

WHY INFORMACAST?

An organization's top priority should always be its people, and to keep people safe organizations need tools that enhance safety and security. InformaCast emergency notification system from Singlewire Software, helps spread the word quickly to keep people safe and informed, but what sets InformaCast apart from its competitors?

BROADCASTING VS. CALLING PHONES

When a mass notification service provider tries to call all of an organization's phones at once, 75 percent of these calls will be blocked due to lack of trunking capacity. If the mass notification system is smart enough, it will try repeatedly until it reaches every phone. However, a lot of time will have passed while those calls are being placed, which is far from ideal if there's a real emergency unfolding. And if all of the trunking capacity is being used, no outbound phone calls can be made to 911 or anywhere else.

InformaCast handles this very differently. For Cisco phone systems, InformaCast sends a single multicast audio stream across the internal network and the phones play this audio stream via their speakers or the handset. This uses zero phone trunk capacity. For those without Cisco phones, InformaCast Desktop Notifier will pop up on the computer screen and automatically play the audio out the speakers of the Windows PC or Mac. That way, InformaCast can turn every phone and/or computer into an emergency notification speaker.

MOBILE ALERTS

The emergency mass notification industry is largely centered around sending bulk SMS text messages to mobile phones. It's a necessary component of an emergency mass notification system, but by itself, it's insufficient. Research done at Western Washington University shows that mobile notifications are only ~80 percent effective. That may sound ok, but what if you're one of the 20 percent that didn't receive the alert?



The key to achieving 100 percent reach is to supplement mobile mass notification with additional communication methods. InformaCast offers additional methods such as in-building notifications, specifically audio and visual broadcasts to existing overhead paging or public address systems, desktop computer alerts, digital signage and desktop phones. Using multiple channels, i.e. in-building communications as well as mobile notifications, has the added benefit of increasing the sense of urgency perceived by the recipient. By combining in-building notification methods with mobile notifications, your critical alerts will be received far faster and will reach much closer to 100 percent of your desired population.

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SINGLE VENDOR SOLUTION

The key traits of any emergency notification system should be speed and reach. When using more than one emergency notification solution, it's not difficult to see how both of these goals can be challenging to achieve.

From a speed perspective, having to manage two or more systems means it's going to take longer to send a message out. On the reach side, if the systems are not all tied together, it can be difficult to have confidence every device is being reached. Needing to manage multiple systems means certain devices could be overlooked or fall through the cracks, particularly if the integration between these systems is weak. You wouldn't want to be the one person to not receive information about an active shooter in the area, so why should that be an acceptable outcome for anyone in your organization?

InformaCast offers the ability to manage all on-premises and mobile devices from a single interface, eliminating the need for any additional third-party systems, and giving organizations the best option for achieving maximum speed and reach.

PROTECT YOUR PEOPLE AND ASSETS

A mass notification can help keep people safe, and Singlewire is dedicated to helping organizations get critical information into the hands of people who need it. With its cutting-edge InformaCast notification software, organizations can transform existing Cisco Unified Communications platforms into a powerful, "any-to-any" mass communication and emergency mass notification system. It allows organizations to simultaneously connect with thousands of IP phones, PoE IP speakers, desktop clients, analog paging systems, social media sites, email, SMS text messaging systems, and a growing list of other endpoint devices.

		 InformaCast	Other Emergency Notification Software
Notifications	Email	✓	✓
	Text	✓	✓
	Landline	✓	✓
	Cellular	✓	✓
	Push	✓	✓
Alerts	Desktop	✓	
	VoIP Display	✓	
Integrates with	Building Paging Speakers	✓	
	Panic Buttons	✓	
	Digital Signage	✓	
	Physical Security Systems	✓	
	NWS Weather Alerts	✓	
	Social Media	✓	✓
	Speakers on VoIP Phones	✓	
Supports	Live Audio	✓	
	Pre-Recorded Audio	✓	✓
	Text to Speech	✓	✓