



Intelligent Notification for Logistics

The global economy relies on sophisticated logistics to keep the transportation of goods and people flowing smoothly. Interruptions to this huge system can take many forms, from political unrest that can slow trade, volcanic plumes that can disrupt flight patterns or even terrorist attacks that can bring the whole system to its knees in a matter of hours. Intelligent Notification is critical when interruptions threaten to slow the flow of goods and services.

OTHER USES

Weather warnings – Communicate delivery changes caused by severe weather or outages to all depots and stations.

Maintenance – Notify maintenance workers of projects as they occur; locate workers no matter where they are when issues arise.

Emergency management – From hazardous spills to emergency landings, use notifications to alert those who can help.

Political unrest – When shipping routes must be diverted due to political hot spots, notifications can be sent to both suppliers and recipients.

DELAYED FLIGHTS

SCENARIO:

Flights have been delayed due to foul weather; the airline must notify large numbers of travelers of the situation.

SOLUTION:

Using the information passengers entered during their ticket purchase, a message can easily be sent via Intelligent Notification to all of their cell phones. The initiator launches an alert, informing customers of the delay and the expected time of resolution. Response options, such as a call bridge, are included so that travelers may be connected to receive further information or to rebook their flights.

TRAIN DERAILMENT

SCENARIO:

A train has derailed, resulting in injuries. Law enforcement, emergency response and railroad officials must be contacted immediately.

SOLUTION:

Using Intelligent Notification, an initiator for the passenger line launches a message that has been created specifically for train derailments. The first alert goes to emergency services and first responders, then local hospitals are contacted to prepare them for a possible influx of injured travelers. Another notification informs railroad officials of the situation with the option to connect to a conference call to schedule press conferences and draft official statements.

EMERGENCY REPAIR

SCENARIO:

An airplane experiences difficulty just prior to takeoff; it must taxi back to the terminal to have the problem addressed.

SOLUTION:

An alert is launched to all maintenance workers on duty using Intelligent Notification. Traffic controllers are also informed of the delay and options are requested in case the plane is unable to be fixed quickly. Baggage handlers are alerted and placed on standby. If workers determine that the plane requires extensive repairs, then the notification will escalate, and those on standby will be called to action.

NETWORK FAILURE

SCENARIO:

A large shipping hub experiences a network failure; IT staff needs to be alerted and the system must get back on line quickly.

SOLUTION:

An Intelligent Notification alert is quickly drafted and sent to on-duty IT staff. Once a team with the proper expertise is located and indicates availability, the alert is stopped. While IT staff is correcting the problem, the logistics team is alerted and invited to touch a key to join an impromptu conference call to make critical decisions about rearranging schedules and managing damage control.

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