

BlazeCast Notification

PRODUCT BROCHURE

BlazeCast is a cross-media unified notification system that makes delivering timely information, alerts and updates to large and targeted groups of people quick and easy, in both routine and emergency situations. Whether your message is for people internal or external to your organization, BlazeCast uses a variety of mediums to help ensure your message is received.



Getting your message out has never been so **easy**

Key Benefits

Safety & Peace of Mind

- » Reach people through a variety of voice and text-enabled devices, whether they are on or off-site
- » Make informed decisions with emergency conferences and real-time reports

Convenience & Ease of Use

- » Pre-configured broadcasts make it easy to put emergency response plans into action
- » Automate routine communication to free up valuable time
- » Quickly broadcast a message - in just two clicks!

Flexible Communication

Reach people through a variety of means. Whether it is at home, at work, or on the road, BlazeCast ensures users get the message by land/mobile phone, PC desktop alert, email and SMS text messaging. In addition to personal messaging, BlazeCast can also page to overhead speakers and IP phones - all at once.

Instant Conferences

Unlike traditional conferences that require participants to dial-in to a bridge number, recipients of a BlazeCast conference message can be immediately brought into a conference with one button press on their phone.

Comprehensive Reports

BlazeCast keeps you updated of every second of broadcast progress with real-time reporting. BlazeCast produces detailed reports about who, when and how each person was contacted, including what responses were received.

Know Who Has Been Reached

BlazeCast allows recipients to confirm receipt of your message through their touch-tone phone. If a recipient has more than one listed number, BlazeCast will try each number until a confirmation is received.



analog
PA systems



overhead
IP paging



phone
paging



PC desktop
alert



voice
message

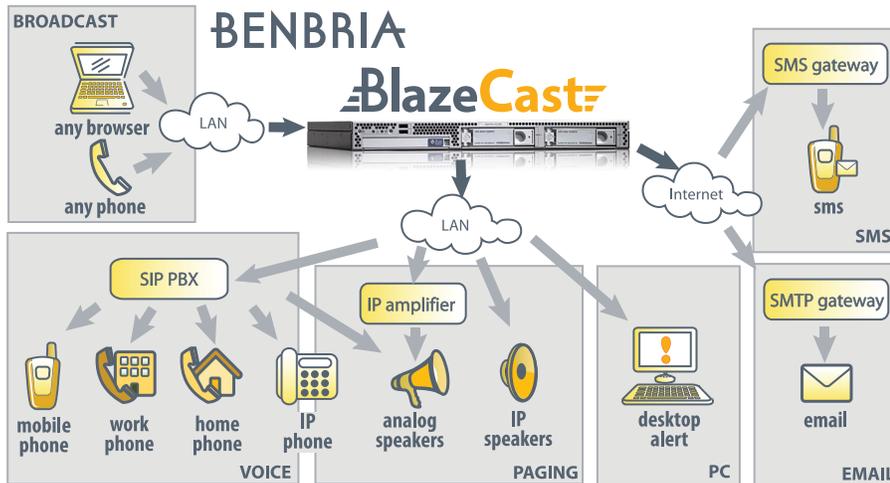


SMS



email





Features

Message Delivery

- » Home, work, mobile phone and voicemail
- » Personalized voice notification campaigns using text-to-speech
- » HTML/text messages directly to IP phone displays with confirmation
- » Email, SMS and PC desktop alerts
- » Page over IP and analog speakers and supported IP phone sets
- » Use find-me to call recipients using their prioritized list of phone numbers, until they are reached

Live Conferencing

- » Automatically bring recipients into a conference after a broadcast
- » Reservationless and always available

Business Planning

- » Future proof - uses open SIP standard
- » Interoperability with a variety of different PBXs
- » Legacy support - adaptable to existing systems
- » Available in a redundant server configuration

Gather Responses Live

- » Recipients can respond to messages using their touch-tone phone

Simple to Use

- » Access intuitive web interface from anywhere
- » Schedule reminders to be sent automatically at certain times

Contact Management

- » Integrates with Active Directory, LDAP, more
- » Flexible import engine automatically imports contacts daily through common formats from existing database

Monitoring & Reporting

- » Real-time monitoring of broadcast
- » Complete detailed reports available through the web or exported for analysis

Benefits

Safety, Security & Peace of Mind

- » Instantly deliver messages to members of your organization, for emergencies, closures, and reminders.
- » Ability to deliver custom messages to each recipient, to different locations, and by medium drives ROI. E.g. bill collections, fund raising, appointment reminder
- » Immediately discuss and respond to emergency situations by conferencing with key people instantly.

Convenience and Flexibility

- » Automate routine communication to free up valuable time.
- » Pre-recorded broadcasts for defined scenarios make it simple to deal with evacuations in a stressful situation.
- » Schedule reminders and updates to be sent to customers and employees automatically.

Ease of Use

- » Avoid wasting time updating contact information: BlazeCast can import data from existing contact management systems.
- » Accomplish major tasks with just a few clicks: BlazeCast's web interface is accessible anywhere and designed for usability.

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