

# inEnterprise™

## Intelligent Notification Platform

When events threaten your business, you need a robust, reliable, mass communication solution to ensure the successful execution of your business continuity and disaster recovery plans.

Situations that affect the continuity of your business happen all the time—situations as confined as a power outage or as widespread as a natural disaster or pandemic. When such events occur, you need immediate, automated, two-way communication with personnel to effectively execute business continuity plans. Email blasts, phone trees and other manual, one-way mass notification methods are slow, inefficient, unreliable and cumbersome. inEnterprise™ offers you a better way.

### **Powerful, flexible, reliable mass communication**

Effective mass communication requires more than just sending a one-way alert. You must quickly determine who needs to know specific information, and communications must be adapted as recipients respond. inEnterprise uses Intelligent Notification™ technology to handle the complex task of mass notification, rapidly launching a message to groups of any size, whether in one location or spread all over the world. When moments count, inEnterprise can deliver thousands of notifications per minute to ensure that recipients receive critical information when they need it most.

Since one-way communication is not enough, recipients can respond in a number of ways, providing you with critical information during a crisis. inEnterprise tracks message delivery and recipient responses in real-time via an intuitive Web interface. Based on that information, you can decide to communicate additional information, make adjustments to the recipient group, initiate an immediate conference call with key stakeholders or continue gathering information.

*The Meta Group reports that the downtime cost for each company in the Energy Industry is \$2.8 million per hour; in the Telecom Industry \$2.0 million per hour; and for Financial Institutions, \$1.4 million per hour.*

The IT-Finance Connection, 2008

## Why you need Intelligent Notification

### Safety, Continuity, Efficiency and Productivity

When an event happens, key personnel must be notified and response teams mobilized. Rapid, intelligent, two-way communication empowers both business leaders and public agencies to minimize disruption while ensuring safety and the flow of critical information. Intelligent Notification helps your team alert responsible parties, monitor operations, and respond appropriately as a situation develops and is resolved, keeping personnel safe and your business or agency running smoothly around the clock.

### Robust and highly scalable

inEnterprise 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 continuity of service. The platform has been extensively proven in years of daily use by corporations, educational institutions and government agencies.

### The flexibility to work for any business

Businesses often install a variety of products to meet unique needs and requirements, leaving IT staff the task of supporting multiple applications across different locations. A better solution is an application that is highly configurable, robust and scalable while also being user friendly—a single solution that has the flexibility to satisfy a range of needs across the organization.

MIR3 recognizes that one size does not fit all, so we've designed the Intelligent Notification platform as a highly configurable solution that can be adapted to meet the individual needs of large, medium or small businesses as well as internal departments and business units.

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

### Communications-enabled business processes

inEnterprise 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. Add the inEnterprise notification capabilities to your legacy applications with the optional Enterprise Service Bus (ESB) code-free integration platform or integrate inEnterprise with custom software applications using the optional inSDK™.



## Which product is right for you?

Feature	inEnterprise	inTechCenter	inAlertCenter
<b>Multi-modal notification initiation:</b> Web, email or phone	✓	✓	✓
<b>Multiple device support:</b> reach thousands of recipients by phone, SMS, email, pager, BlackBerry PIN-to-PIN, fax, TTY and more	✓	✓	✓
<b>Multiple notification types:</b> broadcast, first-response, call-out, or bulletin board	✓	✓	✓
<b>One-touch call-bridge:</b> initiate instant meetings with your team	✓	✓	✓
<b>Create Divisions/Sub-divisions:</b> define hierarchy	✓	✓	✗
<b>Dynamic Groups:</b> build recipient lists with dynamic run-time queries	✓	✓	✗
<b>Group Subscription:</b> send alerts based severity	✓	✓	✗
<b>Geographical Information Service:</b> target and manage alerts geographically	Optional	✗	Optional
<b>inConnect™ Connectivity Access:</b> import contact data from LDRPS, LDAP or .csv Flat File	Optional	Optional	.csv Flat File only
<b>Enterprise Service Bus:</b> visual integration	Optional	Optional	✗
<b>Validate Recipient:</b> confirm you've reached the right recipient	✓	✓	✓
<b>inAccountPortal™:</b> customizable Web portal lets user update contact information	Optional	Optional	Optional
<b>inQuickAlert™:</b> customizable user interface for launching notifications	Optional	✗	✗
<b>inSDK™:</b> command-line interface and Web services API toolkit	✓	✓	✓
<b>Multi-Language/Text to Speech:</b> available for English, Spanish, Dutch, French, German	✓	✗	✗
<b>Port capacity:</b> defined by customer	Scalable	12 maximum	Scalable
<b>Enterprise Access Control:</b> role-based access to management administration	✓	✓	✗
<b>Topic Subscription/Suppression:</b> send alerts to relevant recipients only	✓	✓	✗
<b>User Preferences:</b> recipient customization	✓	✗	✗
<b>Incident Management:</b> provide content around notifications; used to track and resolve issues	✓	✗	✗

✗ = not available

inEnterprise lets you:



### Quickly launch mass notifications

Send a communication by simply logging into the Web interface, sending an email or making a phone call to launch a notification. 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.



### Quickly 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 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 and Dutch, with custom pronunciation for acronyms and industry terms.



### Choose the notification option that fits the situation:

- ▶ **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.



### 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.



### Geographically target notifications

The optional Intelligent Notification platform with geographical information systems (GIS) capability lets you target and manage notifications across specific areas when emergencies are geographically dispersed.



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

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

## Is SaaS right for your organization?

MIR3 lets you choose what's best for your organization, whether that's an on-demand (SaaS), on-premise, or a hybrid solution. Here's why many enterprises find that Software as a Service (SaaS) is the best choice:

### Lower cost of ownership

The software is hosted remotely so you don't incur the cost of installing and configuring on your own network. Upgrades happen automatically; simply log in and the new version is always available. There's no need to purchase, install or verify upgrades.

### Protection against service interruptions

By having software hosted remotely, service is preserved during local power outages, natural or manmade disasters or when your own network is down.

### Anytime, anywhere access

Simply log in from any Internet-connected computer using a standard Web browser—regardless of hardware configuration or operating system—to use your software.

## Technical Overview:

- Telephony infrastructure – AT&T backbone
- Additional modules – inConnect, inAccountPortal, inQuickAlert
- 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, and Dutch, with the ability to add additional 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)

## 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 the majority of Fortune 100 firms 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

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