

# Emergency / Event Notification System



Application Features & System  
Capacity Overview

September 1, 2005

Mutare Software  
2060 E. Algonquin Road, Suite 701  
Schaumburg, IL 60173  
[www.mutare.com](http://www.mutare.com)



# Mutare Software

When seconds count, count on Mutare

## Table of Contents

Introduction .....	2
EEN Description .....	2
Multi-Cast 2 <sup>nd</sup> Generation Notification .....	3
Voice Broadcasts .....	3
Answering Machine / Voice Mail Support.....	3
Cell Phone, PDA, Handheld Computers and BlackBerry Support.....	3
SMS Text Messaging .....	3
Pager Support.....	3
Broadcast Activation .....	3
Secure Broadcasts.....	4
Broadcast Acknowledgement.....	4
System Administration .....	4
Contact Database .....	4
Database Accuracy and Automatic Updates .....	4
Interoperability.....	5
Reporting .....	5
Feature Chart .....	6
System Deployment .....	7

## Introduction

It is essential for all companies to have business continuity plans in place to quickly recover from service interruptions caused by natural and man made disasters.

For any plan to be effective there must be a mechanism in place for the rapid dissemination and sharing of information between employees, suppliers, customers, stake holders, partners, media and government. Mutare Software has developed an Emergency/Event Notification system to help fill this need.

Mutare Software specializes in communication automation for business, education, government and healthcare organizations. Since 1990, the company has implemented over 1,000 specialty communication applications.

Mutare's newest application is an Emergency/Event Notification system designed for use in the event of an emergency or crisis. In addition to emergency use, the system has every day practical application and can be purchased directly, leased or subscribed to as a hosted solution.

EEN is use today by many organizations including the US Senate, General Electric, NIH, Ohio University, the Federal Reserve and the GSA.

## EEN Description

Mutare's Emergency/Notification System (EEN) enables a broadcaster to automatically and rapidly contact designated people (up to thousands) in the event of an emergency or significant event. A broadcast can be initiated from any telephone or computer anywhere in the world at any time.

EEN supports both voice and text messages and replaces manual call trees. Further, its enhanced e-mail and text messaging broadcast capabilities insures rapid delivery of critical messages at Internet speeds.

In business applications, EEN can be used to rapidly notify employees, public safety officials, suppliers, customers, local government, media and law enforcement officials in response to crisis or emergency.

Within minutes of a broadcast, telephones are ringing, inboxes are filling, and PDA's chiming. Broadcasts can be sent as one-way notifications, or can require a response such as an acknowledgement or yes or no answer. EEN works automatically and insures continuity of the message as well as delivery. EEN is an important tool that enables school officials to quickly take control of communications in a crisis and better manage response and recovery.



## **Multi-Cast 2<sup>nd</sup> Generation Notification**

EEN can notify members via telephone, cell phone, pager, email, and PDA. Beyond rapidly sending notifications, EEN also allows recipients to indicate their acknowledgement, and/or availability to respond to the situation. All contact attempts and member responses are logged, providing a complete audit trail of the notification process.



### **Voice Broadcasts**

EEN can make voice calls to any telephone number. The system is smart enough to know when it is talking to a person or a machine and will start broadcasting the message at the appropriate time.

### **Answering Machine / Voice Mail Support**

Broadcast messages that do not require a PIN can be left on any answering machine or voice mail system. This is useful for applications such as closure notices or reminder messages.

### **Cell Phone, PDA, Handheld Computers and BlackBerry Support**

Mutare's EEN provides the flexibility to deliver messages using text messaging and e-mail. This provides a tremendous advantage in getting large numbers of messages out very quickly. The system is capable of generating 10 text/e-mail messages per second delivering 36,000 messages an hour. Best of all, since text and e-mail messages are sent via the World Wide Web, there is no cost to send these messages as there are with telephone calls. Wireless PDA's and BlackBerry units are supported with SMS messaging as well as e-mail

### **SMS Text Messaging**

The EEN system supports cell phones and can send SMS text messages. As we learned during the recent terror attacks in London, cell phone lines are quickly jammed during a crisis, but text messages often get through because they do not require much bandwidth. This text messaging capability makes the Mutare EEN a valuable asset during crisis.



### **Pager Support**

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

### **Broadcast Activation**

EEN can be activated by any authorized broadcaster from any phone by dialing a secure access number, selecting the list(s) of individuals to be contacted, recording the broadcast announcement and requested action steps. Many broadcast options are provided so the communication can be tailored to the nature of the situation.

Broadcasts can also be initiated and monitored by computer using the world wide web. Broadcast initiation is easy, quick and requires little or no training to master. All the necessary information to initiate a broadcast can be contained on a wallet card.

## Secure Broadcasts

The system can support secure broadcasts for national security or sensitive matter applications requiring a recipient to enter a PIN before hearing the message.

## 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 EEN system provides real time reports and provides notification acknowledgements. The status of every broadcast can be monitored on line and reports can be downloaded into 3<sup>rd</sup> party applications if needed. Broadcast acknowledgment options are:

- Acknowledgment response not required
- Acknowledgment response required
- Yes or No response required

Acknowledgments are processed in three ways:

- Pressing a key on you phone while listening to a live message.
- Hitting a reply key embedded as an e-mail 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.

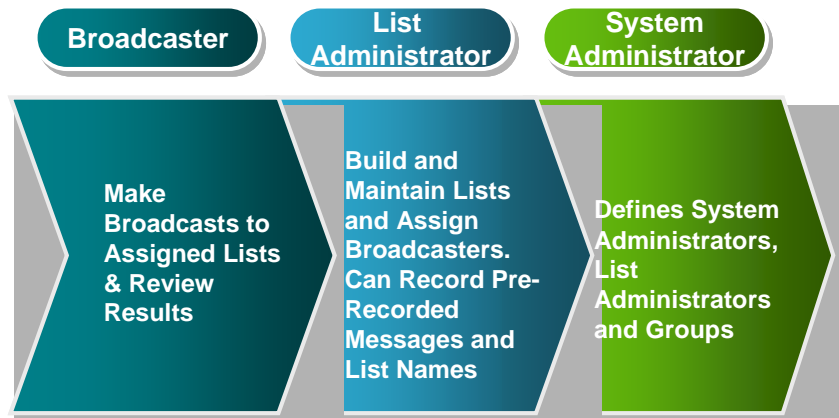
## System Administration

The EEN system is easily administered with 3 levels of supervision:

### Contact Database

There is no limit to the size of the contact database. Each contact in the database can have up to 5 contact options including home phone, work phone, cell phone, email

address and PDA address. Each contact can be assigned a priority level to determine their place in the contact queue. Data can be imported into the system from 3<sup>rd</sup> party databases such as People Soft, student information system or other contact database.



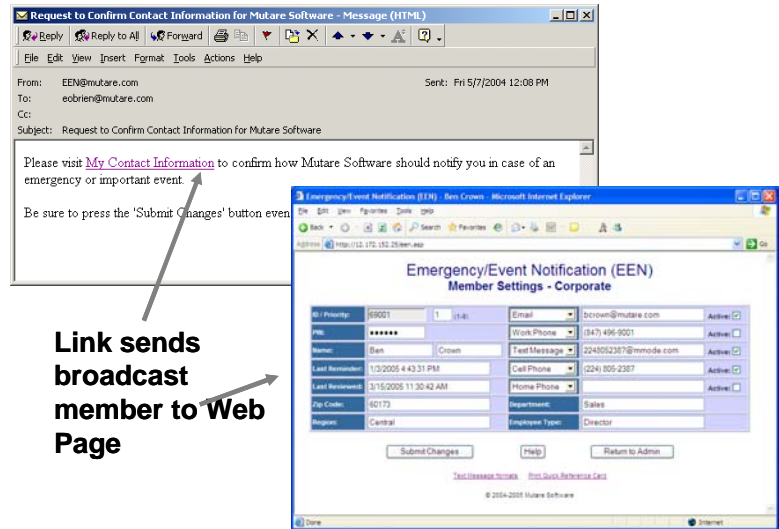
## Database Accuracy and Automatic Updates

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

## Interoperability

Mutare's EEN system operates on an industry standard Windows 2000 or 2003 server. It uses industry standard network interface cards and connects seamlessly to the public switched network, PBX equipment, local area networks and Internet.

The Mutare EEN system can broadcast to any telephone, cell phone, email box or PDA. Broadcasts can be initiated or received from any telephone or computer with Internet access anywhere in the world at any time.



## Reporting

After starting a broadcast, the broadcaster can access a web site (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.

**Custom Integration With External Databases** – The Mutare EEN system can be integrated with 3<sup>rd</sup> party programs such as personnel databases, student information systems and contact management software to perform a variety of outcall and e-mail notifications. The EEN system can be programmed to query third party applications to create dynamic call lists for a specific function such as homework reminders, attendance calls, call for volunteers etc. Costs for integration vary depending on the application requirements and quoted on custom basis.

**Database:** SQL Server 2000.

**Lead-Time:** The lead-times for the off-the-shelf applications are generally four to six weeks from the time we have formal authorization and database forms or import ready.

# Feature Chart

## Mutare Emergency / Event Notification System Feature Matrix

Feature / Attribute	Included	Optional	Comments
3rd Party Software Integration		<input checked="" type="checkbox"/>	Custom interfaces to most 3rd party applications to trigger broadcast or database administration
3-Year Hardware Warranty	<input checked="" type="checkbox"/>		Applies to MCS Server and network cards.
90 Day Software Warranty	<input checked="" type="checkbox"/>		Provides free access to software updates and service support.
Alarm Integration		<input checked="" type="checkbox"/>	Can be interfaced to existing alarm monitors to trigger a broadcast.
Analog Interface	<input checked="" type="checkbox"/>		Used in systems with less than 24 ports
Answering Machine Support	<input checked="" type="checkbox"/>		Can leave messages on answering machines
Automatic database updates	<input checked="" type="checkbox"/>		Sends periodic e-mails to persons in contact database to update contact information via the web.
Broadcast Acknowledgement	<input checked="" type="checkbox"/>		Supports "Yes", "No" and "Acknowledge" responses
Broadcast Caller ID	<input checked="" type="checkbox"/>		Caller ID can be custom configured.
Call Logging	<input checked="" type="checkbox"/>		Can be used for customer billing applications
Cell Phone Text Message	<input checked="" type="checkbox"/>		All types supported.
Customizable Web Site Features	<input checked="" type="checkbox"/>		EEN Website can be customized with customer logo and color scheme.
E-Mail	<input checked="" type="checkbox"/>		Support text and HTML formats.
E-Mail Voice Attachment	<input checked="" type="checkbox"/>		Will work with any PC that supports sound and can play .wav file.
Future Delivery	<input checked="" type="checkbox"/>		Broadcasts can be timed to begin at a future date
Immediate Broadcast	<input checked="" type="checkbox"/>		Messages can be sent immediately with no delay
Inbound Message Retrieval	<input checked="" type="checkbox"/>		System allows users to retrieve broadcasts remotely by dialing in by phone.
Leasing	<input checked="" type="checkbox"/>		Leasing, rental and purchase options available
Line Supervision	<input checked="" type="checkbox"/>		System knows when it is "talking" with a person, voice mailbox or answering machine.
Mass Notification	<input checked="" type="checkbox"/>		No limit, supports voice, text and e-mail notifications.
Message creation	<input checked="" type="checkbox"/>		System supports creation of custom messages for any situation.
Multiple contact methods per person - up to 5	<input checked="" type="checkbox"/>		Any combination of telephone numbers or e-mail addresses.
Open Systems Platform Partitions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Works on Windows 2000 or 2003 Platform System can support 9 partitions for service bureau or shared applications
Pager Support	<input checked="" type="checkbox"/>		Compatible with any pager service supporting SNPP protocol
PDA Support	<input checked="" type="checkbox"/>		Works with all web enabled PDA's
Premise Installation	<input checked="" type="checkbox"/>		Can be installed on site or hosted by Mutare
Pre-recorded Messages	<input checked="" type="checkbox"/>		System supports pre-recorded messages to send standardized notices

Feature / Attribute	Included	Optional	Comments
Priority recipient	<input checked="" type="checkbox"/>		System has 9 levels of broadcast priority for recipients
Purchase, rental, lease and Hosted Service	<input checked="" type="checkbox"/>		Any choice or combination available.
Real Time Access To Broadcast Results	<input checked="" type="checkbox"/>		Broadcast results can be monitored in real time via the web
Reporting	<input checked="" type="checkbox"/>		Broadcast reporting is built in, export reports are available.
Secure Broadcast	<input checked="" type="checkbox"/>		Can require a PIN to access message as option
Software Support Agreements	<input checked="" type="checkbox"/>		Provides free access to software updates and service support while under contract.
Sound File Associating With Broadcast List	<input checked="" type="checkbox"/>		Allows broadcasters to name their lists, system will play the name before a broadcast to insure message delivery to the correct list.
SQL Server Data Base Support Agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Industry standard database. Round the clock and business hour options available
Telephone Access For Broadcast Initiation	<input checked="" type="checkbox"/>		Broadcasts be initiated from any phone, anywhere at anytime.
Text Only Message	<input checked="" type="checkbox"/>		Broadcasts can be limited to text only for faster delivery.
Text to Speech Conversion	<input checked="" type="checkbox"/>		Text messages can be translated to speech for phone delivery.
Trigger broadcast by e-mail		<input checked="" type="checkbox"/>	Via IMAP4 Mailbox
Unlimited Database	<input checked="" type="checkbox"/>		No limit to the contact database size or number of broadcast groups
User defined broadcast default settings	<input checked="" type="checkbox"/>		Allows frequent broadcasters to skip menus and rapidly send broadcast
Voice Mail Support	<input checked="" type="checkbox"/>		Can leave messages on voice mail
Wallet Card	<input checked="" type="checkbox"/>		Wallet card generator built in is compatible with any printer.
Web Access For Administration	<input checked="" type="checkbox"/>		3 Levels of administration
Web Access For Broadcast Initiation	<input checked="" type="checkbox"/>		Text messages can be initiated via the web, all broadcasts monitored by the web

## System Deployment

EEN systems can be installed on site within a customer's premise and connected to their in house network and telephone system. Systems can also be hosted by Mutare on our in-house network. The company offers various subscription services billed very much like cell phone plans.

Customer premise systems work best for clients who require customized applications, tight integration into 3<sup>rd</sup>-party databases or are required by security concerns to completely control their EEN environment.

Subscription services work best for clients who do not wish to invest in equipment, hardware and network to operate their EEN system. Hosted solutions are not appropriate for clients who require tight integration with 3<sup>rd</sup> party databases that installed on their site or require customized solutions.