



send word now®
EVERY MESSAGE COUNTS™

EDUCATION

SEND WORD NOW® FOR EDUCATION PROVIDERS: COMMUNICATE WITH STUDENTS, PARENTS & STAFF INSTANTLY.

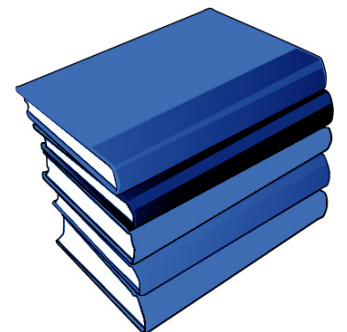
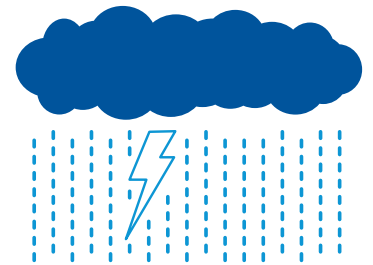
Leading educational institutions at every level, all over the world, rely on Send Word Now's mass notification service to send rapid, reliable, two-way notifications that can save lives, inform students and parents, and protect critical infrastructure during an emergency. Send Word Now is also used to support daily school operations and communicate about time-sensitive matters.



RISK MANAGEMENT & CONTINUITY OF OPERATIONS

In past years, the threat of natural disasters, terrorist attacks, security breaches, school shooters, fires, and utility outages has become a growing concern across college campuses and educational facilities. In response, administrators have turned to mass notification systems as a means to notify, locate, and educate the campus community during emergency situations. Send Word Now is committed to providing campus officials with the tools they need to remain in control of crises, protect the lives of students and faculty members, and recover as quickly as possible from disruptive events.

Across the globe, higher education institutions, as well as K-12, secondary, and independent school districts (ISDs) depend on Send Word Now for on-demand alerting and response services to reach students, parents and faculty, anytime, anywhere. Send Word Now expedites two-way communication to promote student safety and school security, and offers state-of-the-art auditing solutions to help schools and universities comply with government and industry regulations regarding emergency communication.



KEY BENEFITS FOR EDUCATION PROVIDERS

- **Manage communications** for your entire campus community.
- **Run drills** and augment Continuity of Operations Planning (COOP).
- **Coordinate** within your school and with other personnel and campuses during an incident.
- **Support** compliance with the Higher Education Act (HR-4137) or any similar legislation that requires that education institutions immediately notify the campus community of an emergency.
- **Manage** contact records automatically through API integration with your existing.
- **Allow** employees to update their contact information using the Recipient Self-Update feature.
- **Use our application for BlackBerry® smartphones** to direct teams and supervise personnel no matter where you are, without the need of a web browser.
- **Post messages** for students, faculty, staff and parents on a virtual message board.

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.