



THE ADVANTAGES OF THE SEND WORD NOW SUITE OF PRODUCTS

A Notification Provider that Stands Above the Rest

At Send Word Now, we are constantly striving to provide the fastest, most advanced notification platform available today. Send Word Now stands out from other providers due to of an array of competitive differentiators and advantages.

Simplicity & Ease of Use

The Send Word Now platform is built with simplicity as the guiding principle. While other providers often require extensive training to learn how to send a message, the average person is able to log onto Send Word Now without any training and immediately see how to send a message. It's that easy to use. In addition, we do provide ample training as a standard benefit that is included in the subscription price.

Cost-Effective Software-as-a-Service Platform

Send Word Now is provided as Software-as-a-Service (SaaS). There is no physical hardware to purchase or install. All equipment is housed in Send Word Now's state-of-the-art data centers. All maintenance, upgrades and enhancements occur seamlessly and are included in the standard subscription price.

VoIP Platform

Our VoIP platform uses standard, off-the-shelf computer and networking equipment, providing cost savings that we pass on to our customers. The use of VoIP components also allows us to expand our messaging capacity easily and cost-effectively, so we can continue to grow as our client base grows.

24/7/365 Customer Support

Customer Support is central to Send Word Now's philosophy of simplicity. If a customer needs assistance at any time, for any reason, Send Word Now's customer support staff are available 24 hours a day, 7 days a week, 365 days a year. At Send Word Now we recognize that during an unexpected event, when stress levels are high and there are multiple issues to deal with, having a live operator available to help can mean the difference between successfully resolving a situation or not. Our customers consistently rate our customer support as the best in the industry.



Collaborative Approach to Roadmap

At Send Word Now, flexibility is one of our defining characteristics, and we listen to what our customers want in terms of added functionality and features, so that we can incorporate their ideas into our service upgrades. Through dialogue with our customers, we are able to quickly react to changes in the industry.

Integrated Alerting & Incident Management

Send Word Now is the only notification provider to offer a proprietary incident management service that is seamlessly integrated with our alerting service. Integrated IMS means that customers can use one solution for their messaging and incident management needs, while leveraging the same customer support, service training, and their product knowledge.



Custom Mobile Applications

Unlike other solutions that only make use of a mobile phone's web browser, Send Word Now's native applications for the iPhone® and for BlackBerry® smartphones provide an additional custom-built interface for allowing administrators to directly send voice alerts to mobile and landline phones, text alerts via SMS and email, and more, ensuring that important messages are always received. Alerts are tracked from initiation to response, right from your iPhone or BlackBerry smartphone.

Built-In 2-Way BlackBerry PIN Messaging

Send Word Now has the ability to send BlackBerry PIN messages natively and track responses. The BlackBerry PIN messages are sent using the independent RIM network, providing another communication modality for redundancy and helping to ensure that a message reaches an individual as soon as possible.

Security

Send Word Now has implemented multiple layers of security and is constantly testing those features and processes rigorously to ensure the most robust security in the industry.

Secure Data Centers

Send Word Now data centers provide extensive state-of-the-art physical security. On-site security guards are present 24/7, supplementing indoor and outdoor security monitoring. Access to a facility requires a valid photo ID as well as inclusion on the list of authorized personnel for that facility. Biometric hand scans are required for entry, and closed circuit cameras monitor and record every area within the facilities. All of these factors combine to create a very secure environment for our platform.



Information Security

Send Word Now uses data privacy best practices at all levels, including role-based access controls and permissions; detailed logging, reporting, and audit trails; and secure data transfer over the web using SSL. Send Word Now uses Digital Signatures to electronically verify the sender of an email message and ensure the message has not been tampered with.

Two-Factor Authentication

Two-factor authentication is available to provide an additional layer of security. An RSA Token (either physical or web-based) generates a random code that is synchronized with an RSA server and changes every X number of seconds. When logging in, the user must authenticate by entering the current code on his or her RSA Token, in addition to his or her password.

SAS 70 Type II Audit

SAS 70 is a widely recognized and highly stringent auditing standard for service organizations developed by the American Institute of Certified Public Accountants (AICPA). A clean SAS 70 Type II audit opinion confirms that a notification provider's operations are secure and reliable, and that it is able to deliver customer messages whenever necessary. All of Send Word Now's data centers are SAS 70 Type II certified or compliant. Additionally, Send Word Now has successfully completed its own SAS 70 Type II audit. A respected independent audit firm has tested all aspects of Send Word Now's platform, validating the full operating effectiveness and integrity of Send Word Now's infrastructure.

Conclusion

Send Word Now is ahead of the industry curve, providing the most advanced functionality and service available. We are constantly reviewing customer requests, technological developments, and industry trends to ensure that we maintain our place as an innovator and leader in the marketplace. Send Word Now is the only notification provider that focuses so intently on clients' needs and on the entire customer experience.