain vulnerabilities that are easy to exploit. Through social engineering, investigating bugs in the system, or making changes to the JavaScript Code, your business can find itself at risk. The risk is that all of your data could be compromised. This risk is not acceptable to any business.

End to End Encryption

This is a feature that is touted as adding to the overall security of WhatsApp. What is shown as a security feature is actually lacking in terms of what is required by your business. The reality here is that accessing your messages is as easy as accessing the operating system of your phone. In this case, hackers have no need to decrypt them as they're in plain sight.

The other major issue that arises with end to end encryption comes when you back up conversations. If you choose to do this to Google Drive or iCloud, the moment that you do, the encryption no longer exists.

Owning your company data

If you are faced with an employee leaving your business and you want to be sure that they aren't taking sensitive data with them, how can you check? The reality with WhatsApp is that you can't. You are only able to see the data with access to the device. Unless you are freely given this, you have no knowledge of what data and information are leaving with your ex-employee.

You may try and delete messages, or even accounts, at your end. The problem here is that this doesn't affect what your employee still has access to. Any copies of messages will remain with the receiver: only the sender will then lose access.

A lack of boundaries

There need to be controls in place that prevent mixing business with pleasure. If your business is using WhatsApp for its instant messaging needs, you can be sure that employees are already using this on a personal level. Receiving all personal and business messages at the same location can blur the lines of operation.

WhatsApp is limited in terms of any admin controls that are available. This means that once a user has received a business message, there is little that can be done to prevent it from being shared, inappropriately, from within the app.

Messagenius - created with security at its heart

There are numerous reasons for seeking alternatives to WhatsApp for those who are running a business. The best alternative can be found in what we offer at Messagenius. Unlike WhatsApp, Messagenius is an independent and stand-alone app. It is an app that solves the issues experienced with other messaging apps. It is one full of cool features, all of which have a practical purpose:

Enhanced levels of security

When looking at secure communications, end to end encryption is the industry standard. By opting to use Messagenius for your messaging, you are ensuring that you are using the highest levels of security that are possible.

Rather than messages being stored with a third party, Messagenius is installed on your premises, or on private servers, or on private clouds. The only access to encryption keys is given to you, the client.

Self-destructing messages

When it comes to your messages, you have the option of using Black Box Chats or Black Hole Chats. The first of these means that all of your conversations are tracked. You can see when messages were sent, what messages said, and who read the messages. Messages are time-stamped and there is a mandatory proof of receipt.

The Black Hole option means that you have full control over the privacy of your own data. These messages do not pass through any servers so there is no trace of them. Only the sender can set up a timer and as soon as the message is open, it self destructs. There is no way that these messages can be recalled from the server.

Admin controls

As a feature-rich messaging app, Messagenius comes with some great admin features. As WhatsApp alternatives go, this is the app that gives you the greatest degree of control. It allows you to send messages to many users all at once by using a message Blast. This can be used for weekly updates or important updates/announcements. The tracking feature means that you can identify users who have opened the announcements.

All of your messaging needs catered for

Your business needs a messaging app that is versatile and that can be used in various ways. With Messagenius, there is a primary focus on the security in place, but that doesn't mean that any features have been sacrificed. You can use this app for:

- Instant messages
- Team chats
- Video calls
- Voice calls
- Numerous other features that allow for greater collaboration

These features all exist to give your business the ways of working that it needs. It allows employees who are office-based or home-based together and allows for greater collaboration. This increase in collaboration gives a significant boost to productivity and can help take your business to the next level.

The award-winning secure messaging app

With the features that we have explored, you will no doubt understand why Messagenius is an [award winner](#). This is an app that offers everything that your business requires for its communication needs. It builds on what is already on offer, in terms of voice calls, video calls, file sharing, and group chats, by offering unrivalled levels of security.

This is the communication tool of choice for businesses that are looking at keeping their data safe. While there are legal requirements to comply with, you also need to be sure that your data is safe from the prying eyes of your competitors. Messagenius does just this.

Book a Messagenius demo today

While Messagenius offers clear advantages, in terms of protecting your business, we understand that you may want to take the time to learn a little more about this app. We have a team of experts on standby who understand the needs of businesses and are able to tailor the perfect package for you. Our team can take you by the hand and ensure that your transition over to Messagenius is seamless. [Contact us](#) today and book your demo to see everything that is on offer.