



MIR3 Intelligent Notification Platform

inEnterprise™ | inTechCenter™ | inAlertCenter™

When most people think of notification, they think emergency. But global industry leaders have discovered that the speed, flexibility and reporting of Intelligent Notification™ technology is a powerful enhancement to daily business operations and productivity.

Businesses are becoming increasingly global, and employees are more mobile than ever before. Just as the variety of ways to communicate has encouraged globalization, it can also complicate things when an important message needs to be delivered to hundreds or thousands of people using a range of devices. To add to that, doing business in other states, countries and continents increases the risk of interruptions stemming from severe weather, political unrest, or even terrorist attack, making communication all the more important. The Intelligent Notification platform was developed for just such circumstances.

Powerful, flexible, reliable notification

Intelligent Notification keeps the lines of communication open by making it easy to send a notification to any number of people at once, allowing for immediate, individual response with an automatic audit trail. It's invaluable for providing up-to-the minute notifications about potential interruptions, supply fluctuations and even product recalls, helping to manage large projects and integrations and improve service.

Interruptions like power outages can be dealt with before they become an inconvenience, and severe weather alerts can direct employees to work from home or alternate locations that day. Even legal notifications can be documented and recorded, and changes in work schedules can be communicated easily.

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... when business-critical systems are compromised, [the] ability to generate revenue is reduced by almost a third (32%).

The Avoidable Cost of Downtime Report, 2010, CA Technologies

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Two-way communication is key

One-way communication is no longer enough. Intelligent Notification gives recipients the ability to respond in a variety of ways, providing you with critical information when you need it most. It automatically tracks message delivery and responses as they occur, via an intuitive Web interface. Based on that information, you can decide to share more information, make adjustments to your recipient group, initiate an immediate conference call with key stakeholders or continue to gather information.

Built for reliability and scalability

The Intelligent Notification platform was built from the ground up to reliably notify hundreds of thousands of people all over the world simultaneously. Multiple redundant data centers in remote locations (SAS 70 type II audited) and a state-of-the-art telephony infrastructure provide full fault tolerance to ensure your important messages get delivered. The platform has been extensively proven in years of daily use by corporations, educational institutions and government agencies around the globe.

The flexibility to work for any business

Businesses often install myriad products to meet varying needs, leaving IT staff to support multiple applications across different locations. A better solution is a highly configurable, robust and scalable one like the Intelligent Notification platform, a single solution that has the flexibility to satisfy a range of needs across the organization. It works for large, medium or small companies, and is useful for internal departments and individual business units.

Streamline your business processes

Intelligent Notification can also be used to boost the efficiency of critical business functions like customer relationship management (CRM), enterprise resource planning (ERP), human resources, IT service management (ITSM), supply chain logistics and transportation. Intelligent Notification can be added to legacy applications with the optional MIR3 ESB (enterprise service bus) code-free integration platform, or you can integrate Intelligent Notification with custom software applications using the optional inSDK™ tool set.

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... It's reassuring to know we have a system that, in the event of a true emergency, when we push that button, we're going to notify 52,000 people within minutes.

Maureen Rush,
Vice president for public safety,
University of Pennsylvania

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CONCERRO™

Which product is right for you?

FEATURE	inEnterprise	inTechCenter	inAlertCenter
Multi-modal Notification Initiation: Web, email or phone	✓	✓	✓
Multiple Device Support: reach thousands of recipients by phone, SMS, email, pager, BlackBerry PIN-to-PIN, fax, TTY and more	✓	✓	✓
Multiple Notification Types: broadcast, first-response, call-out, or bulletin board	✓	✓	✓
One-touch Call-bridge: initiate instant meetings with your team	✓	✓	✓
Validate Recipient: confirm you've reached the right recipient	✓	✓	✓
Create Divisions/Sub-divisions: define hierarchy	✓	✓	X
Dynamic Groups: build recipient lists with dynamic run-time queries	✓	✓	X
Group Subscription: send alerts based on severity	✓	✓	X
Enterprise Access Control: role-based access to management administration	✓	✓	X
Topic Subscription/Suppression: send alerts to relevant recipients only	✓	✓	X
Multi-Language/Text to Speech: available for English, Spanish, Dutch, French, German, Arabic and others	✓	X	X
User Preferences: recipient customization	✓	X	X
Incident Management: provide content around notifications; used to track and resolve issues	✓	X	X
Port capacity: defined by customer	Scalable	12 maximum	Scalable

+ ADD-ONS

inSDK™: command-line interface and Web services API toolkit	✓	✓	✓
inAccountPortal™: customizable Web portal lets user update contact information	Optional	Optional	Optional
inConnect™: import contact data from LDRPS, LDAP or .csv flat file	Optional	Optional	.csv flat file only
MIR3 ESB: visual integration	Optional	Optional	X
inGIS: target and manage alerts geographically	Optional	X	Optional
inQuickAlert™: customizable user interface for launching notifications	Optional	X	X
MIR3 Mobile Recipient App: the easy way for smartphone users to receive and respond to alerts	✓	✓	✓

✓ = included X = not available



Business Continuity and Disaster Recovery

When business is interrupted by events like power outages or natural disasters, you need to communicate with your people. When minutes count, Intelligent Notification can deliver a message to thousands at once, alerting the people who keep your business running and giving them a way to respond with critical information during a crisis.



Emergency Notification

When disaster strikes, response teams must be mobilized. Manual systems are prone to failure, distract staff, tie up phone lines and can delay rescue efforts. Notification lets you send alerts to thousands of recipients at once, and by a wide variety of communication modes, reducing response times and saving lives and property.



Information Technology



Instead of devoting IT resources to monitoring systems and processes, Intelligent Notification can do the job for you. When events happen, automated alerts are sent to the appropriate staff, taking into account whether they are on duty, on call or out of office, letting recipients quickly fix problems before they cause downtime or delays.



Business Operations

When events happen that may impact operations, supply or distribution, use Intelligent Notification to notify distributors, vendors and partners. It's great for managing projects, alerting teams of scheduling changes, sharing HR announcements, broadcasting company-wide notifications and streamlining processes while increasing efficiency.

The Intelligent Notification platform includes:

- ▶ **inEnterprise** – the premier solution for enterprises of any size with a global reach and a wide variety of communication needs
- ▶ **inTechCenter™** – tailored to businesses with interdepartmental needs such as IT, engineering and customer support
- ▶ **inAlertCenter™** – ideal for small to medium businesses that do not need the hierarchical structures found in large organizations



Expand your capabilities with these add-ons:

- **inGIS™**
Uses the geographical information service (GIS) to target alerts by location, helping to notify just those who need information in the case of regional threats or evacuations.
- **inAccountPortal™**
A customizable Web portal that makes it easy for users to keep unique profile information up to date so that notifications reach everyone they need to reach.
- **inConnect™**
A streamlined way to import contact data from LDAP or third-party applications without manually entering and synchronizing information.
- **inQuickAlert™**
A Web-based, single-page user interface for creating and launching notifications easily, making it possible for even the occasional user to initiate notifications quickly and reliably.
- **inSDK™**
A toolset that lets you easily add robust Intelligent Notification functionality to your existing solutions, whether new, legacy or custom-built, using either the inConsole command line interface or the inWebServices API.
- **MIR3 ESB™**
Simplifies the addition of notification to existing applications with intelligent workflow, rule-based logic flow control and branching. Dynamic yet simple configuration allows for seamless implementation of existing business rules.
- **MIR3 Mobile Recipient™ App**
Gives smartphone users an easy way to receive and respond to alerts sent from the Intelligent Notification platform, automatically tracking their location and letting them join conference calls with one touch.

The Intelligent Notification platform lets you:



Quickly launch mass notifications

Send a communication by simply logging into the Web interface, sending an email or making a phone call. Use existing message templates or easily create new notifications and recipient groups in seconds.



Reach thousands of recipients simultaneously

Notify recipients by mobile phone, SMS, landline, email, pager, BlackBerry PIN-to-PIN, fax, TTY or any IP-enabled communication device.



Reliably receive actionable responses

Recipients can respond by voice or by written message, with responses displayed in real-time as well as archived for reporting and auditing.



Customize your caller ID

When recipients know who is delivering the message, they are more likely to respond quickly. Customize your caller ID for improved response.



Control how recipients receive messages

Recipients usually designate which means of communication work best for them at any given time, but in the case of emergency, administrators can override those choices to reach recipients by any possible means.



Cascade notifications to make decisions quickly

Call cascade lets you send an alert to one person or a group, and based on their response, automate additional wider alerts, giving authorities greater control in managing situations.



Control delivery with call-throttling

PBX systems can be overwhelmed if too many calls come in at once; call-throttling paces delivery so systems are never taxed and all phones receive the message.



Choose the delivery model that's right for your business:

- **Hosted (SaaS)** – Instant access to the Intelligent Notification platform with no installation of hardware or software and no configuration on your part
- **On-premise** – Install Intelligent Notification behind your firewall and use your company's own telephony infrastructure
- **Hybrid** – Install Intelligent Notification behind your firewall while using the MIR3 global telephony infrastructure



Choose your notification option:

- **Broadcast** – Notify all recipients immediately
- **First-Response** – Notify recipients one at a time until one recipient responds; the system then ends the notification
- **Call-Out** – Notify all recipients at once and end the notification after a specified number of recipients have responded
- **Bulletin Board** – Allow recipients to call in to a central location to receive up-to-date information or to check in



Initiate instant conference calls

Allow team members to join a conference by simply pressing a key on their phones to share information, make urgent decisions and coordinate response efforts.



Customize notifications

Record alerts in your own voice and let recipients record voice responses, key-in text or select responses from a menu.



Deliver multi-lingual text-to-speech notifications

Precise text-to-speech technology supports multiple languages including English, Spanish, German, French, Dutch and Arabic, with custom pronunciation for acronyms and industry terms.



Manage your data

Easily import recipient contact data from CSV files and LDAP directories, or let users update their own contact data online and subscribe to various types of notifications.



Control access and security

Define hierarchical, role-based permissions by divisions and subdivisions to grant or restrict user access to recipient groups, notification templates and other features.



Easily integrate with BCM platforms

Automatically initiate notifications from within BCM (business continuity management) systems including COOP Systems, SunGard, BPSI, eBRP and WebEOC.

MIR3: Proven technology, global reach

Founded in 1999, MIR3 is a leading developer of notification and response technology. The company has a history of meeting exacting customer requirements with innovative technologies that continue to set standards for the industry. MIR3 is the provider of choice for many of the Global FORTUNE 100 companies and thousands of other organizations around the world. When you choose MIR3, you are choosing a strong company with extensively proven technology and a solid global communication infrastructure.

MIR3 maintains a commitment to its customers with best-in-class support services including:

- ▶ Reliable 24/7 technical support
- ▶ Knowledgeable support engineers
- ▶ Comprehensive international support
- ▶ Online and onsite certification courses to train your team
- ▶ Free monthly seminars and weekly training sessions

Technical Overview:

- Telephony infrastructure – AT&T backbone
- Additional modules – inConnect, inAccountPortal, inQuickAlert, inGIS, inSDK, MIR3 ESB
- Delivery models – On-demand (SaaS), on-premise and hybrid
- Notification types – Broadcast, first-response, call-out and bulletin board
- Supported modalities – Mobile phone, SMS, land line, email, pager, BlackBerry PIN-to-PIN, fax and TTY; any IP-based device
- ISO 27001
- Scalability – Theoretically unlimited
- Sending methods – Web interface, email, phone
- Languages – Text-to-speech supports English, Spanish, German, French, Dutch and Arabic, with the ability to add languages.
- Permission control – Hierarchical role-based permission setting based on division and subdivisions
- BCM platforms supported – COOP, Sungard, BPSI, eBRP, WebEOC
- Integration – Easily add notification abilities to new, legacy or custom-built platforms using the optional inSDK development tool (SOAP-compliant XML, J2EE standard)

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