

# 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

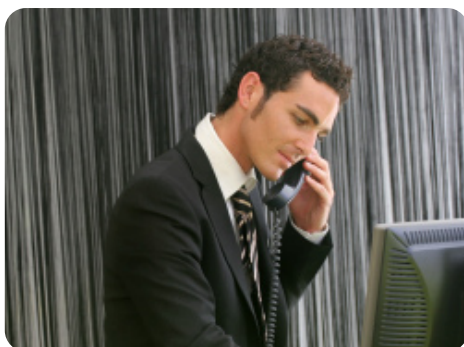
Unlike traditional conferences that require participants to dial-in to a bridge number, recipients of a BlazeCast conference message can be immediately brought into a conference with one button press on their phone.

## 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

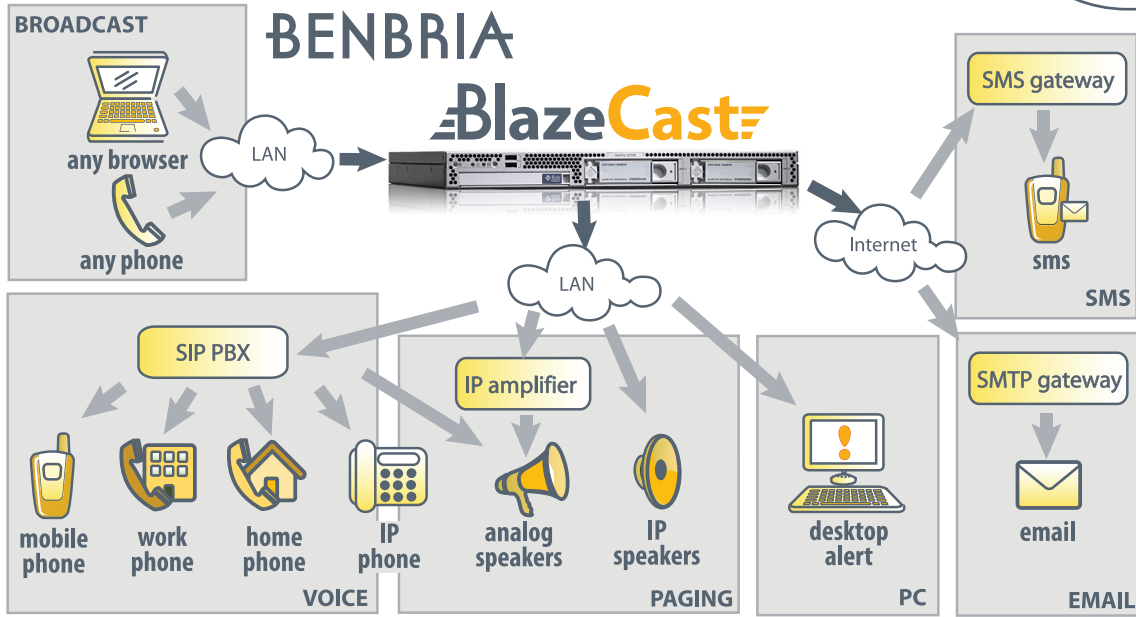


SMS



email





## Features

### Message Delivery

- » Deliver voice messages to home, work and mobile phones and voicemail
- » Deliver text messages by email, SMS and desktop PC alert
- » Page over IP and analog speakers and supported IP phone sets

### Find-Me Technology

- » Calls recipients using their prioritized list of phone numbers, until they are reached

### Simple to Use

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

### Gather Responses Live

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

### Live Conferencing

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

### Contact Management

- » Import contacts automatically through common formats from existing databases

### 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 first responders and members of your organization, for emergencies, closures, and reminders.
- » Deliver custom messages, such as evacuation procedures, to different locations on your campus by using BlazeCast to broadcast to IP speakers.
- » Immediately discuss and respond to emergency situations by conferencing with key people at a moment's notice.

### 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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