

Most mass notification vendors ask you to write your communications in a message box. Something about that just doesn't make sense. We guarantee one of two bad things will happen - you will either:

- Not send enough: There will be a time where a BCM process requires a piece of information that you will forget to type into the message box, and the message box doesn't know you typed in too little.
- Send too much: There will be a time where certain "sensitive" information should not be delivered, but the message box doesn't know that, and will gladly accept it and send it out to a lot of people.

So we are anti-message box. Our relevance engines deliver the right information to the right person at the right time so you can stay in control. Not only that, but they do more than just send notifications - we help ensure that in an emergency, you have visibility into your entire process. Don't just take our word for it:

- Vodafone sends 18,000 targeted messages in just 5 minutes
- Kroger saved \$8 million by automating their product recall process

Here's a look at some of our best features and functionality.

(There's an app for that)

The messages that you send out should be aligned to your BCM processes. Most notification vendors make you type your message into a box. The problem with this is in an emergency, you may send too much information, or may not send enough. With xMatters, your messages are crafted based on your process. A "message box" doesn't know if you are a Bank or a Manufacturer or a Hospital. It doesn't care. That's all on you to figure out and type in the information that's important, which doesn't make much sense. Shouldn't you have a system that works for your industry and your needs? Isn't a HAZMAT condition different for a chemical company versus a bank? Of course it is. Message boxes are dumb! Here are a few examples:

- Hospitals
- Amber Alerts
- Airports
- IT DR
- Fires
- Weather

(Different messages for different people...at different times)

Communicating during an emergency is complicated. You need to send consistent messages to different groups of people at every stage of the incident and make sure you never say too much, or say too little. Every situation calls for a different plan based on the impact to the business, and the notifications you send out during each stage of an incident should be different depending on what the recipients role is. We can help. Aside from helping you deliver the right messages to the right people, we even let the end users "opt in" to events they want to know about - we call it subscriptions. More than that, it's important to communicate throughout your process so you can control what's being said in the news, and on social media. For example you might send messages at different times to:

- Those affected
- Responders
- Stakeholders
- Partners

(Every device, everywhere)

In an emergency, it takes more than just an email to let people know what's going on. If you are sending an email and hoping...well...that's just wildly inappropriate. The phrase "spray and pray" is around for a reason. We make sure that you get everyone's attention through every communication channel you can think of so you always know that your messages are delivered. We also let users decide how they want to be notified. But don't worry, there's override functionality built in so you can make every device light up if the situation calls for it. Here are just a few:

- Phone calls
- SMS and pagers
- Emails
- iPhone and iPad
- Blackberry and Android
- Instant messaging
- Other devices

(Hope for the best, prepare for the worst)

Our relevance engines let you create an unlimited number of pre-built templates. These can come in pretty handy. You can't predict everything, but you can make some pretty educated guesses on situations that may affect your business. For those of us on the west coast, it's probably a safe bet to say we should have a plan for earthquakes. Likewise in the south-east for hurricanes. There are some things you can reasonably expect and prepare for, and that's what we help you do. After all, isn't it better to craft your messages when you aren't in panic mode? We help you through every step:

- Build
- Test
- Initiate
- Alter
- Security
- Report

(Accuracy matters)

The reality is, in most organizations, there seems to be a near infinite number of places where people store contact details. And even worse, most of it is out-of-date, so you as the business continuity person often struggle with wondering if your communications will be received. What would happen if you sent emergency notifications but they weren't received because you had bad contact information? Lives are on the line and we can help make sure that the contact information you have is up-to-date, without a manual process to get at it and keep it current. Here's how we do it:

- Recurring validation
- Reporting
- Groups
- Quick load
- Cloud synchronization

(Stay in control of the situation)

When the worst happens, the most important thing is to have as much control of the situation as possible. With xMatters, you not only send complete messages, but our relevance engines provide you with visibility into your process so you can make the right decisions and provide the right information to the right people.

- Polling
- Chaining scenarios
- Real time updates
- Real time voice conferences
- Event update alerts

About xMatters

xMatters builds relevance engines that connect people with what they need to know at exactly the right moment - so they can take immediate action. Our relevance engines work with existing enterprise applications, technologies, and processes to help businesses run faster and smarter. More than 1000 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. Founded in 2000 as AlarmPoint Systems, xMatters is headquartered in San Ramon, CA with European operations based in Woking, U.K.. More information is available at www.xMatters.com or 1-877-xMATTRS or +44 (0) 1483 722 001 UK.

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