

What To Look For In A Notification System

System Features

- No hardware, software, or additional phone lines to buy, maintain or support
- No charge for system upgrades
- Operates on robust industry-standard database architecture
- Simple and intuitive user interface
- Unlimited number of users, user profiles and user groups
- User Audit log

System Accessibility

- Via commonly used web browsers via secure logon and password
- Via application programming interface (API)
- Launch by phone with assistance from live, support staff 24/7/365
- Launch using any web-enabled mobile device/PDA

Delivery Channels

- Phone (landline, mobile, satellite)
- Email
- Text/native SMS and PDA (including Blackberry)
- TTY - True TTY detection and delivery (no pre-registration)
- Facsimile with attachments
- Alpha-numeric pager
- Social media (Facebook and Twitter)
- Both voice and text messages can be sent to the same device in one broadcast
- Ability to recognize voice mail and leave a message

Message Creation and Templates

- Multiple pre-defined message types
- Polling capability through surveys plus multiple menu response options
- Convert text to speech with support for multiple languages
- Schedule broadcasts
- Create unique messages for each delivery channel
- Create recorded voice message using phone or upload .wav file
- Messages can be sent via all delivery channels with one activation
- Unlimited messages for immediate or future use

Message Initiation Options

- Unique messages can be sent for each delivery method
- Notifications can be scheduled for any time and can be sent as reoccurring
- Enable message delivery confirmation
- Multiple notification channels can be launched with single activation
- Resend messages to those who did not confirm receipt of original message
- Resend a message that has been sent and adjust the audience or message content
- Escalate a message, up through 5 levels of alternate contacts
- Prioritize the calling order such as home phone, then cell, office, etc.
- Ability to define call success criteria and set retry parameters
- Ability to throttle call volumes



Advanced Options

- One-touch transfer to any number, including conference bridge
- International dialing and texting capability
- Customized fields included in data collection and reports
- Customized caller ID available for each activation
- Geo-targeted public alerting through GIS-mapping module
- Ability to speak call recipient's name
- Ability to send location-based notifications to smart phones
- Send severe weather alerts from the National Weather Service

Public Data Services

- Professional geo-coding services including work with telco and error correction
- 911 data support; 411 data availability
- Customized public self registration page (for cell, VoIP, email, SMS, etc.)

Support & Training

- Personal, dedicated Client Manager
- Live, in-house, highly trained, technical full-time support 24/7/365
- On-site training is available
- Free refresher training anytime
- Online tutorial, user guide and resource center

Reporting

- Web-based, near real-time tracking of messages
- Time and date stamp for all messages
- Detailed broadcast reports with history and audit trail
- Detailed usage reports
- Robust query functionality
- Detailed summary report
- All reports are downloadable

Member Profiles

- Ability to customize call recipient profiles
- Prioritize contact numbers/devices (office, then home, then cell)
- Up to 5 contact numbers for each member

Organization/Administrative Control of Data

- Add/change/delete database records via website
- Upload contact data in a variety of formats
- Update multiple records using data export/import capabilities
- Define top-level and sub-organizations
- Define hierarchies of access levels, activation permissions and visibility of data and reports

Integration

- Uses open standards web service application programming interfaces (APIs)
- APIs can be built between notification system and your internal system
- Ability to launch notifications and obtain reports from within your system

Security

- Highly secure platform, top-tier secure facilities with 24/7/365 security access
- GeoTrust supported secure site with 128-bit SSL encryption
- Security assessments conducted by third-party
- Audit logging for login attempts and other security concerns
- Authentication available for recipients and callers to hear messages

Reliability and Platform

- Geo-dispersed redundant data centers
- Mutually exclusive outdial, inbound, calling platforms
- Fully redundant, multi-tiered, multi-server fault tolerant architecture
- Use of multiple phone carriers to assure system's availability
- Hosted in high-availability facilities co-located with nation's top tier carriers
- Zero-single point-of-failure system through multiple, redundant servers and an active hot site, guarantees 99.9% uptime
- Load balancing support
- 24/7 monitored service with proprietary alarming
- High-volume interactive inbound messaging