



Intelligent Notification

The Enterprise Notification Solution

When most people think of notification, they think emergency. But smart business leaders are discovering that fast, flexible, Intelligent Notification can be a powerful enhancement to daily business operations and productivity.

Businesses are increasingly global, with more mobile employees than ever before. This complicates things when an important message needs to be delivered to hundreds or thousands of people using a range of mobile devices. Doing business in other states, countries and continents increases the risk of interruptions 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 makes it easy to send an important message to any number of people at once, allowing for immediate, individual response with an automatic audit trail. It's invaluable for providing quick notifications about potential interruptions, supply fluctuations and product recalls, helping to manage projects and integrations and improve service.

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 critical information when you need it most. It automatically tracks message delivery and responses as they occur, helping you decide when to share more information, adjust your recipient group, initiate a quick conference call with key stakeholders or continue to gather information.

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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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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 notifications

Customize caller ID for improved response. Record alerts in your own voice and let recipients reply by voice, text or choose a pre-prepared response.



Control how recipients receive messages

Recipients usually designate which mode of communication they prefer, 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.



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.



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
- **Call-Out** – Notify all recipients at once and end the notification after a specified number respond
- **Bulletin Board** – Allow recipients to call in to a central location for up-to-the-minute information



International retrieval numbers

Save money by providing a toll-free number for international recipients to retrieve messages (available in more than 30 countries).



Deliver multi-lingual text-to-speech notifications

Supports multiple languages including English, Spanish, Dutch, French, German, Japanese, Arabic and Mandarin Chinese with custom pronunciation for acronyms and industry terms.



Manage your data

DataSync gives you a streamlined way to import data from LDAP or other applications without manually entering and synchronizing. Account Portal is a customizable Web portal that let users keep information current so notifications reach everyone they need to reach.



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 other platforms

Add notification to existing applications with the optional Enterprise Service Bus (ESB) code-free integration platform or integrate it with custom applications using the Software Development Kit (SDK).



Geographical Information Service (GIS)

Targets alerts by location, helping to notify just those who need information in the case of regional threats or evacuations.



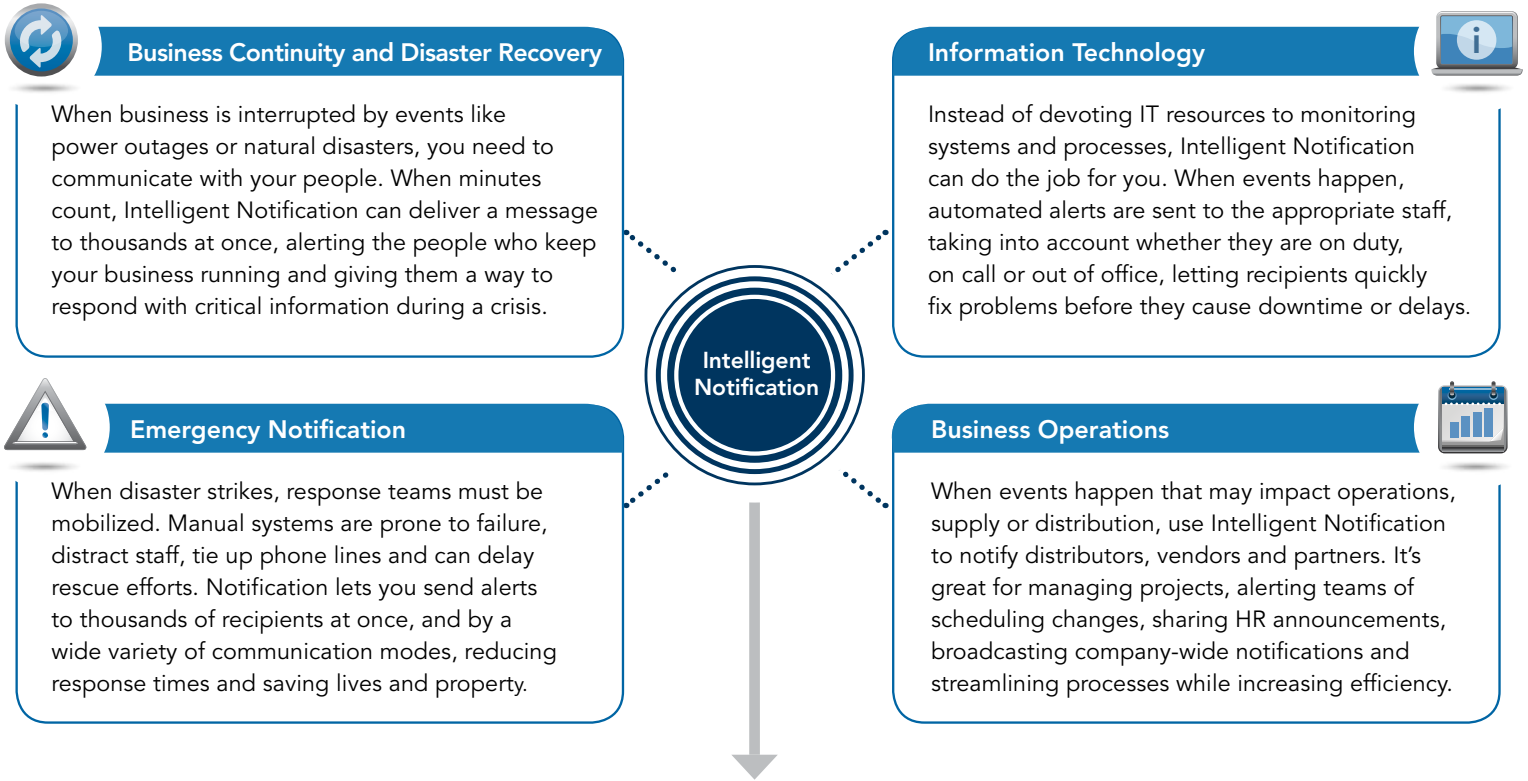
MIR3 Mobile Recipient App

Give smartphone users an easy way to receive and respond to Intelligent Notification alerts, lets them join conference calls with a touch and automatically tracks their location (mapping requires GIS).



Quick Launch

Simplify the creation and delivery of a notification using a recommendation engine adapted to your organization.



Intelligent Notification comes in three editions: Premium, Standard and Essentials.



Every edition includes the MIR3 promise:

★ Reliability ★

The Intelligent Notification platform was built from the ground up to reliably notify hundreds of thousands of people all over the world at once. It's been tested, benchmarked and validated more than any other mass notification product, with years spent developing, adapting and perfecting it with enterprise customers.

★ Redundancy ★

MIR3 has the most resilient infrastructure in the industry, with eight redundant data centers in remote locations (SAS 70 type II audited). With a state-of-the-art telephony infrastructure that provides full fault tolerance to ensure important messages are delivered, Intelligent Notification is known for quality, reliability and scalability.

★ Reputation ★

No other notification vendor has a better reputation. MIR3 products are relied upon daily by a wide variety of corporations, educational institutions and government agencies. Many of the world's largest and most recognized organizations, like those of the Fortune 100 and Global Fortune 100, trust MIR3 to provide reliable, effective notification services.

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
- ▶ Unlimited access to online training videos

Technical Overview:

- Telephony infrastructure – AT&T backbone
- Additional modules – GIS, Account Portal, DataSync, Quick Alert, SDK, 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 (American and British), Spanish, Dutch, French, German, Japanese, Arabic and Mandarin Chinese 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 SDK (SOAP-compliant XML, J2EE standard)

For more information, visit us at www.MIR3.com

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