



## O V E R V I E W

Send Word Now is the leading provider of on-demand alerting for urgent communication. Our easy-to-use, web-based notification solutions and mobile applications are used by businesses, government agencies, universities and non-profit organisations to ensure fast, effective, two-way communication when it is needed the most.



# What We Do

With the Send Word Now Mass Notification Solution you can:

**Rapidly create** voice, text and email messages

**Easily build** custom recipient groups to fit your unique business needs

**Send** emergency alerts through virtually any communications device, including:

- Mobile and traditional phones
- Email
- Short Message Service (SMS)
- Desktop alerts
- SWN Direct mobile emergency alert system app for recipients
- RSS feeds
- And more

**Convene** conference calls with the touch of a button

**Receive and analyse** vital feedback from message recipients

**Create** time-saving predefined scenarios that align with your emergency communication plan

**Track** all notification activities in online reports for auditing and after-action reporting

**Communicate** in multiple languages including: French, German, Polish, Italian and Spanish

**Maintain** emergency call system contact data through your existing human resources database

**Integrate** with your existing Business Continuity Planning (BCP), Human Resources or other operational software





# FAQs

## What is Multi-Modal Message and why is it important?

“Modalities” are the different devices and communications channels available to use to send a notification.

It is possible that some channels might be down or overloaded during a widespread disaster, but it is highly unlikely that all modalities will be unavailable at once. Sending alerts through multiple channels/devices increases the odds that your message will get through.

## What modalities or channels are available with the Send Word Now service?

The Send Word Now service can send your message through mobile and traditional phones, email, short message service text (SMS), desktop alerts, our SWN Direct mobile app (for recipients), Cisco® IP phones and displays, RSS feeds and other devices.

The ability to use one platform to send messages through a variety modalities is a key benefit of Send Word Now.



# FAQs CONTINUED

## Can Send Word Now be integrated with other software or technology?

The Send Word Now service can be integrated with other critical business systems ranging from physical security to network monitoring to manufacturing systems. This adds powerful and flexible notification capabilities to these applications.

By integrating the Send Word Now solution with other business continuity/disaster recovery (BC/DR) applications and alerting tools, such as business continuity planning software, digital signage etc., you can streamline system operations and potentially reach a much larger audience even faster.

How does this benefit the typical resilience or IT manager? For starters, you don't need to maintain two separate databases of contact information. You can integrate directly with your current HR system and eliminate the hassle of constantly gathering and modifying information.

## What is the best way to keep contact data current in the Send Word Now System?

We recommend using our Self-Registration Portal. Through a simple link, contacts can add or update their own emergency contact information as often as desired. Use the Send Word Now notification platform to send out messages reminding contacts to update their information.

The last thing you want to do is wait for an emergency to find out you have wrong contact information (e.g., phone numbers, email addresses, etc., for your intended audience). Your message may not get through, putting them and your organisation at potentially greater risk. The Self-Registration Portal makes it easy to ensure this doesn't happen.





# FAQs CONTINUED

## Can messages be easily targeted to only specific contact groups?

Yes, the Send Word Now platform allows for the precise targeting of messages to specific groups of people. A sender can target recipients based on key desired characteristics, including geographic location, job role or capability.

Depending on the size and scope of your contact directory, you may need the ability to quickly choose groups of stakeholders to alert in an emergency without sending a message to your entire contact database.

For example, if your organisation has contacts in multiple locations and there is an evacuation in one, you need the ability to quickly send a message to the contacts in just that one location.

Virtually any key stakeholder may need to be considered as a part of a notification program. These stakeholders may include:

- Employees
- Visitors
- Shareholders and Investors
- Suppliers
- Public Safety/First Responders
- Volunteers
- Customers

## Why SaaS versus an on-premise notification solution?

A recent Gartner Group study on SaaS revealed more than 60 percent of respondents cited total cost of ownership as the top reason to choose SaaS solutions. Additionally on-premise emergency notification systems are more vulnerable in a crisis than a cloud-based system that isn't hosted on-site.



# FAQs C O N T I N U E D

## What is the Send Word Now Service Level Reliability Agreement?

Emergency situations are unpredictable. Your emergency notification system shouldn't be. It must be available and working when needed. To that end, Send Word Now boasts:

- Multiple geographically dispersed, top-tier data centers.
- Active-active data center connections for seamless failover capabilities.
- The only vendor to have an International Affiliate Testing Network in place to monitor ongoing infrastructure capabilities around the globe.
- Capacity to send over one million SMS, email and voice alerts per hour.
- The use of VoIP and SIP technologies allowing for real-time scalability and greater resiliency than old-style dedicated phone lines.

These factors combined give us the confidence to offer the industry's only 100% uptime service level agreements.

## What about security? Are messages sent through Send Word Now's platform secure?

We know how important security is in the current digital landscape. That's why Send Word Now has invested millions of dollars over the years in fortifying, testing and certifying our application and data.

Don't just take our word for it. Send Word Now has earned multiple third-party security certifications. And, each year we are subjected to rigorous ongoing tests to ensure we're exceeding even the most demanding security standards.

Our security features include:

- At-rest and in-transit data encryption
- Two-factor authentication
- Annual third-party PEN Testing
- Single Sign-on capability
- Digital signatures
- Password policy controls

And we've earned the following certifications:

- NIST SP 800-53 (National Institute of Standards & Technology)
- SSAE 16 SOC 2 for the SWN Application & Data Centers





# FAQs C O N T I N U E D

## Does Send Word Now offer a mobile app?

Yes. SWN Direct is a revolutionary mobile app that utilises Internet Protocol (IP) networking end to end for the quick, secure delivery of voice and text messages to recipient mobile devices anywhere in the world.

If you use phone calls and text messages as part of your emergency communications platform, then you have likely felt at least some of these pains:

- Your phone service is limited or unavailable during emergencies.
- You rely on third-party phone lines or SMS aggregators and gateways to successfully transmit your message, but notifications may not always reach intended recipients or are broken in multiple segments.
- Your budget is drained from high phone bills with variable international communication fees.
- You need to send an SMS text message to someone overseas but have no way of determining if it will be delivered or potentially censored.
- You want to add font and colour formatting, and an official company logo to your text messages for better recipient comprehension, but that is not an option with SMS.
- You'd like to send important documents to recipients, but there is no way to ensure their security or manage version control.

SWN Direct overcomes all of these limitations, plus more. This encrypted, IP end-to-end approach means you will have greater security and a lower total cost of ownership by reducing variable usage fees from

domestic and international carriers. To help keep your company connected in both emergencies and in every day communications, explore the new SWN Direct mobile app at [SendWordNow.com](http://SendWordNow.com) and reduce the headaches of traditional phone and text notifications.

## What type of onboarding and customer support is available from Send Word Now?

While some vendors require multi-day training courses to teach you how to manage their complex solution, our online training generally takes a couple of hours to fully prepare authorised users to use the application. Dealing with a critical situation is stressful enough. Send Word Now makes alerting easy.

Send Word Now has built its solid reputation on real, effective, and helpful customer support. We offer LIVE assistance 24 hours a day, 7 days a week, 365 days a year. You can dial our support number any time to have a support specialist launch the notification at no additional charge.

## What other features are available with the Send Word Now platform?

Send Word Now offers numerous capabilities that extend the value and return on investment of our alerting service. In your planning and risk assessment process, consider ways enhanced communications could help improve your resilience, then explore deeper the wide variety of features provided by Send Word Now.

Send Word Now understands the need for flexibility in alerting. That's why we offer a host of both standard and premium features to ensure the service meets your organisation's unique communications needs.

## Alerting Service Standard Features

FEATURE	DESCRIPTION
<b>Accountability Tracking</b>	Analyze the results of a sent message, determine high-level details, resend messages to all or portions of the alert recipients as needed, and manually add recipients as being accounted for.
<b>Alert Approvals</b>	Implement a message approval workflow by designating approvers to review, edit, reject and/or approve alerts before delivery.
<b>Alert Email Copy</b>	Identify an email address to receive a copy of all alerts sent from their Send Word Now account.
<b>AlertLinks</b>	Send attachments along with your alerts, and track who has accessed them.
<b>Alert Tracer®</b>	Provides real-time monitoring and audit trail on all notifications sent by the service.
<b>Android®/iPhone® Client Access</b>	Send Word Now's proprietary application for sending alerts from a mobile device.
<b>Audio Library</b>	Store multiple recorded audio files for voice alert introductions and messages.
<b>Backup Escalations</b>	Allows authorised users to assign backup contacts to message recipients. The feature can be enabled during the Send Message process based on the urgency of a message.
<b>Call Center Connect</b>	Allows alert recipients to connect directly to a third-party call center upon receipt of any voice message.
<b>Call Volume Management</b>	Control the number of concurrent calls to an internal PBX (phone system) to avoid call traffic performance issues.
<b>Cancel Alert</b>	Cancel any uncompleted phone calls from an alert.
<b>Cascade Profiles</b>	Allows authorised users to determine the order in which recipients' text/email and voice contact points receive alerts, based on a given date, day of the week, and time range. Each alert delivery window has a unique "Description" alert delivery windows are grouped together under a "Profile." There are three cascade types that can be selected during the Send Message process: Global Cascade Profiles (GCP), Contact Cascade Profiles (CCP) and Ad Hoc Cascade.
<b>Cascade Voice Devices</b>	Place calls to recipients sequentially, in each recipient's preferred order, instead of simultaneously; stop calling after a successful message delivery.
<b>Conference Bridge (Send Word Now &amp; External)</b>	Seamlessly connect your recipients to a conference call. Use either your own preferred bridge or the Send Word Now bridge.
<b>Configurable Terms &amp; Conditions</b>	Customise and display Terms of Use that apply specifically to your organisation and require users to acknowledge these terms at login.



## Alerting Service Standard Features

CONTINUED

FEATURE	DESCRIPTION
Custom Fields/Labels	Save additional, searchable information about recipients using data values such as Title, Company or Address, as defined by the authorised user.
Dynamic Groups	Create groups with memberships that are maintained automatically based upon recipient attributes.
Dynamic Permissions	Create custom levels of access for users by defining roles.
Geo-Enabled Alerts	Use Google Maps® and flexible mapping tools with existing recipient address data to enable accurate, location-based alerts.
Get Word Back	Poll your alert recipients by providing response options, and view responses in real time.
Get Word Back – Escalation	Chain multiple alerts together based on the results of a polling question, sending automatic follow-up alerts with additional information.
HTML Templates	Create HTML templates for email alerts. Control fonts, colours, images and more. Insert field values such as recipient name, alert ID, etc.
International Dialing	Capture international phone number data with a country code Wizard for easy country code lookups.
Internationalisation	The User Interface renders in 29 languages: Arabic (UAE), Chinese (simplified), Chinese (traditional), Czech (Czech Republic), Danish (Denmark), Dutch (Netherlands), English (U.S.), English (U.K.), Finnish (Finland), French (Canada), French (France), German (Germany), Greek (Greece), Hindi (India), Hungarian (Hungary), Italian (Italy), Japanese (Japan), Korean (Korea), Norwegian, Nynorsk (Norway), Polish (Poland), Portuguese (Brazil), Portuguese (Portugal), Romanian (Romania), Russian (Russia), Spanish (Mexico), Spanish (Spain), Swedish (Sweden), Turkish (Turkey), and Thai (Thailand).
Message Pause	Allow recipients to pause and restart messages. Messages can be paused for up to 90 seconds.
Notification Limits	Set a not-to-exceed limit for the number of recipients who can be included in one message by an authorised user.
Password Security	Set requirements for password and QuickSend code complexity, expiration and reuse.
Password Security Question	Require additional identity verification while using the Forgot Your Password feature.
PIN Codes	Require a Personal Identification Number to be entered in order to hear an alert by phone.
Recipient Update to Custom Fields	Allows contacts to fill in custom field information including address, time zone, title, company or department.
Scenarios	Save frequently used messages as templates for easy reuse. Scenarios can be shared by multiple users.

# Standard and Premium Features

## Alerting Service Standard Features

CONTINUED

FEATURE	DESCRIPTION
Scheduled Alerts	Schedule alerts to be sent just once, multiple set times or multiple times at a recurring interval. Utilise Record Alert by Phone to record an alert in the sender's voice instead of using TTS (text-to-speech) conversion.
Self-Update	Direct contacts to a one-time use, secure web link to update their own contact information. Updates are subject to authorised user approval.
Send by Phone	Allows the message sender to initiate a voice-only alert or execute a Scenario, by dialing a toll-free number and connecting to their Send Word Now account via phone, without the need of an internet connection or computer. Recordings can be saved to the Audio Library.
Single Login	Restrict simultaneous logins using account credentials.
Concatenated SMS	Combine multiple SMS alerts into a single message. Requires device compatibility. NOTE: Not compatible with all mobile devices; consult your Customer Service Manager to configure.
User Logins	Allow contacts access to log in individually and send alerts to selected groups. User Logins are created and managed by the account authorised user.

## Alerting Service Premium Features

ADDITIONAL CHARGES MAY APPLY

FEATURE	DESCRIPTION
Alertus Support	Integrate notifications with existing Alertus Beacons.
Cisco® IP Phone Alerting	Send messages to the text display of a Cisco IP phone endpoint.
Desktop Alerting	Deliver urgent on-screen messages to recipients working at their computers. SWN Desktop Alerting gives you the power to capture attention, deliver alerts and receive feedback right from a recipient's desktop.
Digital ID Signatures	Sign emails with Digital IDs. Digital IDs provide end users certainty that all received alerts are valid and are not coming from a malicious source.
Interactive Voice Response (IVR)	Create powerful and flexible inbound voice applications with a simple drag-and-drop toolkit.
Message Boards	Shared Message Boards allow individuals not housed within your Send Word Now account to retrieve messages using a pre-defined access code.  Recipient Message Boards allow Send Word Now contacts to access messages through a dedicated toll-free number without sending the alert to recipient devices. Recipients can access the message and respond at their convenience.

## Alerting Service Premium Features

CONTINUED

FEATURE	DESCRIPTION
<b>Multi-Language Alerts (MLA)</b>	Alerts may be sent in English (US & UK), Arabic, Chinese (Traditional & Simplified), French (FR & CA), Danish, Dutch, Finnish, German, Hindi, Hungarian, Italian, Japanese, Korean, Norwegian: Nynorsk, Polish, Portuguese (Brazil & Portugal), Romanian, Russian, Spanish (MX & ES), Swedish, Turkish and more.
<b>Self-Registration Portal</b>	Allow recipients to opt in to receive alerts by creating and updating their contact information directly through a client-specific Self-Registration portal.
<b>Single Sign-On</b>	Utilise your organisation's enterprise login to access Send Word Now.
<b>SWN Direct</b>	<p>Currently available for iPhone® and Android® devices, this revolutionary mobile app provides a variety of powerful communication and collaboration features with end-to-end message path control and no variable usage fees.</p> <p>With SWN Express Voice, employees can receive voice alerts and join conference calls using standard Internet protocols for voice, bypassing traditional telephone networks and long distance fees.</p> <p>With Express Messenger, text-based communications can be initiated, which are not subject to the character and formatting limitations of Short Message Service (SMS).</p> <p>SWN Locate allows authorised users to select a geographic area on a map (establishing a geo-fence) and send alerts to recipients who are physically located within the geo-fence boundaries. Permission options allow for targeted alerting without compromising a contact's privacy.</p> <p>With SWN LockBox, companies can push essential documents in virtually any format to employees' devices in a secure and managed way.</p> <p>With SWN One-Click Connect, mobile users can contact Send Word Now Customer Support, a voice alert mailbox or our IVR service.</p>
<b>Two-Factor Authentication</b>	<p>Require users to authenticate themselves using two different methods:</p> <ol style="list-style-type: none"> <li>1) by entering a username and password, and</li> <li>2) through the use of a SecureID hardware token.</li> </ol>
<b>Transport Layer Security (TLS)</b>	Ensure secure connections between the Send Word Now alerting service and third-party applications by deploying the TLS protocol.
<b>WeatherBlast®</b>	Subscribe to automated, location-based weather alerts.



Send Word Now is now part of OnSolve, the market leader in real-time mass notification and collaboration solutions. Used by the world's largest brands and thousands of government agencies to deliver critical information in any situation. The OnSolve suite of critical communication tools is a key component of the business continuity, emergency response, IT alerting, employee safety and security programs of every organisation we serve. Visit us on the web at [www.onsolve.com](http://www.onsolve.com).

