

## BlazeCast Intelligent Notification

Benbria BlazeCast® is an award-winning intelligent notification system that enables organizations to improve communications, ensure safety, enhance operational performance and improve customer satisfaction by streamlining accountability, escalation and closure of critical tasks and customer impacting issues.

Automate  accelerate one-to-many communications



Spread vital information  react to critical issues *faster*

Accountability via acknowledgement  detailed reporting



### Benefits

- » **Automate End-to-End Communication** – coordinate communication between key stakeholders via a wide range of channels and devices
- » **Ensure Notification** – improve message delivery via Find-Me technology, cross-media notification and active message acknowledgement.
- » **Improve Customer Satisfaction** – ensure customer-impacting issues are made known and resolved faster.
- » **Maximize Operational Efficiencies** – ensure accountability, actionability, escalation and closure of activities via customized operational templates, streamlined notification and acknowledgement.
- » **Enhance Emergency Response** – respond quickly and accurately to emergencies and critical activities; communicate rapidly and clearly with key stakeholders; enable a quick return to normal operations.

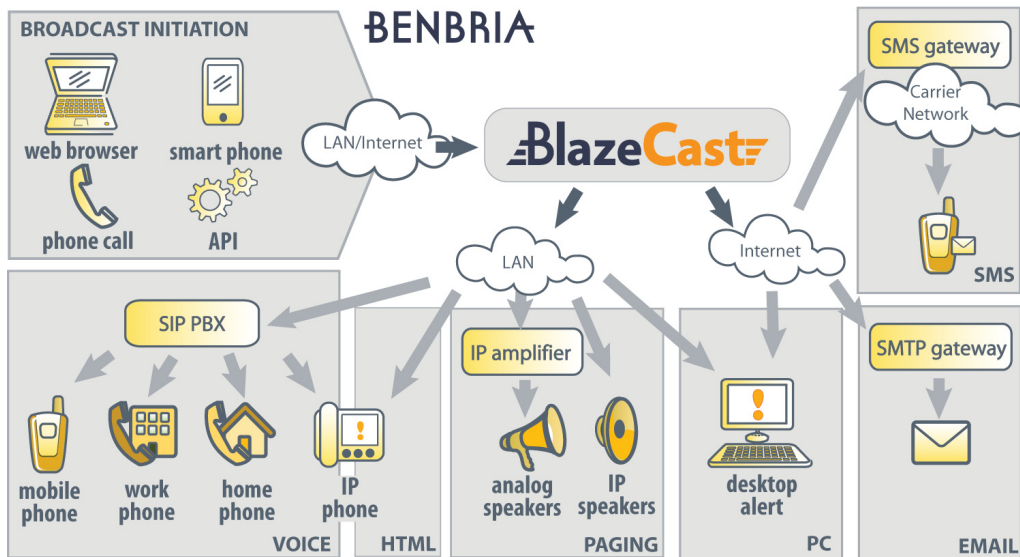


BlazeCast enables organizations to automate and streamline communications to employees, customers, key stakeholders and targeted groups.

BlazeCast empowers organizations with accountability, actionability, escalation and closure by enabling faster delivery and acknowledgement of vital information. Whether it is informing tens of thousands of people or ensuring one key person receives the message, BlazeCast lowers response times and improves productivity.

BlazeCast offers an interactive and unified notification approach to delivering two-way voice and text alerts to mobile, IP phone, SMS, PCs, overhead speakers, and more.





## Comprehensive Message Delivery

Leveraging VoIP, SMS, email, and best-of-breed communication protocols and web technologies, BlazeCast provides a single point of activation to reach a large variety of voice and text-enabled devices.

- » Personalized voice messages using natural-sounding text-to-speech
- » Two-way SMS
- » PC desktop alerts
- » E-mail
- » HTML/text messages directly to IP phone displays with confirmation
- » Dynamic zoning and targeted paging; broadcast over IP and analog speakers and PA systems with granularity (building, floor, room, etc.)
- » One-click broadcast with pre-recorded messages and saved recipient lists

## Feature Highlights

### Cross-media Message Acknowledgement

- » Receive active acknowledgement that your message was received
- » Recipients can press a key on their phone, PC, or text back via SMS to acknowledge

### Live Conferencing

- » Automatically bring recipients into a conference after a broadcast
- » Instant, reservationless and always available

### Find-Me Technology

- » Calls recipients using their prioritized list of phone numbers, until they are reached
- » Find-me and message receipt confirmation feedback ensures important messages are received within a timeframe for compliance and audits

### Interoperability and 3rd Party Support

- » Future proof - uses open SIP standard
- » Adaptable to existing systems, and interoperable with a variety of different PBXs
- » Available in a redundant active-standby server configuration
- » Lightweight web services API for simple 3rd party system integration
- » CAP (Common Alerting Protocol) Support - automatically disseminate messages from National Weather Alert service and 3rd-party systems that use CAP

### Simple to Use

- » Access intuitive web interface from anywhere
- » Schedule reminders to be sent automatically at certain times or on repeating schedule

### Contact Management

- » Integrates with Active Directory, LDAP, and other contact management systems
- » Flexible import engine automatically imports contacts through common formats from existing databases on a scheduled basis

### Monitoring & Reporting

- » Up to the second real-time monitoring of broadcasts
- » Complete reports available through the web or exported for analysis
- » Drill-down into detailed report data

## Get Started

Have a question? Contact us, our team will be happy to show you how you can use BlazeCast to improve your communications, operations, and safety.

### Contact Us!

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Rethink Notification