



send word now®  
EVERY MESSAGE COUNTS™

CONSUMER GOODS

## SEND WORD NOW® FOR CONSUMER GOODS PROVIDERS: STREAMLINE COMMUNICATION ACROSS YOUR SUPPLY CHAIN.

As organizations become more distributed and consumer goods production and supply chains become more complex, the challenge of managing communications during time-sensitive situations increases dramatically. Faced with breaking industry news, product recalls, or any other type of crisis, companies must be able to reach hundreds and even thousands of people very quickly. They must also be able to track and document responses for internal review and external audits.



### SUPPLY CHAIN MANAGEMENT & CONTINUITY OF OPERATIONS

The probability of major emergencies, such as natural disasters, severe weather events, and terrorism, has increased in recent years across the globe. These events challenge the ability of consumer goods providers to maintain normal business operations while managing production and supply lines, distributors, and partners. Even a temporary disruption in business processes can translate into significant financial losses if not handled quickly and effectively.

That is why some of the largest consumer goods companies in the world depend on Send Word Now for on-demand alerting and response services to instantly reach people, anytime, anywhere with any device. Send Word Now facilitates corporate-wide conference calls and internal communications, allowing organizations to quickly reach out to the extended consumer goods production and supply chain in the event of any emergency.



### KEY BENEFITS

- **Coordinate** employees and partners in real time via wired and wireless phones, e-mail, pagers, SMS, and BlackBerry smartphones®.
- **Re-route** production and supply lines in any situation using Get Word Back.
- **Create** scenario templates to prepare for and manage frequently occurring incidents.
- **Save time** when communicating with partners by using Send Word Now's on-demand conference bridge feature to instantly connect many people to a conference call.
- **Synchronize** your contact information with your business HR database easily and automatically using Send Word Now's Group Contact Management (GCM) API.
- **Save money** with our Software-as-a-Service (SaaS) model, which provides access to the latest upgrades, features, and functionality without the need to purchase or configure any new hardware.
- **24/7/365 Customer Support** means that, during any crisis, Send Word Now is ready to answer your question and quickly solve your issue.

# SYSTEM & INFRASTRUCTURE

## Easy-to-Use Interface

Takes only minutes to learn and seconds to use. Quickly and simply account for, communicate with, and coordinate among all personnel.

## Message Delivery to Multiple Modalities on a Massive Scale

Send messages out via some or all modalities (SMS, voice, email, BlackBerry PIN, fax, etc.) to ensure that important messages are received. Send over a million voice, SMS, and email per hour.

## International Capability

Robust international voice and 2-way text messaging capability to over 200 countries provides an easy communication channel for overseas personnel.

## Security

128-bit SSL encryption via Web-based services. The Send Word Now alert service has undergone a full SAS 70 Type II audit, and Send Word Now uses SAS 70 Type II compliant data centers.

## KEY FEATURES

### Application for BlackBerry Smartphones

Proprietary application for BlackBerry smartphones provides all the capabilities of the standard Alert Service right in your hand.

### Get Word Back

Two-way communication allows message recipients to respond to alerts they receive, and have responses tallied in a report.

### AlertTracer®

Provides an audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.

### On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers.

## ABOUT SEND WORD NOW

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations, and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City.