

Mutare
Unify, Notify, Simplify

Text Notification System

Application Overview

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Introduction

Mutare believes information should be easy to access, especially when time is a critical factor. That is why we developed our Text Notification System (TNS). TNS enables enterprises to broadcast messages to targeted groups of people using multiple contact methods such as email, text message, IM, social networks and websites. A single broadcaster can reach hundreds, thousands or even tens of thousands of people in minutes if necessary with the push of a button.

Text Notification System Description

Mutare's TNS is a hybrid notification system that quickly notifies individuals using multiple communication channels simultaneously. TNS is easy to use and facilitates both emergency and everyday communications. TNS takes advantage of on-premise and cloud-based resources, blending the benefits of premise integration with on-demand cloud scalability. Situated behind the company firewall, the TNS contact database is secure and synchronized at all times.



Multi-Cast Notification

TNS is powerful enough to support mass notification and simple enough for everyday functions including shift management, reminders and notices. TNS supports multi-cast broadcasts and can send messages via email, SMS, Instant Message, Twitter, Facebook, RSS, pager, public address systems and message boards.

TNS allows recipients to indicate their acknowledgement and/or availability to respond to the situation. The system logs all contact attempts and member responses, providing a complete audit trail of the notification process. All administrative and reporting functions are available through an intuitive web browser interface enabling easy access.

Email

TNS can send 600 to 1,000 email messages per minute and is compatible with all email systems. Email messages can include hyperlink controls for message acknowledgment, online surveys, web conference services and more. In addition, TNS supports email file attachments and can be used to rapidly distribute supporting materials for a broadcast.



SMS Text Message

TNS supports native text messaging through any bulk text message service provider as well as SMTP text messaging via email. Mutare also offers text messaging plans to augment the TNS system and can provide optional custom engineering support for specialty SMS applications including two way SMS.



Instant Message (IM)

TNS supports industry standard XMPP protocols for instant messaging and works with all IM clients that support XMPP or can federate with it. This includes popular IM systems such as Google Talk, Microsoft Lync, Jabber, etc. IM support is an important aspect in emergency communications as IM messages cut through email clutter, avoid voicemail screening and grab the recipient's attention.



Pager

Pagers are supported using the SNPP paging protocol. This is useful for most hospital and healthcare applications where cell phone use is prohibited.



Survey

TNS is available with an optional survey module that allows broadcasters to create and send surveys to lists of recipients. Surveys are completed by web browser with results compiled in real time, supporting both emergency broadcasts as well as non-emergency survey needs.



RSS

TNS can update items in an RSS feed enabling messages to post to any RSS reader or web page capable of displaying RSS results. This can be useful for mass communications via private and public websites. RSS feeds are available for use with Facebook, making TNS a viable tool for reaching mass audiences quickly. RSS can interface to some video display systems and outdoor signage. This can be especially useful in large campus environments.



Twitter

Mutare supports direct Twitter integration, allowing for instant worldwide distribution of any message. Followers are able to amplify TNS tweets by re-tweeting messages, taking advantage of social networking for mass communications. This can very useful for mass notification in higher education and government.



Broadcast Control & Reporting

An authorized person can initiate a broadcast from any web browser running on a computer, tablet or mobile device.

Broadcast Settings

Broadcasters have a great deal of control over how a broadcast is targeted, what message delivery methods are utilized, and how it unfolds. Settings that the broadcaster can control include:

- Lists to Include in the Broadcast
- Choice to create a custom message or use a prepared message template
- The ability to choose which contact notification delivery method or methods to use for the broadcast including:
 - Email
 - Text Message via Email
 - Page
 - IM
 - SMS
- Email Text as Message or Require to Call in to Listen
- Attach Files to Email
- Social and Web Broadcast Features
 - RSS Feed
 - Twitter
- Confirmation Type
 - Acknowledge
 - Yes / No
 - No Acknowledgement

- Need X People
- Survey
- Try Again – Enables the broadcaster to re-broadcast to only those message recipients who did not respond the first time.
- Future Broadcasts – Send now or schedule for a future time.

Broadcast Acknowledgement

When sending a broadcast, the broadcaster can specify if he or she would like acknowledgment of the message by the recipient. The broadcaster can also request a Yes or No answer to the broadcast. This is useful for polling applications and requests for volunteers.

The TNS system provides real time reports and provides notification acknowledgements. Broadcast monitoring takes place in real time online and with the ability to download reports as a CSV file or into third party applications if desired. Broadcast acknowledgment options include:

- Acknowledgment response not required.
- Acknowledgment response required
- Yes or No response required.
- Need X People – perfect for filling shift quotas, recalling personnel or recruiting volunteers, this feature stops the broadcast after filling the quota as well as notifies subsequent contacts that the need has been satisfied.
- Survey – enables rapid responses to multiple questions via web page.

Message recipients can respond in several ways:

- Hitting a reply key embedded as an email link in a message notification.
- Calling the system and choosing to retrieve a broadcast message after being directed to do so from an answering machine message or text message.

System Administration

There are three levels of system administration to ensure that only authorized users can access the administrative capabilities required to do their jobs:

- System Administrator – has full access to define system settings, initiate broadcasts, run reports and assign list administrators and groups.
- List Administrator – has access to create lists in authorized groups, initiate broadcasts, access reports for assigned groups and assign broadcasters to lists.
- Broadcaster – able to broadcast to assigned lists and run reports for the broadcasts initiated.

Contact Database

There is no limit to the size of the contact database. Each contact in the database can have up to five contact options including email addresses, cell phone numbers for SMS messages, IM address, etc. Each contact is assigned a priority level (1 through 9) determining their place in the contact queue. Each contact record includes data in user-defined dynamic fields that is used to create dynamic contact lists based on database attributes such as location, title, etc., for lists.

Importing Contacts

TNS has several ways to get contacts into the database including:

- Manual Input
- CSV File Import
- Database Synchronization
- Self-Populating Website

Manual Input

Administrators can manually input contacts into the database from the TNS website.

CSV File Import

Mass importation of contacts using a CSV file upload is the most common way to populate the system database.

Database Synchronization

TNS is available with an optional synchronization utility that allows data from an outside source, such as the corporate LDAP database or HR database, to update the contact data in the TNS database. This allows organizations to leverage their existing IT investment and keeps TNS in sync with the rest of the organization.

Self-Populating Website

Oftentimes organizations such as universities, local government or businesses will want to offer a way for the public or constituents to opt in for notifications. The easiest way to accommodate opt-in is through the self-populating website feature.

Database Accuracy and Automatic Updates

A major challenge is keeping contact data current. TNS sends a scheduled email on a recurring basis (set by the administrator), with a link to the website, reminding each member to update his or her contact points. This feature ensures the database is always current.

Interoperability

TNS works with all email systems and utilizes SMTP for email communication. TNS supports SMS via SMTP or native SMS through an aggregator. TNS works with all Instant Message clients that support the XMPP protocol or federation. TNS generates industry standard RSS feeds to post broadcast items for syndication via websites, RSS readers and social networks. TNS also directly posts short messages to Twitter. TNS supports pagers using the SMPP protocol. In short, TNS can interface with virtually all modern electronic communication system and devices.

Reporting

After starting a broadcast, the broadcaster can access the TNS website (on the organization's web server) to determine the status of the notification and list of confirmed responders at any time. A detailed report is also available on all activities of the notification.

System Partitions

TNS supports up to nine segregated partitions sharing a common hardware platform. Each instance of TNS is unique with its own discrete database, administration URLs, website look and feel, etc. Partitioning is useful for organizations that need to keep different divisions or companies separate from each other but desire to leverage their IT investment in hardware and network.

Redundancy

TNS supports full redundancy with a system backup utility that synchronizes between TNS systems that are geographically separated in order to be prepared in the event the primary system is unavailable or fails. Reciprocal backup is supported so that system A can backup system B and vice versa as part of an enterprise solution. Mutare can also offer backup systems hosted by Mutare.

Feature Chart

Feature / Attribute	Standard	Optional	Comments
Alarm Integration		X	Custom interfaces to 3 rd party alarm systems can be configured; alarm dependent and not all alarm systems are supported.
Automatic Database Updates	X		Sends periodic emails to persons in contact database to update contact information via the web.
Broadcast Acknowledgement	X		Supports "Yes", "No" and "Acknowledge" responses.
Customizable Website Features	X		TNS website can be customized with customer logo and color scheme.
CSV File Import	X		Bulk import of contacts via CSV file
Data Import	X		Import data utility included.
Database Groups	X		Unlimited database groups can be established with controlled access designated by the system's administrator.
Database Lists	X		Each database group can have an unlimited number of lists associated with the group.
Database Synchronization		X	Can synchronize the TNS database with a 3 rd party database.
Dynamic Database Fields	X		Internal database supports up to 8 system-defined dynamic fields in the database.
Dynamic Broadcast Lists	X		Supports list creation by selecting members using saved search criteria.
Email	X		Support text and HTML formats. Supports email file attachment.
Future Delivery	X		Broadcasts can be timed to begin at a future date.
Immediate Broadcast	X		Messages can be sent immediately with no delay.
Instant Message (IM)	X		Supports IM message broadcasts via XMPP protocol to cut through the clutter of voicemail and email.
Mass Notification	X		Supports mass notification via SMTP, SMS, XMPP, RSS and SMPP protocols.
Message Creation	X		System supports creation of custom messages for any situation.
Multiple Contact Methods Per Person - up to 5	X		Any combination of telephone numbers or email addresses.
Need X People	X		Fills quotas for personnel for work shifts, volunteers, personnel recall, etc.
Password Protection	X		System access for administration is username and password protected.
Partitions		X	System can support up to 9 separate instances of TNS on a shared server.
Pager Support	X		Supports broadcasts to pagers using SNPP.
PDA Support	X		Works with all web enabled PDAs.
Priority Recipient	X		System has 9 levels of broadcast priority for recipients.
Real Time Access To Broadcast Results	X		Broadcast results can be monitored in real time via the web.
Reporting	X		Broadcast reporting is built in, export reports are available.
RSS Feed Support		X	Posts message as item to an RSS feed to syndicate the content via RSS Readers, websites, Facebook, etc.
Secure Broadcast	X		Can require a PIN to access message as option.
Self-Populating Website		X	Opt in web page to allow public opt-in to TNS messages.

SQL Server Database	X		Industry standard relational database.
Support Agreement		X	Round the clock and business hour options available.
Survey		X	Broadcast surveys that can be completed via telephone or web with multiple choice questions and various input fields.
SMS Text Message Broadcast	X		Supports up to 150-character text message broadcast to mobile devices. Supports native SMS and SMTP relay.
SMTP Protocol Support	X		Sends messages via industry standard SMTP protocol for email and text messages.
SNPP Protocol Support	X		Simplified Network Paging Protocol supported for pager notifications.
Trigger Broadcast by Email		X	Via IMAP4 mailbox.
Try Again	X		Enables broadcaster to send the broadcast again to those who did not respond the first time around.
Twitter Integration		X	Posts messages to a Twitter account for followers to view and re-tweet.
Unlimited Database	X		No limit to the contact database size or number of broadcast groups.
User Defined Broadcast Default Settings	X		Allows frequent broadcasters to skip menus and rapidly send broadcast.
Web Access For Administration	X		3 Levels of administration.
Web Access For Broadcast Initiation	X		Text messages can be initiated via the web; all broadcasts monitored by the web.
Web Access for Individual Profile Update	X		Individuals can access their profiles through the web to update contact data.
Website Customization	X		Customer TNS website can be customized with company logos, corporate colors, backgrounds, etc.
XMPP Support	X		Supports XMPP / Jabber Instant Messaging Clients