



YOUR SOURCE FOR MOBILE SOLUTIONS

Enterprise Alerting Framework

Corporations, government organizations, financial institutions have an increasing need to push informational alerts to employees, customers, and constituents in real-time. It's not enough to simply reach an individual and deliver an alert. There are times when it is essential to verify that the alert recipient has understood and acknowledged the alert information. In addition, there are many applications in which the outbound alert serves to initiate a full interactive session with the user.

Complete alerting functionality across all channels including:

- Voice
- FAX
- Email
- Pager
- WAP-push
- SMS
- MMS
- Instant Messaging

Rapid ROI in the following ways:

- **Increased ROI of Back-End IT Infrastructure** - Get more out of your application and infrastructure investments through mobilization.
- **Reduced Operational Expenses** - Wireless applications reduce reliance on more expensive alerting mediums like call centers, paging infrastructure, and outbound voice only.

- **Device Independence** - From landline phones to wireless PDAs to FAX machines, your mission-critical alerts will be delivered on time, via any and all messaging mediums required.

- **Immediate Reach** - Enterprise Alerting Framework enables contacts to be reached immediately, via the appropriate channel(s). The system is highly scalable, able to send tens of thousands of messages per hour.

- **Interactivity** - 2Notify EAF allows users to reply to alerts on all channels (with the exception of FAX). Alerting applications may be constructed to receive these replies, take further action, and report status back to both users and administrators.

- **Rules-based Alerting and Escalation** - With 2Notify EAF, customers can define custom rules by event type, which define how alerts are delivered to the user, how they are acknowledged, and how can be acted upon. Additionally, rules can be configured on a per-user or per-group basis to define escalation between devices, and between users and groups.

- **Interactivity Between Channels** - 2Notify EAF enables users to take action upon receiving an alert via any number of different channels. For example, a user may receive an SMS containing alert information, along with an embedded phone number. When the user calls the phone number, an IVR session is initiated, allowing the user to hear additional information, and update server data.

- **Robust Interfaces** - 2Notify EAF features a rich set of APIs, allowing straightforward integration with a variety of back-end systems. The standard interface provided is SOAP, however additional API types (Java, COM, XML/HTTP, etc) can be provided if required.

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