

# Enterprise Service Bus (ESB)

The easy way to add automated notification to applications

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A framework for adding notification technology to existing applications, making it easy to send and receive automated alerts.

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Wouldn't it be great if you could rely on your IT systems to run smoothly at all times? Unfortunately, you can't count on continuous uptime with any system or process, but you can reduce the impact of downtime by using automated notification to alert the people who can fix the problem the minute systems lag.

The enterprise service bus (ESB) provides you with the tools to integrate notification technology with existing applications seamlessly, allowing two-way communications between applications and any or all on-call personnel. When a recipient responds to an alert, the system recognizes them and allows them to initiate an action with their response, i.e., restart a server or execute on other commands. The ESB provides data processing and workflow logic so you can fine-tune the interactions between applications and notification to communicate more effectively.

The ESB gives you an easy way to integrate notification with major ITSM tools. It has a simple point-and-click data configuration for seamless implementation of escalation rules without custom coding or scripting. It works by giving you a complete set of flexible, pre-defined building blocks for creating and deploying notification within existing applications and providing intelligent workflow, rule-based logic flow control and branching.

## Why choose Intelligent Notification technology?

### Safety, Continuity, Efficiency and Productivity

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

## The ESB let's you:

- Automate repetitive processes so your team can focus their attention on more meaningful tasks
- Seamlessly implement escalation rules with a simple point-and-click data configuration
- Integrate multiple processes in a single workflow
- Eliminate custom coding with object-driven workflow tools
- Initiate interactions and execute custom processes when you respond to an alert
- Build just about any integration you can imagine

The ESB makes it easy to integrate Intelligent Notification into existing and legacy applications for a low-impact deployment, allowing you to:



**Automatically alert IT staff** to respond to critical issues



**Deliver alerts** via email, mobile phones, SMS devices, pagers, landlines, signboards or loudspeakers



**Receive actionable responses** so you can implement escalation plans and avoid delays



**Keep track of all events** in progress



**Build custom alerts** with responses tailored to specific events



**Fine-tune applications** before issues become visible to system users or stakeholders

Note that all features are not available in every configuration. Please contact a sales person to determine the best feature set for your organization.

## 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.

For more information, visit us at: [www.MIR3.com](http://www.MIR3.com)

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