

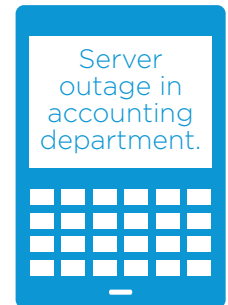


send word now[®]
EVERY MESSAGE COUNTS™

IT ALERTING

SEND WORD NOW FOR IT ALERTING: AUTOMATE INTERNAL RESPONSE DURING OUTAGES.

For many organizations, monitoring and communicating information about IT outages and failures can be an overwhelming task. IT facilities are under intense pressure to safeguard the security of their information and their physical facilities, and to ensure business continuity and disaster recovery in the event of emergencies. Send Word Now solves these challenges by providing for automatic alerts whenever an IT failure occurs so that IT teams can respond immediately.



INSTANTLY MOBILIZE IT RESPONDERS AND INFORM CUSTOMERS

Use Send Word Now's on-demand alerting software to send thousands of alerts within minutes of an IT disturbance. With a click of a button, providers can keep customers, clients, and internal staff up-to-date, while saving time to fix the problems and resume operations as quickly as possible. Your operators will benefit immensely from the time they save in responding to customer inquiries, communicating with employees, and notifying key managers of system disturbances.



In today's world, organizations of all sizes depend on their IT departments to maintain the computers and communication networks that allow business to take place. With Send Word Now, IT teams can immediately and automatically be informed of IT failures, be it a small incident or a major outage, and respond accordingly. At the same time, customers and other staff can be notified of the disturbance and kept up-to-date about the status of the situation.



KEY BENEFITS OF SEND WORD NOW

- **Save time** by using the Send Word Now Web Services API to automatically alert the IT team about network problems as soon as they occur.
- **Dispatch** IT responders and issue instructions on-the-fly.
- **Post messages** on a virtual message board so customers and employees can view alerts at their convenience.
- **Send** out alerts to all modalities simultaneously, receive responses back, and track all results.
- **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.

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.