

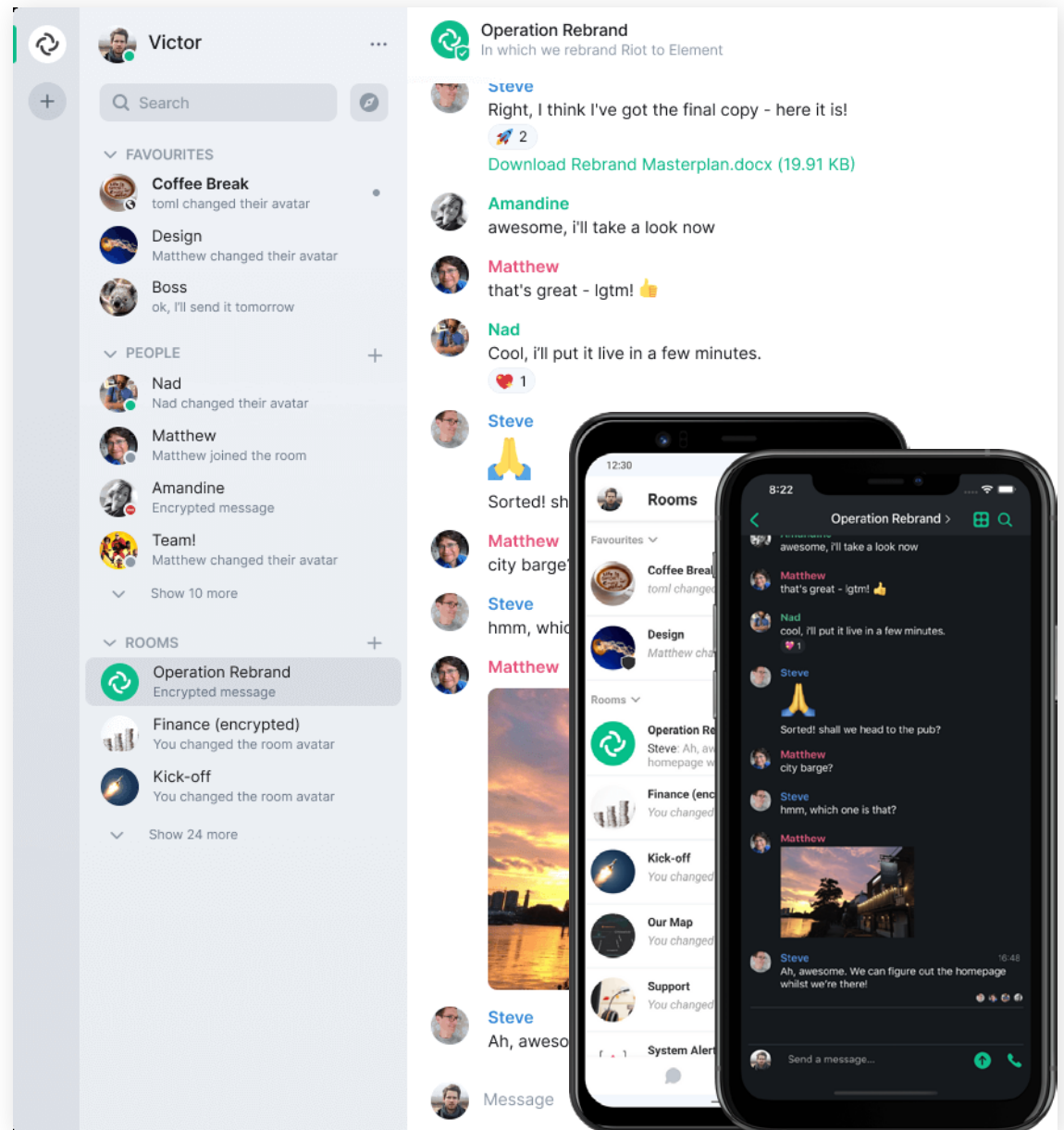


Who owns your conversations?

We're about to see a major shake-up in how people communicate within the workplace.

It's called Element.

Element is the pioneer of Universal Secure Collaboration.



The world has changed

Now more than ever, organisations face challenges with people collaborating.

Internally and externally, they face an unmanaged mix of traditional, out-of-date collaboration tools and consumer-grade messaging apps. This leaves organisations with data strewn across multiple services, with little control or clarity about how the data is secured, managed, accessed or audited.

These applications - like Microsoft Teams, Signal, Slack, Telegram, WhatsApp and Zoom - operate on an overly centralised internet, which enables corporate and nation-state datamining and routine surveillance.

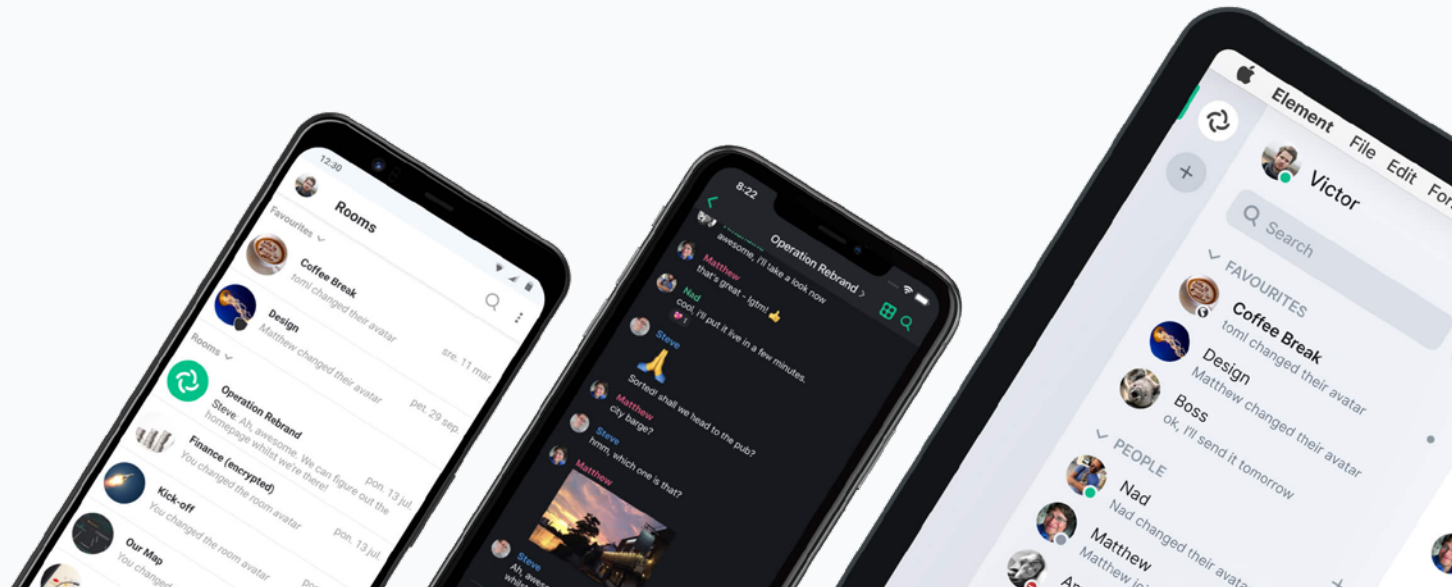
The result? Individuals and organisations relinquish control of their data.

Element changes this.

Designed to provide a radical new way of messaging and collaborating, Element is for those who have woken up to the severe downsides inherent with traditional messaging and collaboration tools and saves them from:

- ✓ **Loss of data ownership**
- ✓ **Walled garden apps hampering true, open collaboration**
- ✓ **Flawed, obfuscated encryption leaves data vulnerable**

The world has changed, it's time to change with it



The need for decentralisation

The endemic issues within traditional messaging and collaboration apps stem from centralisation.

The centralised products and services and the now centralised, formerly, open internet puts too much power in too few hands, leaving end-users exposed and vulnerable.

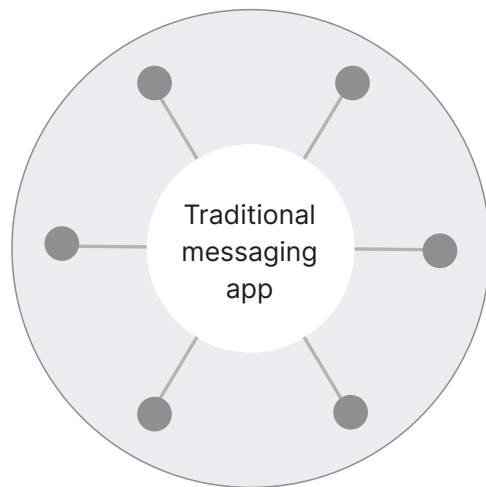
Returning ownership and control to end-users means reinventing internet-based communication in a decentralised environment.

But decentralised is super-difficult and incredibly time-consuming. It's why commercial firms, and most investors, have favoured centralised systems - they deliver a faster return. The downside, which end-users now feel, is their loss of control and privacy.

The answer is to define an open standard, forming a diverse open source ecosystem, that creates a decentralised secure open network.

And one now exists. **It's called Matrix.**

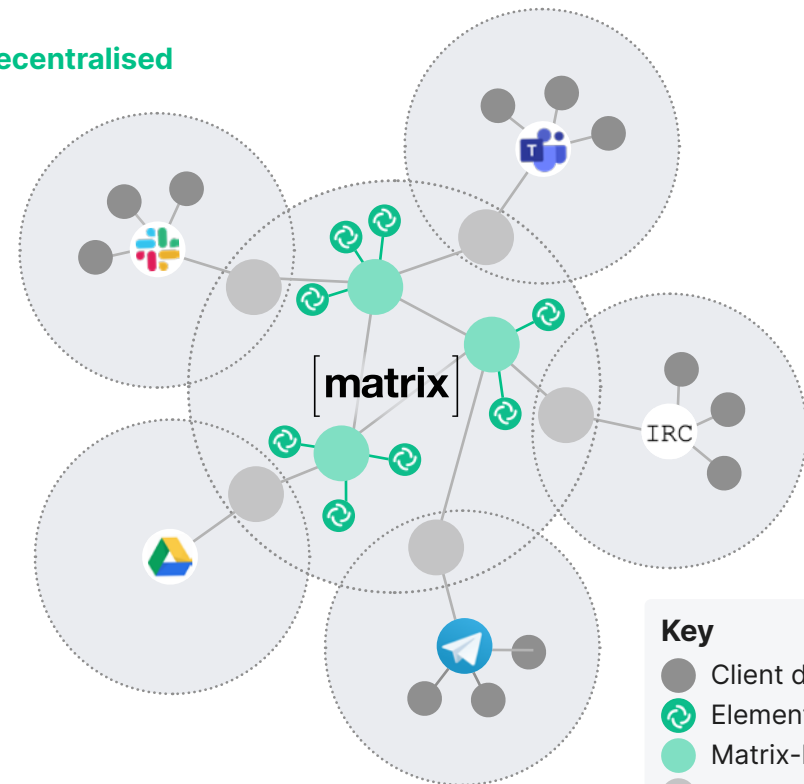
Centralised



Key

- Client device
- Proprietary, walled garden, service provider such as Slack or WhatsApp

Decentralised



Key

- Client device
- 🔄 Element app
- Matrix-based server
- Matrix Bridge

A change for good

Matrix is an open decentralised network which enables real time communication to be...

[**matrix**]



Universal

An open network; you can talk with anyone else on Matrix, and even bridge to others stuck in proprietary systems like Slack and WhatsApp.



Self-sovereign

Lets you host your own data so you stay in control; on-premise or in the cloud, you choose the host, geography and jurisdiction safe from third party access.



Secure

Supports genuine, independently audited end-to-end encryption by default, and cross-signing to verify participants. No slideware security, datamining or eavesdropping.



Decentralised

No single point of vulnerability or failure, it gives you a robust and resilient network. A decentralised network eliminates third party access, data mining and surveillance capitalism.



Open source

All code is open, available and supported by a vibrant community of developers. Being open source, Matrix's encryption technology is crystal clear, and has been audited for even more transparency.

Introducing Element

Element is a completely new type of messaging and collaboration which allows organisations to keep control and ownership of their messaging and collaboration data.

This means they choose where, when and how to host. It's universal, so people can message and collaborate with anyone they need to, internally and externally (as simple as email).

Only a powerful ecosystem can create powerful software.



Own your conversations

Don't let anyone else own your content: choose where to store your data and conversations, giving you ownership and control. No vendor lock-in, no datamining, no third-party access.



Secure by design

A zero-trust approach for an open network. Decentralised, self-hosted, genuine default end-to-end encryption and cross-signed device verification.



Compliant

Communicate across the world with your data stored in the right mix of countries and jurisdictions.



Open for business

Element empowers people to find and connect with people, internally and externally at no additional cost for the organisation. Bridging technology enables safeguarded interoperability with proprietary services such as Microsoft Teams, Telegram and Slack.



Independent and portable

Free to choose your own hosting infrastructure, data is portable. Full flexibility, protection against poor network performance, vendor lock-ins and fees.



Built tough

Operates in extreme environments through ultra-low bandwidth, peer-to-peer, mesh networks, and edge computing. Secure and federated, it's perfect for crisis response or remote areas with little infrastructure.

End-user frustration with messaging and collaboration

In organisations across the globe, today's workers are trying to get the job done. They need to connect and collaborate with increasing numbers of people, both within, and outside their organisations.

To remain productive, through no fault of their own, they download apps which promise a solution. These solutions have a dark-side, which cause more problems than they solve.

The old way

✗ The price of free

Most free messaging and collaboration apps do not stand up to business-level scrutiny; they are centralised, hamper privacy and enable data mining practices by large vendors. WhatsApp, for example, is an messaging app acquired by Facebook, a company with a business model based on mining its users' data. If it's free, data privacy is the cost.

✗ Poor UX leads to consumer-grade apps

Bundled 'good enough' tools generally deliver a poor user experience, because they are simple bolt-on 'tick-box' solutions within a broad platform. Rather than embracing the likes of Cisco Webex Teams, Google Hangouts or Microsoft Teams users tend to switch to consumer options which causes shadow-IT, security and auditing issues.

With Element

✓ Stand up to business-level scrutiny

Element works across a decentralised network and ensures full data-sovereignty, control and confidentiality. Easily auditable and controllable, with true, independently publicly audited, end-to-end encryption by default and cross-signed device verification. Element has a privacy-first approach by design, so all content and conversations are safe from prying eyes and algorithms.

✓ Build movement within your organisation

With a user experience in line with the best consumer applications, especially on mobile, employees quickly fall in love with using Element. Providing an easy way to collaborate across an entire business ecosystem, Element avoids the need to switch between consumer-grade apps, improving security and reducing shadow IT. Ease of use for employees means ease of management for organisations.

Does this feel familiar?



Thomas Kaminski

Can I add external people to our Slack?



Sarah Doran

Needs a lot of work on our side and we're slammed right now. Do the others have Slack in place? If so, paid or free? We'll still have data security issues - centralised, proprietary, lock-in.



Thomas Kaminski

Urgh. Why do we have so many systems? Zoom, WebEx, Teams, Signal. I'm in and out of different messaging apps all the time. Isn't there one thing I can use? Keep reverting to email as it's the only thing everyone has, but it's way too slow.



Sarah Doran

Half of the things you're using aren't even mandated by us (including this app!). Shadow IT :-(. Need to keep our messaging on servers we control. Need crystal clear security. And you're asking for external parties to be added in! That's a lot of things for just one app to do!



Thomas Kaminski

Hey! I need to set up three agencies and a consultant on a new project. We can share files in DropBox, and I know they usually use Telegram instead of WhatsApp. And Zoom for conferencing obviously.



Sarah Doran

Sorry, we can't use messaging apps. Confidential info stored on the service provider's server. No control, 'lawful access,' no audit trail. T&Cs are not business grade I'm afraid!

How messaging and collaboration has failed organisations

As if that wasn't bad enough, there are a number of other issues which organisations face daily with messaging and collaboration tools – some of which they may not be aware of.

The old way

❌ Built to disempower

Collaboration solutions like Slack, and even challengers such as Mattermost and Wire, are closed environments. Most are centralised, creating islands of communication, storing data and conversations on their own servers, often in a different jurisdiction, far away from your organisation's control and security processes. If they offer on-premise hosting, your communications are still locked into an internal bubble.

❌ The end-to-end encryption lie

Many people hear 'encryption' and assume their data is safe. Phrases like 'in-transit' and 'at-rest' typically hide that the encryption is not end-to-end, i.e. the supplier has full access to your data on their server.

End-to-end encryption on a centralised system generates its own vulnerabilities, creating a huge honey pot for nation states and attackers.

❌ Why walled gardens don't work

Most collaboration software has been developed for internal collaboration. Even where efforts have been made to enable external collaboration, they are still centralised systems that require each organisation to buy-in as well as the IT function to oversee integrations. The general vendor strategy is to increase the size of their walled garden, rather than enable you to work with your ecosystem.

With Element

✅ Empower ownership

Element ensures you truly own your conversations by using the Matrix, decentralised open network.

Fully self-sovereign; you're safe from data mining, surveillance and other third party access.

And because you own your data, Element doesn't lock you in like other vendors.

✅ True end-to-end encryption

True E2EE encryption only allows the devices participating in a discussion to decrypt it. E2EE is complemented by cross-signed device verification to protect against eavesdropping. Open source, Element's accredited E2EE is 100% transparent. Being open source, code can be examined, so Element's security is crystal clear.

✅ Open, forever

Element allows instant collaboration with any other Matrix-based app, which delivers incredibly easy federation across complex organisations.

Born open, Element offers a huge range of bridges to allow easy connectivity to those stuck in traditional proprietary systems such as Slack, Signal, Telegram and Microsoft Teams or chat protocols such as IRC and XMPP.

A brand new messaging and collaboration technology

Together Element and Matrix create a new category for messaging and collaboration technology. One that keeps the promises other vendors failed to deliver.

It's why the world's largest messaging and collaboration deployments use Element.

A massive change is going to take place in the way we communicate and share information.

We call it Universal Secure Collaboration.



Deployed Element for the states of Schleswig-Holstein and Hamburg



Deployed Matrix for use by The French Government



The Texas Department of Emergency Response Management



Germany's Bundeswehr use Element for secure communications



Mozilla uses Element for secure collaboration

What is Universal Secure Collaboration?

The fact email still exists proves the failings of today's messaging and collaboration tools.

Universal Secure Collaboration (USC) is the best way of approaching messaging and collaboration technology when faced with an overly centralised internet. Element - by making good use of Matrix - is leading the charge to enable modern organisations; those with inter-connected working relationships across multiple, interdependent, external parties.

It's time to give people and organisations the independence to communicate on their own terms. USC does this by providing the choice and flexibility to opt for security and confidentiality, and to pick the

interface they prefer, without being forced into a closed platform or a given vendor.

Indeed you can fully benefit from USC without using Element by building your own solution, just like the French government with Tchap, Germany's Bundeswehr with Bwmessenger, the states of Schleswig-Holstein and Hamburg and The Texas Department of Emergency Management. There are also an increasing number of alternative Matrix-based messaging apps and services in co-opetition with Element.

Thanks to the Matrix protocol, USC can operate in extreme environments through peer-to-peer hosting, support for ultra-low bandwidth, mesh networks, and edge computing.

USC is open, secure and confidential. It offers ownership, control and functionality in extreme environments. In the future, all collaboration will be universal and secure.



Universal

means everyone



Secure

means confidential



Collaboration

means getting things done

How Element stacks up

	Element	Mattermost	Rocketchat	Slack	MSFT Teams	Zulip	Wire	WhatsApp	Signal	Telegram	Cisco Webex
Open source	✓	✓	✓	✗	✗	✓	✓	✗	✓	Client only ¹	✗
Open standards	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓	✗
Self-hostable	✓	✓	✓	✗	✗	✓	✓	✗	✗	✗	✓
End-to-end encryption on all platforms	✓	✗	Beta ²	✗	✗	✗	✓	✓	✓	Paid version ⁴	✓
inc Audit	✓	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗
inc Default	✓	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗
Cross signed device verification	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Peer-to-peer	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Bridging (other non-native networks)	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Open federation	✓	✗	Closed only ³	✗	✗	✗	✗	✗	✗	✗	✗
Platform availability	Web	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Android	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	iOS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Windows	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	macOS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Linux	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗
	Terminal	✓	✓	✓	✓	✓	✗	✗	✗	✓	✗
Features	Multi-device	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
	Filesharing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Audio conferencing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Video conferencing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Phone not required	✓	✓	✓	✓	✓	✓	✗	✗	✗	✓

¹Does not include TelegramX

²RocketChat has E2EE in beta: <https://docs.rocket.chat/guides/user-guides/end-to-end-encryption>

³RocketChat has closed federation, open federation coming soon <https://docs.rocket.chat/guides/administrator-guides/federation>

⁴Telegram has optional secret chat for device to device chat <https://telegram.org/faq#secret-chats>

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