



send word now®
EVERY MESSAGE COUNTS®

emergency notification for **TRANSPORTATION PROVIDERS**

Ideal Uses for Transportation Providers

- Service Disruptions
- Security Threats
- Customer Notifications
- Management & Response Team Mobilizations
- Family Assistance Programs
- Conference Calls & Urgent Meetings
- Routine Communications

Communications Devices & Methods

- Landlines & Mobile Phones
- SMS
- Email
- BlackBerry® PIN
- Digital Signs
- Cisco® IP Phones
- Desktop Alerts
- Instant Messaging (IM)
- Mobile App

Critical Alerting for Transportation Providers

Every day, millions of people board planes, step onto trains, and access public transportation. In each moment, passenger safety is the top concern. When critical events occur, it is imperative to communicate quickly and effectively with people both in- and outside your organization.

Fast, secure and reliable, Send Word Now's award-winning Alerting Service is used by top transportation providers worldwide. Among its many emergency uses are the notification and assembly of key personnel (physically or virtually via conference bridge) and the coordination of field response teams. The Software-as-a-Service (SaaS) solution also supports the relaying of information for post-disaster and family assistance, and the delivery of key business services for employees, contractors, passengers and others on a daily basis.

With Send Word Now, you too can have the power to reach thousands of people in minutes using various communication modalities. Just as important, you can get the feedback you need to help ensure personal safety, improve operations and enhance business resiliency.

Key Benefits for Transportation Providers

- **Send** alerts to all devices simultaneously; receive responses back and track the results
- **Mobilize** emergency personnel or other staff instantly to respond to unexpected situations
- **Leverage** alerting capabilities for daily, non-emergency communications
- **Collaborate** quickly by automatically calling individuals and transferring them to a conference bridge
- **Schedule** automatic alerts and reminders to be sent for one-time or recurring events
- **Integrate** with other business systems and databases using Send Word Now's Web Services API (Application Programming Interface)



Key Feature Highlights

Mobile App for Smartphones

Send Word Now's mobile apps for iPhone®, Android® and BlackBerry® smartphones place all the capabilities of our standard Alerting Service right in your hand

Get Word Back

Two-way communication allows message recipients to respond to alerts they receive and have responses tallied in a report

Integrated Incident Management Service (IMS)

Send Word Now's streamlined incident management framework allows users to easily manage and share events, incidents and tasks

AlertTracer®

Provides a detailed audit trail for better accountability and more productive after-action reporting

On-Demand Conference Bridging

Instantly connect up to 200 participants on a conference call without the hassle of confusing passcodes and dial-in numbers

IVR Designer

Integrated toolkit for creating inbound voice applications (call flows) to improve the caller experience for emergency and non-emergency communications

The Send Word Now Difference

Feature Rich

- Easy web and mobile user interfaces
- Detailed audit trail reports
- Alerting in many languages and dialects
- Map-based notifications
- Smartphone app for initiating alerts on the go

Extremely Reliable

- **100% Uptime Guarantee**
- Multiple, geographically-dispersed data centers
- Active-active data center configuration
- International Affiliate Testing Network to monitor global infrastructure capabilities
- VoIP/SIP technologies for scalability and resiliency

Highly Secure

- SSAE 16 SOC 1 Type 2 certified
- DIACAP certified, (U.S. Department of Defense)
- Encryption of data at-rest and in-transit to the service
- Two-factor authentication capable

Well Supported

- True, live 24x7x365 customer support
- Staffed by technical experts
- Concierge service (we can launch alerts for you)

Widely Acclaimed

- "Leader" in Gartner's Magic Quadrant for U.S. Emergency/Mass Notification Services
- DRI International "Notification System of the Year"
- DHS Small Business Achievement Award (FEMA)
- Inc. 5000 list of fastest growing private companies
- Deloitte Technology Fast 500 honoree



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About Send Word Now

Headquartered in New York City, Send Word Now is the leading worldwide provider of critical communications solutions. The company's easy-to-use web-based and mobile solutions are deployed by businesses, government agencies, universities and non-profit organizations to ensure fast, effective communication when it is needed the most.

Send Word Now's enterprise-class notification system is capable of transmitting tens of thousands of voice and text messages in minutes, while providing a full audit trail for after-action reporting and follow-up. Our conferencing and workflow solutions keep employees informed and connected to the people and information they need.