In order to make sure that users don't get "message fatigue" we only use DeskAlerts for "emergency only" messages - in other words for short-notice core infrastructure failures, for targeted issues that affect specific groups of users or rooms, or for quick spreading malware attacks.

We tend not to use it for "informational" messages simply so that users get used to the fact that if a DeskAlert appears they know it's something important and directly relevant to them and they should read it. It's certainly a very cost-effective solution.

Nick Williams