



Proven Notification Software for Today's Business Continuity and Disaster Recovery



HipLink uses the latest in communication technology to mobilize key personnel across departments, agencies, and geographies. Complete fail-over and redundancy to ensure critical message delivery all the time — every time.

Organizations today face an unprecedented array of business disruption issues. These emergencies can include facility fires, weather crises, natural and man-made disasters, outbreaks of infectious disease, IT outages, security breaches, terrorist acts and more.

Crisis management in response to emergencies has become a vital component of ensuring employee safety, company reputation, safety of corporate assets and future financial results.

As organizations develop contingency plans to deal with a multitude of emergency situations, the first step is communication. To be truly effective this communication should include wireless at its core.

The proper deployment of wireless communications ensures that no matter what time of day or night, the right people are notified, thus enabling the members of your team to work together and respond effectively when an emergency occurs.

HipLink is wireless messaging software that provides your organization text and voice messaging capabilities to any mobile device on any carrier worldwide. Using it you can communicate to employees, outside agencies, vendors or customers — any stakeholder quickly and reliably.

The HipLink solution can work as a stand-alone messaging system, or integrate with virtually any software including computer dispatch systems, PBXs or other software as the wireless alert notifier.

Using advanced two-way technology you are able to coordinate your response, provided update information for vital decision support and monitor status in real time. HipLink is secure, fast, and loaded with features that will make sure your critical messages are delivered on time, every time.

BENEFITS

- Maximum message delivery reliability
- Instant activation of a team of any size
- Supports for every carrier and every device
- Two-way confirmation of delivery and response
- Escalation ensures messages are never missed
- Send messages to large groups of people all at once
- Unlimited permission levels for increased security
- Supports all text and voice capable wireless devices and major carriers
- People with more than one wireless device can receive messages on any, or all
- Track all messages and monitor delivery

USAGE OPTIONS:**Requirements of an Effective Alert Notification Solution**

How effectively an organization responds in the first 24 hours of an emergency has a significant impact on minimizing risks and containing costs associated with the disruption.

Be sure that the system you select meets each one of these vital requirements:

- Accelerates flow of information to the precisely correct set of responders and key decision makers
- Uses only advanced, enterprise-grade communication protocols for text messages
- Ensures all units across locations can function in collaboration
- Provides real-time status of resources
- Leverages existing infrastructure by seamlessly integrating into existing applications.
- Offers scalability, adapting to the needs of a dynamic organization
- Provides two-way capabilities, enabling fast response and remote action
- Has multiple options for system hosting and delivery

“Having a proven, effective solution for crisis management is no longer a luxury for organizations. It’s a necessity! Crisis Management goes beyond simply planning how one will manage a crisis. Truly effective crisis management means planning your communication by putting the actual infrastructure, devices, protocols etc. in place ahead of time so everyone and everything is ready to support the response effort when needed.”

Operational Value

A good system should be built for strong incident response in an emergency but have operation value for everyday use. A system like HipLink can be used for standard wireless notification from either a desktop or applications like the IT network or even to send alerts from your building management systems and fire safety systems.

With HipLink, your system is used every day by the entire organization ensuring in time of crisis everyone can use it quickly and efficiently.

Key Features

- Easy Access — Fully web-based for universal access
- Advanced Communication Protocol — Native protocols with no dependence on email
- Voice and IVR — Full functionality for delivery to any phone line with text-to-speech technology
- Two-way Messaging — Empowers employees to confirm messages or request additional resources from anywhere, any time
- Powerful Grouping — On-duty, Escalation, or Rotation groups to members based on filtering criteria, can mobilize any size group instantly
- Message Templates — Simplify the delivery of standard messages, by pre-defining them as templates and send lengthy, complex messages within seconds.
- Escalation — Escalates messages or alerts messages to a defined group of users automatically until they are acknowledged and received
- Departmental permission policies are easily defined
- Secure Environment — With extensive user permissions, advanced LDAP and multiple layers of encryption
- Scalable Architecture — Accommodates any message volume or speed required
- Reporting & Logging — Status of critical message delivery to the Carrier and to the Receiver are recorded by the system and reflected in robust reporting facility



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