

For more information, contact:
Steve Parta
Director of Business Development
214-714-5827
Steve.P@7T.co



FOR IMMEDIATE RELEASE

Texas Software Developer Launches New Instant Messaging App

7T.co introduces an instant messaging app that overcomes record-keeping and data security issues while also ensuring end-user privacy.

DALLAS, TEXAS – January 17, 2023 – Last year, the Securities and Exchange Commission (SEC) levied \$1.8 billion in fines for the use of “unauthorized” instant messaging apps, signaling to all businesses the need to take control of their electronic communications. In response to this, 7T.co, a digital transformation company with headquarters in Dallas, Texas, has created an instant messaging platform, [SayHey Messenger®](#), to help businesses improve their data security and electronic communication record-keeping to achieve and maintain compliance.

Instant messaging has become a preferred communication method, increasing collaboration and productivity. But it can also be a risky way to share information because of record keeping, data security, and compliance issues. As the way we work continues to evolve, businesses need a solution that allows them to communicate securely without running the risk of fines, regulatory compliance, or human resource issues. SayHey Messenger® provides data sovereignty and real-time data auditing capabilities while also ensuring user privacy.

7T.co created SayHey Messenger® to overcome record-keeping and data security issues by giving the licensing agent complete ownership of the messaging data. By securely storing the data in the licensing agent’s encrypted cloud environment, the organization - not the platform - maintains control over retention, backups, encryption level, and security. SayHey Messenger® is available as a Mobile App for both iOS and Android as well as a WebApp that is compatible with all major web browsers for use on a desktop. It can also be fully integrated into existing enterprise software platforms.

Additionally, the SayHey instant messaging app uses machine learning to flag potential compliance risks associated with conversations. The machine learning module monitors communications using a customizable list of keywords and phrases. Messages containing those keywords are automatically sent to a moderation queue for review. This

innovative technology helps financial institutions achieve regulatory compliance and avoid costly fines.

But an instant messaging app that no one uses only drives communications back to unauthorized methods of personal or consumer-grade messaging applications, once again exposing an organization to unnecessary risk. SayHey messaging app overcomes this issue with a familiar, consumer-style, intuitive user interface that is customizable to match the organization's branding and help drive adoption rates. The admin panel provides message metrics such as usage and adoption, providing an overall view of messaging health. SayHey also improves employee engagement by allowing users to manually flag messages for moderation, creating an inclusive, productive chat environment to promote healthy and safe conversations.

With all these benefits, SayHey could quickly become the go-to messenger app for Texas businesses that want to lock down their data security, improve their electronic communication record keeping and achieve and maintain regulatory compliance.

Learn more at sayheymessenger.co.

###

7T — also known as SevenTablets, Inc. — is a leading digital transformation company headquartered in Dallas, Texas. 7T's expertise spans the most advanced platforms, including custom web and mobile apps, ERP platforms, CRM systems, cloud data solutions, data governance tools, and other enterprise software solutions.

7T works with Fortune 500 companies, as well as startups seeking to work with innovative, emerging technologies in a variety of industries. 7T uses a business-first approach to create cutting-edge business solutions that streamline operational efficiencies and accelerate revenue.

7t.co
[7T LinkedIn](#)

[SayHey](#)
[SayHey LinkedIn](#)