

xMatters relevance engines

*(solutions)*

**(x) matters**<sup>®</sup>  
The relevance engine company.

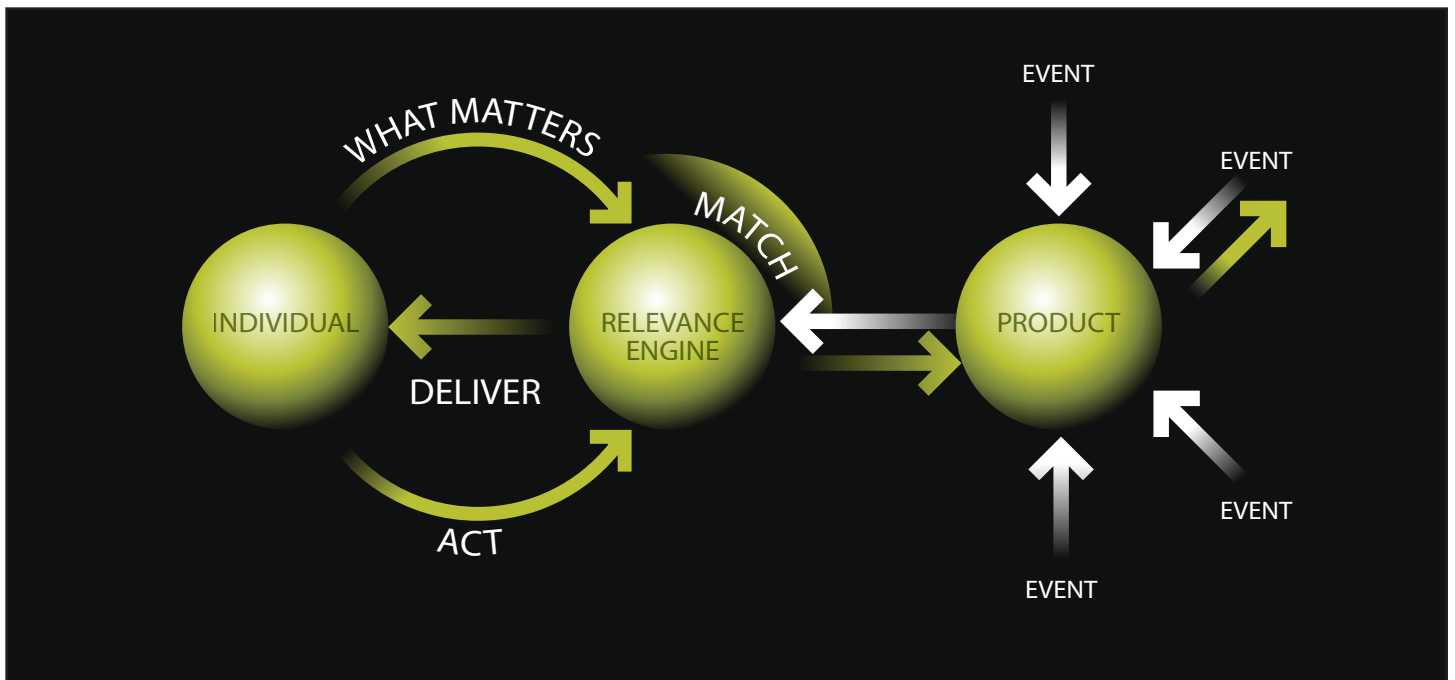
# The challenge

No matter what market you serve, you need information. But not just any information – you need the vital details that matter right now – and to block what doesn't matter. Throughout the day, what matters to you changes – but you still need the most relevant information right now. It's the same for your customers.

How can you see only what matters right now – and nothing that does not? With a relevance engine from xMatters.

Our relevance engines connect people with what they need to know, at the exact moment they need to know it – so they can act quickly and intelligently.

# Our solution



What is a relevance engine?

A relevance engine is a capability that can be added to existing applications and technologies to connect people with information, notifications, choices, and actions at exactly the right moment. Because relevance engines selectively deliver what matters to the appropriate people and give them the ability to take immediate action, they help businesses function more quickly, accurately, and intelligently.

Our relevance engines ensure that no matter what industry you are in, you always have the information you need to deliver better services and products to your customers. By ensuring quality outputs every time, your company gains an advantage over the competition.

With xMatters relevance engines in place, your company becomes more competitive, more agile, and more valuable. Right now.

## *xMatters makes relevance engines for:*

### **Energy Providers**

Energy providers have the massive job of keeping the world powered up and making sure the lights stay on. When issues arise, they can affect many people in significant ways. That's why a relevance engine is so valuable for energy providers – it provides visibility into issues before they affect customers.

General Electric uses the xMatters (*energy*) engine to let staff know when a power source is overloaded or down so they can dispatch someone to fix it immediately, reducing the time to repair by 30 minutes. It can also alert them when severe weather patterns arise, provide them with advance notice of a massive influx in calls, and help them to prioritize and assign issues when a disruption occurs.

Be there at the moment that matters to your customer.

Revolutionize your products and services with an xMatters relevance engine:

- Make your existing applications and technologies even more valuable
- Keep your business up and running – all the time
- Improve the quality and desirability of your products and services
- Turn your existing customers into raving fans, and attract new ones
- Capture and use the vital information that already exists in your organization

### **Educational Institutions**

Schools should always be a safe place; however, over the past decade, they have become targets. A relevance engine gives schools and institutions the ability to use mass personalization to ensure that the right people receive the right information in an emergency. It can send information about where to meet, what to do, and how to respond. A relevance engine can also obtain information, collecting vital details about where faculty and students are, whether or not they are safe, and what is happening around them.

One of the largest Australian university systems uses the xMatters (*education*) engine to inform students of classroom changes and can be extended to course cancellations or changes, homework reminders and emergency notifications.

### **Financial Services Providers**

Financial institutions are up against stringent service level agreements because there is so much at stake. xMatters relevance engines ensure that our clients can identify and fix issues as they arise, before they impact internal or external customers.

One of the top 10 global financial firms relies on the xMatters (*financial services*) engine to ensure maximum uptime for all of their ATM machines, protecting their brand by ensuring continuous availability. Another global investment firm uses the xMatters (*financial services*) engine to make personalized calls to their customers to inform them of changes in their portfolio or if their account is past due.

### **Telecommunication Providers**

Mobile phone usage has increased by nearly ten-fold in the last decade; it is estimated that over 2 billion mobile phones are currently in use. More importantly, smart phone technology has made mobile phones even more valuable, providing location information and the ability to interact with remote systems. xMatters relevance engines work with telecommunication providers to provide increased service availability and keep people informed and aware.

Vodafone uses an xMatters (*telecom*) engine to send messages 20 times faster than their previous system, allowing them to reach more customers when issues arise. Catching issues quickly and using mass personalization to tailor messages to different people depending on their needs and wants has improved their customer satisfaction and brand equity.

### **Healthcare Providers**

The healthcare industry has traditionally not been an early adopter of innovative technologies. Though this industry deals with urgent, time-sensitive issues, they often scramble to get the right information to the right people in a timely manner. Day-to-day tasks, like directing personnel, locating resources, and staffing doctors and nurses are often slow, manual processes. Our relevance engines ensure that vital information about every doctor and nurse – such as contact details, roles, responsibilities and expertise – is stored in one location, ensuring they can be reached no matter where they are, on any device they choose.

When combined with various hospital technologies, our relevance engines can immediately direct staff, reducing the response times to help patients and making the hospital more reliable and efficient. One hospital client uses an xMatters (*healthcare*) engine to page doctors in emergency situations, notify on-call doctors and nurses, and provide alerts when medical devices need to be serviced.

## Government Agencies

Government workers must perform their duties in a highly secure, regulated and complex work environment. Making sure that information doesn't land in the wrong hands is an ongoing task. Federal and local agencies must also ensure rapid responses, citizen safety and efficient business services. xMatters relevance engines guarantee that the right information gets to the right person when they need it and that no one ever gets information they don't want or shouldn't have.

One US government agency uses the xMatters (*government*) engine to deliver sensitive information to people and groups that require it. They are now able to identify and resolve issues faster, sending and receiving information more efficiently.

## Managed Service Providers

Managed service providers (MSP's) are becoming the backbone of the global computing infrastructure; utilizing a cloud, they ensure that services are always available to keep their customer's businesses up and running. They have a lot at stake; if they make a mistake, their customers might miss out on millions of dollars in revenue. xMatters relevance engines help MSP's respond to issues faster and more effectively than ever before, enabling them to communicate with their customers in real-time whenever services are affected, interrupted or restored.

One MSP client uses the xMatters (*service provider*) engine to send information to their customers using mass personalization, leveraging cloud technology. Now, they can deliver relevant messages to the people who both want and need to have them, blocking information and messages that don't matter.

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## About xMatters

### Partnerships matter

A relevance engine seamlessly connects people, processes, and information to speed decision-making and enable the right people to act quickly. A relevance engine can be added to any product, service, or technology to make it exponentially better, capable of delivering what matters to the people who need it at exactly the right moment. We partner with leading technology and service providers to bring you the best combinations of products, services and relevance engines available today.

### 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. Over 800 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 Pleasanton, CA with European operations based in Woking, U.K. and Asia Pacific operations based in Sydney, Australia. More information is available at [www.xmatters.com](http://www.xmatters.com) or 1-800-861-3916 toll free or +44 (0) 1483 722 001 UK.



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