

Is the world getting smaller, or is it just me?



You've probably noticed it too— with the growth of email, smart phones and all the rest, the world seems to be shrinking. These days it's just as easy to talk with a colleague across the globe as one across the hall—sometimes it's even easier. Every day more people are working from remote offices or distant locations. While doing business in far-flung places is rewarding, there's also a certain amount of risk, which makes reliable communication all the more important.

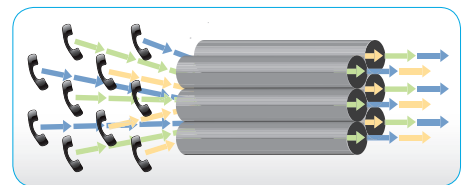
With some staff at headquarters and others scattered around the globe, can you reach everyone quickly when seconds count? If there's an emergency in one office that impacts the rest, can you reach out and direct business, no matter where you are?

To reach all of your people quickly you need an emergency notification solution that works with the most common communication methods in business today—cell phones, landline phones, email and SMS. All of these have one thing in common—telephony, the modern communications backbone. Understanding telephony is crucial in finding a solution you can count on.

Telephony, in the simplest of terms, is the electronic transmission of human voice. Telephony makes the world assessable by providing the conduits, or ports, for communication. If a notification is sent to many people through just a few ports, or if the ports are busy or blocked, the message delivery will be delayed. So choosing a port configuration for

notification is critical—but it doesn't have to be complicated.

Of the four basic port configurations (unlimited, shared, reserved or dedicated), what is the best arrangement for your needs? Can you really rely on shared ports, or does your business need reserved or dedicated ports? Understand telephony and the decision becomes easy. Apply that to your notification solution, and you'll see the world really isn't as big as it once seemed.



With an unlimited configuration, many users share many ports.

Find out more with this new white paper: *Demystifying Telephony in Notification and Response*. Visit www.mir3.com/telephony to get your copy.

