

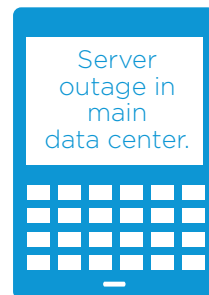


send word now®
EVERY MESSAGE COUNTS™

TECHNOLOGY

SEND WORD NOW® FOR TECHNOLOGY COMPANIES: COORDINATE A MOBILE WORKFORCE.

Technology companies are under intense pressure to safeguard the security of their information and their physical facilities, and to ensure business continuity and disaster recovery in the event of emergencies. When a server outage or other technical issue occurs, immediate notification and response is essential. Send Word Now helps technology companies handle both business continuity planning and key business communications all from within one service.



INSTANT COMMUNICATION DURING EMERGENCIES

Technology organizations are responsible for communication with and between a highly distributed and mobile workforce, as well as with development, manufacturing and supply chain partners spread across the world. With Send Word Now, companies can quickly arrange and confirm conference calls to support collaboration and time-sensitive corporate communications and operate effectively across departments, organizations, geographies and time zones effectively and efficiently. For time-sensitive business matters, Send Word Now is essential to keep your business and all technical processes running smoothly.



Successful technology companies depend on Send Word Now for on-demand alerting and incident response services to instantly reach contacts, anytime, anywhere, and with any device.



KEY BENEFITS

- **Coordinate** with a distributed workforce in real time via wired and wireless phones, e-mail, pagers, SMS, and BlackBerry smartphones®.
- **Inform** both internal employees and third-party contractors about issues as soon as they occur.
- **Maintain** a record of alerts you have sent out, for auditing purposes.
- **Set up** on-demand conference bridges on the fly so that staff can quickly join a conference call by dialing 1, without wasting time dealing with dial-in numbers and passcodes.
- **Automatically** receive IT alerts triggered by pre-determined system events, by using Send Word Now's Web Services API to integrate with your existing software and processes.
- **Save money** with our Software-as-a-Service (SaaS) model, which provides access to the latest upgrades, features, and functionality without the need to purchase or configure any new hardware.
- **24/7/365 Customer Support** means that, during any crisis, Send Word Now is ready to answer your question and quickly solve your issue.

SYSTEM & INFRASTRUCTURE

Easy-to-Use Interface

Takes only minutes to learn and seconds to use. Quickly and simply account for, communicate with, and coordinate among all personnel.

Message Delivery to Multiple Modalities on a Massive Scale

Send messages out via some or all modalities (SMS, voice, email, BlackBerry PIN, fax, etc.) to ensure that important messages are received. Send over a million voice, SMS, and email per hour.

International Capability

Robust international voice and 2-way text messaging capability to over 200 countries provides an easy communication channel for overseas personnel.

Security

128-bit SSL encryption via Web-based services. The Send Word Now alert service has undergone a full SAS 70 Type II audit, and Send Word Now uses SAS 70 Type II compliant data centers.

KEY FEATURES

Application for BlackBerry Smartphones

Proprietary application for BlackBerry smartphones provides all the capabilities of the standard Alert Service right in your hand.

Get Word Back

Two-way communication allows message recipients to respond to alerts they receive, and have responses tallied in a report.

AlertTracer®

Provides an audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.

On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of passcodes and dial-in numbers.

ABOUT SEND WORD NOW

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations, and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes. The company is headquartered in New York City.