



send word now®
EVERY MESSAGE COUNTS™

TRANSPORTATION

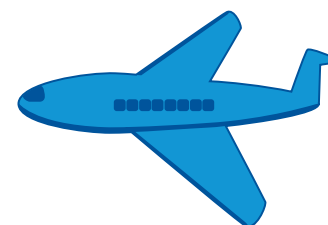
SEND WORD NOW® FOR TRANSPORTATION: INFORM STAFF AND PASSENGERS OF DISRUPTIONS.

Transportation services are, by definition, distributed systems with many vehicles and personnel spread over a large area. Disruptions are common, and when flight delays, traffic jams, and rail congestion occur, prompt notification of both passengers and personnel can help mitigate frustration and reduce the burdens on overloaded routes. With Send Word Now, transportation alerts can be sent out instantly and automatically based on customizable criteria, allowing passengers and employees to stay informed and feel secure.



INSTANT COMMUNICATION DURING SERVICE DISRUPTIONS

In the first decade of the 21st century, transportation services around the globe have been greatly impacted by severe weather patterns, political upheavals, and terrorist attacks. In order to remain in operation during emergencies, transportation organizations must communicate with widely distributed networks of vehicles, passengers and personnel. Send Word Now's innovative alerting and incident management software solutions provide air, rail, taxi, bus, and other transportation providers, as well as transportation authorities, with a centralized communications and distribution system to effectively manage unexpected events.



Transportation agencies rely on Send Word Now to reach employees, emergency coordinators, and management teams whenever there is a disruption in service. With the click of a button, transportation officers can send alerts to all stakeholders, indicating the nature of any damage and coordinating response efforts in real time. Additionally, the alerting platform is ideally suited to be used in everyday situations, such as for scheduled and unscheduled maintenance, as well as coordinating work crews out in the field.



KEY BENEFITS

- **Coordinate** a distributed workforce in real time via wired and wireless phones, e-mail, pagers, SMS, and BlackBerry smartphones®.
- **Inform** both employees and passengers about disruptions as soon as they occur.
- **Maintain** a record of alerts you have sent out, for auditing purposes.
- **Self-registration** feature allows passengers to sign up for the alerts they want to receive.
- **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.