

## TWO-WAY ALERTING FOR EMERGENCY OPERATIONS: COMMUNICATE WITH PERSONNEL INSTANTLY.

During a critical incident, emergency operations teams cannot rely on traditional methods of communication with first responders and key personnel, such as pagers or one-way citizen notification systems. Teams need to be able to send out messages, and receive responses back, without wasting any time. When seconds count, Send Word Now helps to ensure the immediate receipt of messages by remote personnel on all available communication devices, and allows responses to be viewed in real-time.

### COORDINATE RESPONSES WITH SEND WORD NOW

Send Word Now provides state-of-the-art two-way messaging and incident management services designed to ensure efficient, reliable, and documented response and coordination across a variety of platforms. From email to voicemail, mobile to BlackBerry smartphones, alerts are transmitted instantly to each recipient on multiple devices, increasing the likelihood of quick responses. Send Word Now's efficient and reliable services give you all the tools you need to effectively manage any crisis at all stages, whether you are involved with ERT, SWAT, Search and Rescue, Terrorism Response, Mass Casualty Response and Planning, Firefighting, Emergency Nursing, Tactical Law Enforcement, or Homeland Security.

### KEY BENEFITS FOR EMERGENCY OPERATIONS

- **Two-way communication** so that personnel in the field can receive messages and quickly respond.
- **Intelligent group management** that allows teams to be contacted based on skill set, department or other criteria.
- **Geographically-enabled alerts** can be targeted at specific areas on a map or based on an address.
- **Advanced features** such as escalations and fill counts, not available in traditional citizen communication systems or pager systems. Send Word Now can replace these systems, saving you money.
- **Subgroups and sub-accounts** are included free of charge, so that distinct contact groups can be customized and kept separate from each other and from citizen contact data.
- **Scheduled alerts** and scenarios allow you to perform drills and run through mock incidents.
- **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.