



send word now®
EVERY MESSAGE COUNTS®

FOOD &
BEVERAGE

SEND WORD NOW® FOR FOOD & BEVERAGE MANUFACTURERS: COMMUNICATE WITH EMPLOYEES, DISTRIBUTORS, RETAILERS AND CONSUMERS.

Food and beverage manufacturers must be concerned with supply chain coordination, distribution, risk management, and communications, all of which can impact both profitability and consumer confidence. Food and beverage manufacturers deal with many employees, suppliers and partners, and when a delivery delay occurs or a product recall is necessary, swift communication is essential. Send Word Now allows manufacturers to communicate with senior management, employees, suppliers, and partners all through one easy-to-use interface.



GLOBAL COMMUNICATION AND RESOURCE COORDINATION

Food and beverage manufacturing companies must ensure that they can communicate quickly with a range of parties during any type of emergency or incident. In addition, large manufacturers with operations spread across the state, country or globe must be able to reach out to employees in real time to arrange and initiate conference calls and solve problems before they get out of hand. In the event of a product recall, fast and efficient communications are essential for both recalling the product and for conducting public relations to maintain the reputation of the company and its brands. Communication with suppliers is important so that any delays or disruptions can be foreseen and planned for as quickly as possible.

Send Word Now also assists food and beverage manufacturing companies in their everyday communications, including sending out company announcements, as well as using Send Word Now's polling feature to see who is available to fill open shifts. Whatever your communication need, Send Word Now can help.



KEY BENEFITS

- **Coordinate** product recall, supply chain and distribution logistics in real time via wired and wireless phones, e-mail, pagers, SMS, and fax.
- **Inform** employees, managers, and third-party partners and suppliers about any unforeseen issues as soon as they occur.
- **Maintain** a record of alerts you have sent out for auditing purposes.
- **Set up** on-demand conference bridges on the fly so that staff can quickly join a conference call by dialing 1, without wasting time dealing with dial-in numbers and passcodes.
- **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 iPhone, Android, and BlackBerry Smartphones

Proprietary applications for iPhone, Android, and BlackBerry smartphones provide 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.