



**send word now**<sup>®</sup>  
EVERY MESSAGE COUNTS™

## HOTELS & HOSPITALITY

### SEND WORD NOW FOR HOTELS: EASILY COMMUNICATE WITH GUESTS AND STAFF.

In the hospitality industry, protecting patrons and staff is a high priority. Security personnel work around the clock to monitor resorts, both on and around the hotel premises. In the event of an incident, rapid, reliable communication is essential. With Send Word Now, guests and staff can be immediately notified upon confirmation of an emergency or dangerous situation in or around the hotel.



### ESSENTIAL COMMUNICATION TOOL

Send Word Now simplifies the process of hospitality communications by ensuring that guests and staff receive important information immediately, wherever they are. With convenient features like two-way messaging, on-demand conference bridging, and data management, hotels and resorts rely on Send Word Now for communications on a daily basis.



International hotels, resorts and casinos rely on Send Word Now for on-demand alerting and response services to reach employees, patrons and security staff, anytime, anywhere. Send Word Now quickly and reliably supports two-way communication to promote safety and security via voice and text to wired and wireless phones, e-mail, pagers, SMS, MMS, VOIP and BlackBerry® smart phones.



### KEY BENEFITS OF SEND WORD NOW

- **Send** out alerts to all modalities simultaneously, receive responses back, and track the results.
- **Deploy** security personnel or other staff instantly to deal with any issues.
- **Use** alerts for non-emergency information, such as hotel events or promotions.
- **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.
- **Schedule** automatic alerts and reminders to be sent out for one-time or recurring events.
- **Post messages** on a virtual message board so guests and staff can view messages at their convenience.

# 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.