VERTICAL MARKET - EMERGENCY MANAGEMENT

Disasters, whether manmade or natural, can happen anytime and anywhere and no one is immune. Ongoing attention to national and international security as well as catastrophic natural disasters leaves many wondering about the potential for an emergency to touch their lives. While the potential for disastrous events cannot be eliminated, it is important for emergency management teams to receive up-to-date information on risks and to be well prepared to responds to all emergencies.

During an emergency, a community must receive timely notifications and instructions about specific situations and actions to take such as evacuation or sheltering inside structures. With the proliferation of mobile devices and their ubiquity and reach, it is not surprising that emergency management would mandate their use. However, emergency notifications should be sent in the manner most convenient to the user – SMS, voice call, email, fax, etc. – and there should be confirmation of receipt options.

The CMAS-enabled TeleMessage solution enables the delivery of critical information to communities, emergency personnel, law enforcement and other government officials via text, telephone, email, fax, IP messaging and instant messaging. By leveraging multiple messaging channels to securely and reliably deliver time-sensitive alerts, the TeleMessage solution enables communities to react accordingly and emergency management teams to increase their effectiveness in protecting the community.

The TeleMessage solutions for the emergency management industry include:

- **Mobile and Tablet Application**: an enterprise-ready application that facilitates the sending and receiving of rich messages over SMS, MMS and IP messaging via Smartphone push notifications or RCS on iOS and Android devices.
- **Messaging Gateway**: a multi-channel message delivery and management solution that facilitates real-time messaging to and from any device. It supports many APIs such as SNPP, WCTP (for Pager replacements), XML, SMTP, HTTP and more, allowing it to seamlessly integrate with existing emergency management IT systems.

- **PC to Mobile**: a suite of applications that allow emergency management teams to send messages from Outlook and Web interfaces with emergency mass notification and campaign management features.

TeleMessage delivers intelligent and secure messaging solutions seamlessly over any communication device.

These solutions support an ever growing number of enterprises, including leading brands across a range of industries such as healthcare, travel, finance and retail among others. By optimizing their communication capabilities, our solutions assist enterprises in achieving greater efficiency.

TeleMessage seamlessly handles text, voice, data, multimedia and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, our software reaches hundreds of millions of users and powers billions of messages through customer networks.

Our product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.

Key Features

- Differentiates between messages from less important emails and text messages

- Secures delivery of messages and responses

- Provides automatic message delivery receipts

- Offers active acknowledgement of message and free-form text response

- Enables directory look-up and user authentication

- Initiates messages to other users on any type of device from a TeleMessage-enabled device

- Enables remote application wipe and administration

- Leverages cellular and Wi-Fi networks

- Provides secure port directed SMS as a fallback to IP messages

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TeleMessage

SECURE EMERGENCY MANAGEMENT APPLICATIONS

TeleMessage provides secure, multi-channel and field-proven messaging solutions that enable security management teams to securely send, receive and manage a range of message types (SMS, MMS, IP messaging via Smartphone push notifications or RCS, Voice, Fax and E-mail) to any communication device. The suite can be use for the following:

Use Cases

- **Security Warning Distribution**: Automatically deliver real-time messaging alerts about security threats such as suspicious criminal activity, terrorism, detected intrusions, etc. to trigger an immediate response

- **Disaster Warnings and Evacuation Notices**: Provide populations at risk and relevant government departments with information regarding impending disasters, situation updates, instructions and essential safety information

- **General Public Notices**: Provide general public with critical notices regarding health warnings, food and drug recalls, power outages, severe weather warnings and other environmental hazards

- **Critical Response Team Activation**: Notify emergency and law enforcement services and relevant personnel to prepare for impending disaster scenarios

- **Emergency Services Coordination**: Ensure EMS personnel, hospital staff and all related personnel are coordinated to best handle the situation and save the most lives

- **Eliciting Public Assistance**: Security and police services can elicit the assistance of the general public with information about missing children or criminals at large, offering rewards for information and enable people to respond immediately

Key Benefits

The key benefits of automated multi-channel messaging and communication include:

- **Increase Communication Efficiency** – Deliver emergency notifications via multiple channels including SMS, MMS, push notifications, emails fax, telephone, etc. to optimize reach.

- **Differentiate Communication with Intelligent and Proactive Messaging Management** - Automatically communicate time-critical information using features such as message delivery and tracking, time limited messages, pop ups, reminders, unique ringtones and message escalation across devices.

- **Reduce Notification Costs -** Send one message and reach the entire contact base seamlessly and cost effectively utilizing IP messaging wherever available.

- **Increase Operational Efficiency -** Leverage interactive two-way capabilities to collect responses and automatically perform actions to improve the coordination of rescue and emergency teams.

- **CMAS Enabled –** The TeleMessage solution supports CMAS (Commercial Mobile Alert System) messages that enable governments to send location based targeted alerts to the general public.

The Emergency Management messaging solution from TeleMessage was designed to assist emergency personnel in communicating with their communities and teams more effectively so that they can save lives, protect property and safeguard their environment in the event of a disaster.