

How to use notification at every level of your business

When most people think notification, they think of emergency alerting. But did you know **notification can do much more** than that? Here's how you can get more out of a tool you probably already have.

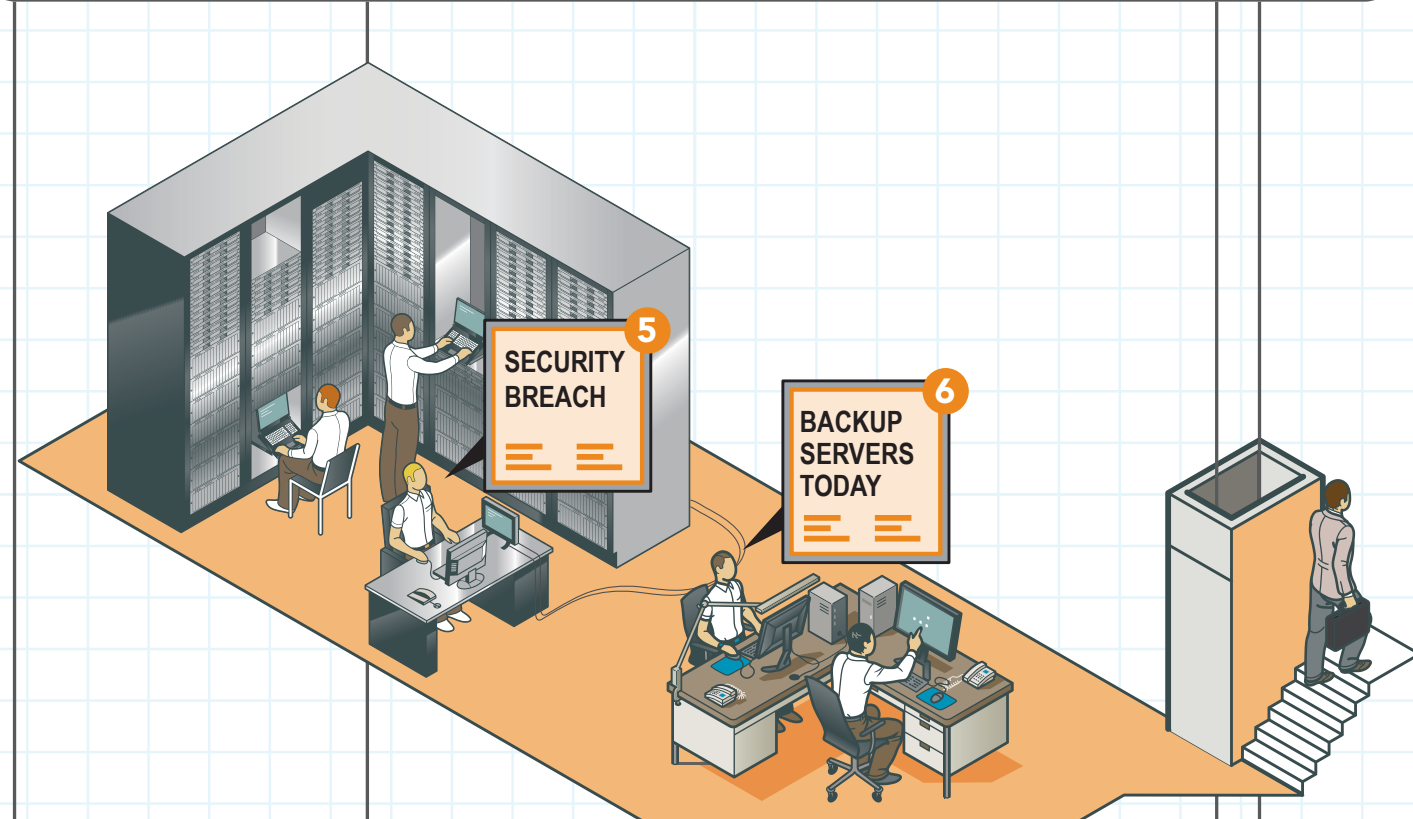
The versatile tool

Notification is the most versatile tool in your BC toolbox. From human resources to IT departments, from management to manufacturing, from emergency alerting to business continuity, notification can help your business run more efficiently.



MANAGEMENT & BUSINESS CONTINUITY

- 1 Commendations:** the CEO sends a voice notification to everyone in the company to recognize a significant milestone.
- 2 Call a meeting:** a pending acquisition needs attention; executives are alerted to join a conference call bridge to discuss.
- 3 Building evacuation:** an alert is sent by phone, email and SMS to alert and guide employees while avoiding chaos.
- 4 Hurricane threatens:** offices in the storm path are alerted and directed to secure the facility and head for safety.



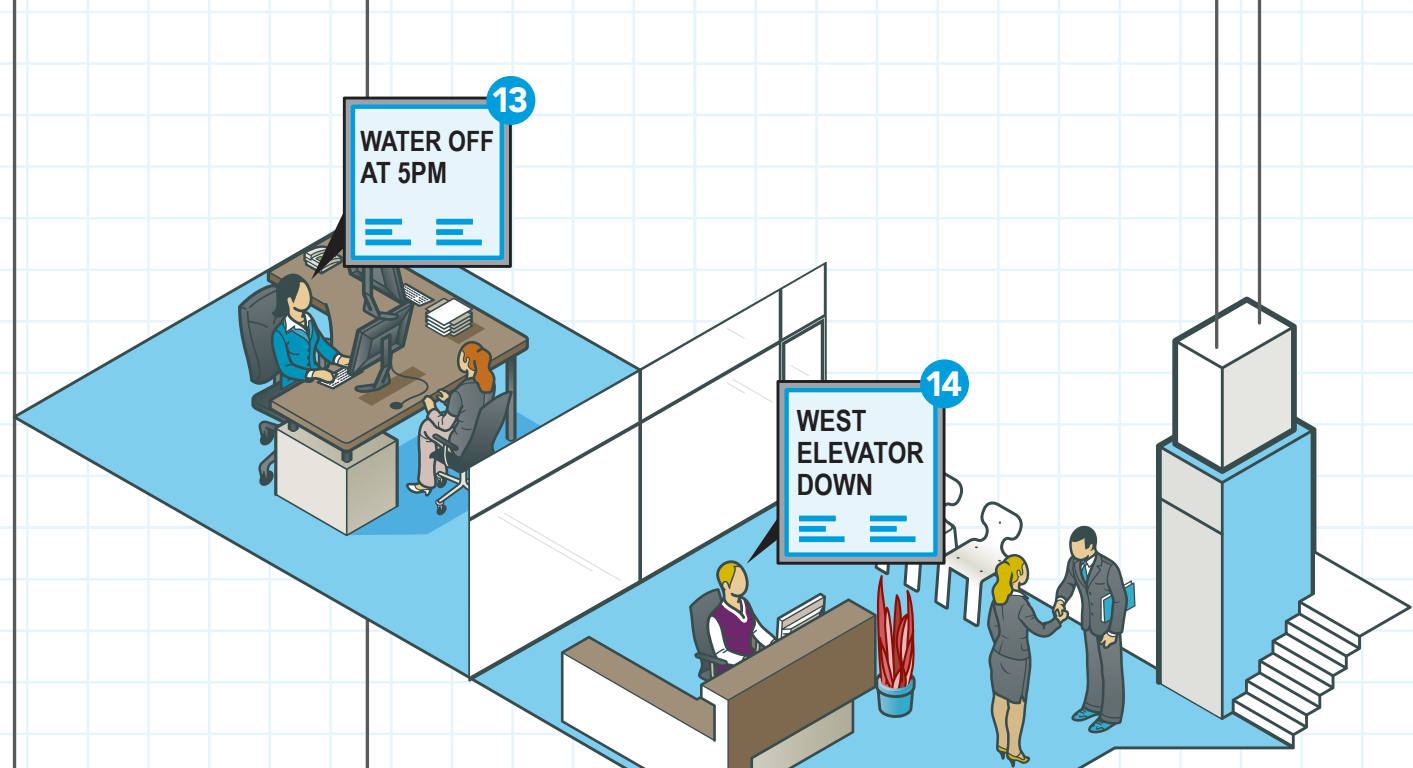
IT & HELPDESK

- 5 Security breach:** an automated alert goes to all on-call IT staff for help, escalating to senior managers if needed.
- 6 ITSM tool:** automated maintenance reminders can be used to ensure that IT staff act before systems lag.
- 7 Helpdesk help:** automated notification tracks tickets to resolution, helping to meet service level agreements.
- 8 Password problems:** automatic alerts become an auto-responder for password resets and retrieval.



SALES & MARKETING

- 9 Updated pricing:** managers alert sales teams across the country with price and product changes in minutes.
- 10 Sales numbers:** managers get sales numbers fast by sending alerts to the team and tracking responses in a report.
- 11 Special promotions:** marketing uses notification to promote limited time offers, creating irresistible urgency.
- 12 Collect RSVPs:** the marketing director follows up invitations for special events with an alert requesting immediate response.



FACILITIES & HUMAN RESOURCES

- 13 Avoid inconvenience:** the facilities team sends alerts when repairs mean water may be off or escalators out of service.
- 14 Need-to-know:** if just one area suffers an event, facilities can alert just the people on that specific floor or wing.
- 15 Alert responders:** if danger threatens, HR uses prepared alerts to reach staff and emergency responders at the same time.
- 16 HR updates:** when benefits plans change and choices must be made, procrastinators are alerted before deadline.



MANUFACTURING & SUPPLY CHAIN

- 17 Product recall:** rather than calling distributors one by one, an alert is sent to all distributors, getting the word out fast.
- 18 Mass absenteeism:** when staff runs short due to a flu epidemic, backwork workers are alerted to come in right away.
- 19 Equipment failure:** when a broken belt halts the production line, mechanics are notified to rectify the situation quickly.
- 20 Tracking shipments:** recipients are alerted by one message by phone, SMS, fax and email to track deliveries.

streamline operations

increase efficiency

enhance productivity

Isn't it time your company started using Intelligent Notification throughout your enterprise? Contact us today.

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