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CONTINUITY INSURANCE & RISK  
thinking resilience

## EMERGENCY AND MASS NOTIFICATION SOFTWARE REPORT 2015-16

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# (x) matters

## Intelligent Communication for Smart Business



ALL EMPLOYEES

POWER OUTAGE

FOLLOW OUR EVACUATION  
PROCEDURES AND RELOCATE  
TO HEADQUARTERS



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RELOCATE EMPLOYEES



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As people fled the violence in northern Iraq in August, the British government delivered emergency aid by air. Aside from obvious provisions like food, water and shelter, airplanes dropped more than 1,000 solar-powered lanterns tethered to chargers for various mobile devices.

Humanitarian aid to disaster zones is focusing more on technology, and in particular on mobile technology. The ability to communicate quickly and concisely is extremely urgent.

The same is true for major incidents and disaster events in business. How you share information depends on the nature of the incident. Let's take a look at modern definitions of a major incident, how major incidents differ from one another, and why mobile and social are now best practices for communicating.

#### What is a business continuity event?

In most cases, an incident rises to the business continuity level when it interrupts normal work process. A business continuity event can occur any time people are relocated, sequestered, disconnected, or otherwise impeded from working. When most of us hear about business continuity events, we turn to the most visceral incidents:

- Localised events like structure fires, broken water pipes, structural damage and power outages;
- Natural disasters like hurricanes, earthquakes, tornadoes, floods and bush fires;
- Man-made disasters like automobile collisions, public transportation disasters and plane crashes;
- Incidents including shootings, terrorist attacks, home invasions, vandalism and violent crime.

But today major events don't have to involve physical danger or physical events at all. Often they are digital events, with different kinds of implications:

## Mobile matters

**Speed counts in business continuity communications, making mobile an obvious choice in the event of an incident – physical or digital. And, as Garrick Ovenell shows, getting it right first time can make the difference between successful response and failure**



- Service outages due to software glitches, malware, equipment failure and human error;
- Information protection events from data breaches, malware, misplaced files and human error;
- Denial of service attacks from hacks and software glitches;
- Malware attacks from hackers, cyber terrorists and poor cyber defence.

Several of our biggest clients have started to bridge the gap between these two classes of events. Digital events that cross a certain threshold and become business continuity events fall under the purview of Business Continuity managers until the greatest danger is past and IT can clean up the mess that remains.

Even in a traditional disaster event that relocates employees to a safe locations, IT must step in to make sure

that the new location is safe for data. If employees are logging in from open WiFi networks, work can be even more damaging to the business than the original disaster.

Whether physical or digital, business continuity events are marked by the speed of communications. Such fast communications could never have occurred in earlier eras, when news travelled by newspaper, radio, television and personal computer. Each of these methods chains people to one place to receive or send information.

Nobody in a burning building is going to sit waiting to receive information.

#### Why is mobile so important?

The personal computer is decreasing in importance because we can do just about anything with a smartphone that we used to do only with a PC.

More than two billion people use smartphones with an internet connection. In other words, they are both connected and ubiquitous. Over the last five years, infrastructure improvements and lower data rates have made mobile more accessible to more people.

When it comes to business continuity, mobile equals speed. A 2015 Dimensional Research survey of more than 300 global IT workers underscores the point. Business is affected often before the right individual can even be identified with 45 per cent stating the business is negatively affected if IT is down 15 minutes or less; 60 per cent requiring more than 15 minutes just to identify who should respond to an IT issue; and 47 per cent revealing that

finding the right person takes as long as, or longer than, resolving the original issue. It found that improved IT alerting systems can benefit the business, with 91 per cent saying that poor incident communication increases downtime; 87 per cent indicating that guaranteed alert delivery would accelerate issue resolution; and 85 per cent stating issue resolution would be accelerated with single click conferencing.

### Mobile in business continuity

The point of a true mobile solution is to provide resolution – not just information – from anywhere. An ineffective mobile strategy is just a BYOD formality at best and an information vulnerability at worst. But an effective mobile strategy can improve the speed and outcomes of incident resolution along with process management. Customers will appreciate better and faster resolutions and greater convenience.

Furthermore, your workforce will appreciate the communication enhancements that come with a solid mobile strategy. And your IT workers will appreciate the ability to get work done away from their desks. Mobile devices aren't just for checking messages and playing Angry Birds anymore. The proliferation of mobile devices results in toggling between devices. Employees change devices 21 times per hour on average, and these rotating devices include more and more phones and tablets – and fewer computers.

The ubiquity of mobile technology is on the rise, largely driven by customer expectations. With IT leaders being asked to take a more strategic role in businesses, an emphasis on mobile technology is a crucial element for your IT department. Take control of your organisation's mobile strategy and satisfy your internal clients, your customers, your employees, and your bottom line.

### Strategies for success

With so much riding on fast communications during crisis situations, getting it right is crucial.

**Establish rules:** Establish roles and give each role certain permissions and responsibilities in your communication platforms.

**Make it easy:** Emails get buried in inboxes and lost in folders. Text messages can carry charges. Third-party messaging apps like Skype might not gain companywide adoption. Give your employees choices so they can communicate effectively whenever and wherever they have to.

**Provide an app:** Voice messages and text messages both rely on signal availability, and email has logistical problems. An app is almost certain to get through in even the most trying circumstances.

**Measure:** You can't improve your business continuity communication practices if you don't know what you're doing right and wrong. So measure which communication channels people use and when, message delivery rates, and everything else to get the actionable metrics you need.

**Automate:** By creating groups of people in your communication platforms based on geography, skills, certifications and other attributes, you can make triggering notifications easier and faster. Enable your people to send notifications with a few button clicks on their phones instead of by looking through address books or using distribution lists.

### A brave new world

Not knowing where people are during a crisis situation puts people at risk. It also puts the business at risk. Keeping people safe and productive is crucial

to the survival of your business in today's hypercompetitive environment. Lengthening system downtime during IT major incidents is similarly unacceptable.

The key to limiting IT downtime and ensuring employees safety is the speed of communication. As network operations become less centralised in operation centres and more distributed globally, communicating through mobile devices is more important than ever. In true disaster situations, only mobile communications can keep up with events as they unfold.

Social media can be a double edged sword: a great way to spread the word for good or for ill. During recent episodes of civil unrest, people have been using mobile devices both to organise protests and to keep people safe. In Athens in 2015, some Greek protesters used the #ThisIsACoup hashtag to organise crowds and perpetuate violence. In Ferguson, Missouri in 2014, businesses used mobile devices and text messaging to keep employees safe. The same happened in London in 2011, when rioters used social media to share congregation points to expand the impact of the upheaval.

Whether you're dealing with traditional disaster situations, digital events, or anything in between, mobile an effective mobile strategy can come to the rescue.

xMatters enables any business process or application to trigger two-way communications (including text, voice, email, SMS and push technology.) throughout the extended enterprise. The company's cloud-based solution allows for enterprise-grade scaling and delivery during time-sensitive events.

To find out more visit [xmatters.com](http://xmatters.com)

**Garrick Ovenell is solution director at xMatters**

The boom in mass notification software continues: the global market for these solutions is set to grow rapidly over the next five years, from a value of US\$3.81bn in 2015 to US\$8.57bn in 2020, according to research published by MarketsandMarkets in May 2015.

That would be an impressive compound annual growth rate of 17.6 per cent. At the top end of the market, products can now offer much more value than a simple notification messaging system thanks to increased functionality and integration into other business systems. Solutions are also now accessible to a much wider range of organisations than was once the case; and almost every solution now offers any number of possible implementation and operation models. Other changes taking place in the market are very much customer driven.

For Abbas Haider Ali, CTO at notification specialist xMatters, the most significant trend is the expanding range of organisations using the software. He reports that while a few years ago a typical xMatters end user might have had 50,000 employees, today many have 5,000 employees or less. xMatters is working with organisations in sectors including financial services, healthcare, manufacturing, retail, transport and logistics.

Jean-Francois Plante, founder and CEO at Cobalt, reports demand for consultancy services alongside the technology and related support services. He says many of its clients are multinationals involved in complex activities and working with multiple stakeholders, among them Bell Canada, the largest communications company in Canada where several hundred members of staff have been using Cobalt technology for more than three years, for notification and for business continuity planning.

The company required a flexible

# Expanding horizons

**The mass notification market is growing, its value set to rise from US\$3.81bn in 2015 to US\$8.57bn in 2020. David Adams examines the factors behind this growth**



and future-proofed solution, says Paul Hache, senior manager for business continuity at Bell Canada. "Flexibility from a provider was crucial; an off-the-shelf product could never have fully met our needs," he says.

At the other end of the market, Crises Control provides incident management capabilities to much smaller organisations using a software as a service (SaaS) model. The platform is one of the newest in the market, having been launched in early 2015. Chairman Rickie Sehgal says its clients have employees using the solution numbering anywhere from 150 to 2,000, and that it can scale up to 10,000. Those clients include construction and engineering companies and

professional services firms, including insurers and risk consultancies.

## Other influences

Regulation continues to drive take-up in some sectors, with organisations under more pressure to ensure effective communication with employees, suppliers and other stakeholders.

Supply chain relationships are another increasingly important driver, according to xMatters' Haider Ali. Larger firms with globalised supply chains want solutions that improve communications and resilience across them; and they are also asking their suppliers to implement the solutions.

Haider Ali believes the changing nature of business disruption may

be a factor in market growth, with more regular extreme weather events affecting multinational supply chains; and affecting smaller businesses in specific geographies. He gives the example of recent storm-related disruption on the east coast of the US, during which SMEs in retail chains used notification solutions to communicate directly with staff, rather than relying on local media to provide them with news about weather or transport disruption. In addition, some companies beef up continuity capabilities in relation to specific perceived threats of disruption in certain locations, such as power shortages or terrorist activity. The growing risk of cyber and data security breach can encourage additional take-up, and a growing number of notification vendors are also now using security itself as a differentiator.

### Raised expectations

The list of must-have features for a notification solution is expanding. At the higher end of the market a global reach is now essential, says Haider Ali, but universal requirements seem to be reliability, flexibility and user-friendliness.

Reliability is achieved in part through multichannel capabilities. Being able to use multiple messaging formats – phonecalls, email, SMS, push notifications, desktop alerts, RSS feeds and so on – makes it more likely that messages will be delivered.

One xMatters customer is business process provider Xchanging, where approximately 600 staff (across four locations) have been using xMatters notification technology for the past three years. “The most important thing for us is for it to be easy to use,” says Mark Hammond, head of business resilience. “I can’t be...trying to work out how to do tasks on the tool when I should be managing the incident.”

Other qualities of the tool proving

useful to Xchanging include the ability to address recipients in team groups. “I can put people into groups very easily and with the press of a button send a few words to the right people at the right time,” says Hammond.

The company tests the tool three times a year and has used it in anger once when a major network failure resulted in staff being sent home. Hammond hopes to use the mobile app version in the future, although as staff currently use BlackBerry handsets, this is not presently an option.

Vendors are trying to bring more capability into mobile apps, ensuring an incident can be managed effectively from any location. Mobile technologies also allow organisations to create more effective two-way communications, says Haider Ali. “It’s about harnessing your employees to gather information about what’s taking place,” he explains.

### Keeping track

Beyond these fundamental requirements, more end user organisations are now looking for notification solutions that do more than emergency notification, says Cobalt’s Jean-Francois Plante. They want to use the solution as a tool to actively manage the situation and to create an auditable record of activity.

A growing number of solutions also now offer more advanced response tracking: PageOne’s Flare solution uses mapping and location-based service (LBS) technologies to establish the physical locations of individuals and groups.

Organisations may also want to integrate notification solutions into other business systems, including business continuity or disaster recovery solutions, HR solutions, or virtual or physical security solutions.

An effective and reliable notifications system can also be used as a broader communications tool. Notification provider AIControlPoint reports

a growing number of end user organisations seeking to use its solution to send ad-hoc messages directly to individuals, groups and departments. Haider Ali says many xMatters clients value the capability to bring consistency to corporate messaging – Xchanging uses the xMatters tool for a variety of different purposes unconnected to continuity incidents. Sehgal says some Crises Control end users use its solution for ‘business as usual’ events such as planned IT maintenance or important employee announcements.

In this creative marketplace, vendors are keen to find new ways to differentiate their solutions. xMatters is currently developing even more flexible ways for end users to communicate within very specific teams without any chance of error in terms of messages sent or the recipients chosen. This is particularly useful if there is a need to communicate information about, say, a security breach to a small team, but not to the entire organisation.

Some vendors are focusing on integration with social media, adding monitoring capabilities to improve reputation and news management in the aftermath of a business interruption.

Cobalt’s Jean-Francois Plante anticipates further integration of big data and also of artificial intelligence into notification solutions during the next five years, meaning software can ‘learn’ from past and live events to automatically audit results and suggest new plans and workflows.

The final factor to consider is of course cost. While smaller companies continue to be more cost-conscious, larger organisations want more for their investment, and are demanding greater sophistication, for a better ROI. The market is rising to that challenge, and its continued growth is testament to that.

**David Adams is a freelance writer**



Products

Emergency &amp; Mass Notification Software Report

Your guide to emergency and mass notification software

# Emergency & Mass Notification Software Report

## XMATTERS BCM

### Bringing control to chaos

When your business is experiencing a critical situation, every moment counts. Whether you're in the midst of severe weather, power outages, product recalls, civil unrest, or a catastrophic digital event, you need to immediately notify the right people to keep your people safe and your business running. xMatters BCM helps you tailor emergency communications to your relevant business processes. Create as many situation-specific messaging templates as you need to communicate quickly and effectively, drive business processes forward, and mitigate downtime during critical incidents. With xMatters all of your employee data, groups, schedules, and skill sets are held in a single place so you're prepared for the unexpected. Having high-quality, reliable data means you can effectively communicate when you need it the most. Dynamically pull information about your groups, contact teams, user skill sets, geography, and other parameters so you don't have to stop and refresh data during a crisis or business disruption.

### BENEFITS

- SMS, Voice, Mobile Push, Pager, Email
- No limit to the number of roles that can be created
- Support: 24x7 – forum, online, and phone support
- Messaging costs are included in the base price
- Conference calling: Gather everyone needed on a bridge in minutes
- SLA: Uptime guarantee of 99.99%
- Multilingual messaging: 13 languages included
- Groups: Create and manage groups and call trees
- Save commonly used messages as scenarios for quick access

### Manage your business continuity response from anywhere

Critical events and disasters don't wait for you to be at your desk and neither should your BCM solution.

When every second counts, xMatters allows you to initiate communications plans instantly from

anywhere, on any internet connected device. Employees can provide unprecedented value with real-time input from the field through the convenience of their mobile devices.

With the xMatters mobile app, users can send status updates and images from the field – giving you a more accurate and comprehensive view of the incident.

### Assemble incident response with one-touch conferencing

Conference bridges can be painful but there's really no better way to mobilise people when you need information and action fast. Onetouch conferencing gathers the appropriate team members on a bridge in a matter of minutes, so you can begin collaborating instantly.

### Built for global resiliency

When you're down, we're not. xMatters BCM was built from the ground up to provide world-class reliability. With no single point of failure, one disruption won't take down your service. xMatters makes use of multiple datacentres around the world. Every tier of service within the datacentre (application, database, and network) is fully redundant so you can sleep easy knowing that xMatters is up and running.

xMatters' cloud-based solutions enable any business process or application to trigger two-way communications (push, voice, email, SMS, etc.) throughout the extended enterprise during time-sensitive events. With over a decade of experience in rapid communication, xMatters serves more than 1,000 leading global firms to ensure business operations run smoothly and effectively during incidents such as IT failures, product recalls, natural disasters, dynamic staffing, service outages, medical emergencies and supply-chain disruption. xMatters is headquartered in San Ramon, CA with additional offices in London and Sydney.

### Contact us:

EMEA: +44 (0)800 652 7711

US: +1 925 226 0300

APJ: +612 8866 4949

[sales@xmatters.com](mailto:sales@xmatters.com)

[xmatters.com](http://xmatters.com)

**ADVANTAGE  
ERMS SOLUTIONS**

ERMS Advantage is an emergency and incident mass messaging system comprised of seven integrated modules. Together, they are designed to assist disaster management and business continuity professionals in all their notification activities. From notification to reporting capabilities, this web-based application is designed to be flexible, to meet the needs of any organisation, from any industry, with disaster preparedness, emergency / mass notification and business continuity efforts. This product has an English / French language user interface and simultaneous multilingual messaging.

**Tel: +1 866 382 1477**  
**ermscorp.com**

**ALERT CASCADE  
ALERT CASCADE**

Alert Cascade is a UK hosted SaaS model mass communications tool, designed to allow users to easily contact either a wide or other targeted audience across various contact media. A secure web portal for launching broadcasts and maintaining contact data provides a full accessible set of features across a range of platforms. In the event that internet access is not available, the full feature suite can also be accessed via a landline phone number and a touch tone key pad. Alongside its core platform, this provider offers various additional integrated and standalone modules allowing users to tailor the service to meet specific needs. Its Public Registration Page, Event and Incident Logging, PCI Compliant Fax, Calendar Notification and IVR modules are designed to provide the flexibility to confidently communicate with staff, members of the public and key stakeholders during escalating and evolving events. Each of these modules allow full two-way communication, and allow users to capture and report on the responses received. Real-time and post incident reports allow users to track exactly who they wish to contact, when, how, what their response was and how their response was dealt with. Real-time status monitors provide a simple to read visual indicator of the

progress of your messages, whilst detailed post-incident reports allow users to drill down into the data and pinpoint specific areas for analysis. In the event of a crisis, a UK-based support team is available 24/7 for the duration of your contract. Both the company and the platform are ISO 27001 and 22301 accredited. The company is also registered as a data controller with the Information Commissioner's office.

**Tel: +44 (0)20 3503 0999**  
**alertcascade.co.uk**

**COBALT  
COBALT**

Cobalt's IT Incident & Disaster Recovery Manager was designed to help organisations manage incidents that threaten to interrupt or disrupt datacentres, servers, systems, applications and/or networks. By keeping IT support groups and business teams connected and ready to act through interactive action plans and communication features, this solution aims to accelerate recovery times, improve task and checklist visibility, increase response team collaboration and keep impacted groups up to date in real-time.

**Tel: +1 855 930 0909**  
**e-cobalt.com**

**CRISES CONTROL  
TRANSPUTEC**



Crises Control is a customisable crisis response solution that delivers business continuity management plans rapidly across a variety of devices. Aimed at providing a secure way of sending the right information to the right people in a crisis situation, and tracking who is

engaged, this tool also aims to make disaster simulation exercises easy and simple to execute to build a responsive team that is always prepared. The Crises Control app employs a range of channels including email, text, phone and push notifications. The platform can be accessed from a laptop or desktop PC with full functionality via a mobile app, which is free to download on iOS, Android, Windows and BlackBerry.

Designed to be simple to use and easy to integrate, the provider offers a range of tutorials, plus 24/7 support.

**Tel: +44 (0)20 8584 1385**  
**crises-control.com**

**EMERGENCYCALL  
CRITICAL**



Critical's notification platform is the cloud-based solution used most commonly across the financial, retail, petrochemical and pharmaceutical sectors. While it is best suited to complex global messaging requirements, there is also a 'lite' version adapted for the SME market. EmergencyCall remains distinctive in its audit and reporting capabilities, which incorporate second by second tracking of system user and recipient responses, including SMS delivery receipts and replies. It supports the ability to drill down into online reports in detail, or to extract spreadsheet and PDF files for further offline manipulation and presentation. EmergencyCall is offered under an enterprise price-per-user model with a messaging allowance. The intelligent system contacts different categories and types of people internationally, to notify them of the same incident, yet can deliver a different message to each individual, or group, as required. Alert messages are delivered in voice or text, to any combination of phone, mobile, fax, pager or email – based on personal contact profiles. This permits the specification of where, when, how



and in which language recipients should be contacted. EmergencyCall also offers an integrated, pure cloud messaging solution for enterprises running rosters and rotas, rather than broadcast groups. Criticalcall also offers enterprises full SOAP/REST API access to its global messaging platform. This provider operates from three UK datacentre locations and maintains international accreditation to both ISO 9001 and ISO 22301 standards. Criticalcall also provides integration with ClearView's business continuity planning tool.

**Tel: +44 (0)330 606 2405**  
**criticalcall.co.uk**

### EVERBRIDGE MASS NOTIFICATION EVERBRIDGE



Everbridge's platform is designed to equip organisations with solutions needed to confidently deliver sensitive and urgent information, minimising associated event risk, cost and lost productivity. Delivered on a unified platform, this product is designed to be scalable and reliable. Designed with ease of use as a priority, Everbridge offers a one page notification and one click sending platform. With this product, users can provide groups or an entire organisation with critical communications around the world, and in almost any language. Users can also manage emergencies remotely with a smartphone or tablet, with the ability to select from over 30 contact paths. Teams can collaborate with each other on a conference call with one-click bridging. Fully integrated GIS mapping with unified contact data, mobility apps, and two-way communication allows for message receipt and polling capabilities.

**Tel: +44 (0)800 035 0081**  
**+44 (0)1206 443100**  
**everbridge.com**

### FACT24 F24



FACT24 is a web-based alert notification service through which users have the option of alerting via telephone, mobile phone, SMS, or via push notification. In the event of an incident, users can message or alert with pre-prepared announcements or recorded messages. When an alert is sent, recipients can acknowledge either through the telephone keypad, callback, or online report, the results of which are compiled for a monitoring report.

This solution can be used to call impromptu telephone conferences with managers and employees, with no advance preparation or manual dial-up. Users can also deploy the solution for general updates, such as telephone hotlines, potentially saving valuable personnel resources and freeing up telephone lines during emergency or crisis situations.

The FACT24 Case Manager allows for the expanded, continuous exchange of live data and information via online collaboration with all key individuals in real-time throughout the entire crisis. All decisions and activities are recorded in an crisis log. Individual activities can be directly assigned to pre-defined case managers, and the completion of these activities can be monitored.

**Tel: +44 (0)1923 432715**  
**f24.com**

### FLARE PAGEONE

PageOne's secure cloud-based notification solution Flare provides users with the tools to manage and co-ordinate staff and resources more efficiently. Notifications can be sent to any combination of SMS, email, pager, smartphone and landline. Flare offers multi-channel response capability. Further features include an

escalation service which automatically alerts staff responsible for responding to critical events according to a set of user-defined rules and sequences. A workforce management and emergency response service also provides real-time information on the safety and whereabouts of employees.

The integration of mapping and location-based services (LBS), allows users to establish the geographical location of selected individuals and groups via mobile phone, any GSM device or two-way pager. In the event of a crisis, mapping and LBS can assist organisations with the co-ordination of field-based staff, resource tracking and help facilitate proximity-based notification as well as asset recovery.

PageOne cites Flare's audit and tracking capabilities as a key function of this product. Users are able to see the exact real-time status of messaging via a 'traffic light' system, and a searchable history log also ensures a vital audit trail of messages.

Flare's comprehensive reporting function enables users to export to a range of programmes. Fully integrated into Flare, PageOne's smartphone app also offers field-based staff a resilient two-way messaging system. The app features an optional lone worker mode for a more formalised, regular and audited monitoring of staff at risk.

All PageOne systems are powered by the company's own platforms and gateways to ensure integration of messaging solutions across different networks and technologies and third-party applications.

Clients span a multitude of industries and sectors to include the emergency services, local and central government, bluelight organisations, MoD, NHS, educational establishments, financial institutions, transport, rail, retail, ICT, utilities and pharmaceutical companies. PageOne messaging solutions are PSN approved and ISO 27001 certified.

**Tel: +44 (0)333 200 5033**  
**pageone.co.uk**

**HIPLINK & HIPLINK MOBILE  
HIPLINK SOFTWARE**

HipLink is a comprehensive communication platform that provides text and voice messaging capabilities to the desktop or mobile device on any carrier worldwide.

The HipLink solution can work as a stand-alone messaging system or integrate with a range of other softwares, including incident management, IT systems, security software, fire safety and building management systems.

Using advanced two-way technology either through SMS or the HipLink mobile app, users can coordinate response, provide updated information for vital decision support, and monitor status in real-time.

HipLink Mobile is a fully encrypted communication app that works on any smartphone or desktop for instantaneous alerts or peer-to-peer communication between individuals or groups.

Attachments can be sent from or to the phone with advanced features for templates, location based services. Emergency messages sent can override the phone settings with persistent alerting and it works on either the cellular or a WiFi network.

In addition, HipLink offers text-to-speech capabilities and message templates.

**Tel: 408-399-6120**  
**hiplink.com**

**INTELLIGENT NOTIFICATION  
MIR3**

Intelligent Notification is a tool for notifying any number of people at once, allowing for individual response with an automatic audit trail. This product is used for emergency alerting as well as communicating business interruptions, supply fluctuations and product recalls, for instance.

Intelligent Notification provides a way for

recipients to respond with critical information and automatically track message delivery and response.

Notifications can be initiated by logging into the web interface, sending an email or making a phone call. Users can use existing message templates or easily create new notifications.

Recipients can be alerted by mobile phone, SMS, landline, email, pager, BlackBerry Messenger, fax, TTY or any IP-enabled communication device. Response can be by voice or written message, with responses displayed in real-time as well as archived for reporting and auditing. Caller ID can be customised to improve response rates and recipients can designate their preferred mode of communication.

In case of emergency, administrators can override those choices to reach recipients by any possible means. Call cascade lets users send an alert to one person or a group, and based on response, automate additional alerts for greater control in crises.

Multilingual text-to-speech options and a toll-free number can be provided for international recipients. Other options include DataSync for import data from LDAP or other applications, and a web portal that let users keep contact data current. Security can be increased with hierarchical, role-based permissions, defined by divisions and subdivisions, to grant or restrict user access.

The products integrate with other platforms using RBA Integrator, a code-free integration platform and an SDK. GIS is available to targets alerts by location and a Mobile Recipient App allows smartphone users a way to receive and respond to alerts and more.

The product may be deployed in three ways: hosted by MIR3 (SaaS), installed on-premise behind a firewall (using existing telephony infrastructure), or a hybrid of the two.

**Tel: +1 858 724 1200**  
**mir3.com**

**INTERSEC WARNING  
MANAGEMENT SOLUTION  
INTERSEC**



Intersec Warning Management Solution is designed to help public authorities and private companies ensure public safety during natural or man-made disasters. It provides geolocation and geofencing technologies, combined with cell broadcast and SMS messaging platforms to reach any mobile phone located in a designated geographical area in real-time. Scalable geofencing helps users locate individuals approaching or entering an area of concern. The tool instantly detects and automatically notifies public authorities of any intrusions. With intuitive map interfaces and dashboards, authorities can visualise real-time population movements to coordinate resources and adapt instructions. Cell broadcast technology can be activated to instantly push a warning message to all compatible mobile phones connected to the network. Additionally, an SMS channel with advanced network congestion prevention can be combined, providing universal handset compatibility, helping to prevent network traffic bottlenecks and enabling post-event communication to displaced populations. Intersec's warning management technology is also handset and network agnostic.

**Tel: +33 1 55 70 33 33**  
**intersec.com**

**NOTIFICATION CENTER  
MISSIONMODE**

MissionMode Notification Centre was designed specifically to simplify and speed up mass notifications.

Sequential two-way message delivery across multiple device types helps ensure successful message receipt and confirmation so users can both send alerts and receive critical feedback

from recipients with minutes. MissionMode's Notification Centre is deployed by a wide range of organisations in a number of sectors globally, to send messages to the right people and devices during both routine operations and unplanned business disruptions.

Key features of the MissionMode Notification Centre include the ability to send email, SMS, and voice messages in the same alert, text-to-speech voice alerts, integrated mobile apps for iOS and Android devices, customised templates, GIS map-based message delivery, multiple choice polling for message feedback, one touch connection to conference call, real-time alert dashboard, and automatic time-stamped audit record of all messages, responses and activities.

With its API integration toolkit, Notification Centre can be linked to the user organisation's internal systems for simplified list management.

The solution also integrates seamlessly into MissionMode's Situation Centre, a dedicated incident management solution that acts as a virtual command centre to support business continuity team operations.

Tel: +1 312 445 8811  
missionmode.com

**RAPIDREACH**  
**RAPIDREACH**

With RapidReach, it takes three clicks to initiate a pre-designed call-out to recipients using SMS, voice, email, fax, pager and a new advanced multi-platform smartphone application.

Each call-out provides tracked and monitored messages, and users can also request their arrival time. Initiating a call-out is not limited to using the web application. RapidReach can provide hardware integration via a relay contact to monitor production systems, or users can send an email or use a mobile phone call to initiate a call-out when there is limited access to the internet.

This product can be integrated into the user organisation's infrastructure to provide automated activation of pre-defined call-outs when strict conditions are met.

Enera can also integrate the system into onsite or offsite HR systems allowing more accurate updating of individual and team contact details. Data fields identifying special skills can drive a more dynamic allocation of members to teams.

Inbuilt collaboration tools allow important procedural information and documentation to be made available to the responding teams

via a bulletin board. Enera also provides an automated telephone conferencing facility. Licensing options are based on the number of administrators, not recipients or end-users.

With servers in the UK, Sweden and Germany, Enera can restrict data to be replicated only to certain servers, improving resilience and providing an added level of data protection.

RapidReach is available in both hosted and onsite configurations. Hybrid communications solutions can be configured to provide an onsite web interface with access to its dedicated UK and European communications infrastructure.

Enera is one of the SAAS notification suppliers using only in-house development resources rather than developers in the sub-continent and China, thereby guaranteeing compliance with European Data Protection regulations. With a similar commitment to complete protection and rigorous safeguarding of customers' data, Europe-based Enera use European datacentres only, thereby guaranteeing the complete ring-fencing of customers' data.

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xMatters enables any business process or application to trigger two-way communications (text, voice, email, SMS, push technology, etc.) throughout the extended enterprise. The company's cloud-based solution allows for enterprise-grade scaling and delivery during time-sensitive events.

More than 1,000 leading global firms use xMatters to ensure business operations run smoothly and effectively during incidents such as IT failures, product recalls, natural disasters, dynamic staffing, service outages, medical emergencies and supply-chain disruption.

xMatters is headquartered in San Ramon, CA with European operations based in London and Asia Pacific operations in Sydney, Australia.

More information is available at [www.xmatters.com](http://www.xmatters.com) or +44 (0) 203 427 6326



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Wembley  
London, HA0 1SS

Tel: +44 (0)20 8584 1385  
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Crises Control is a mass communication easy-to-use and customizable crisis response solution that delivers business continuity management plans rapidly across a variety of devices and fits any organisation's budget without compromising quality.

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KPMG, Commerzbank, Nomura, Standard Life, Man Group, Marks & Spencer, AstraZeneca, BP, ConocoPhillips and National Grid. Blue chip organisations who are best practice and thought leaders in their respective fields. They deploy our notification services for their respective national and international Operations. If you consider them good company, why not come and discuss your own enterprise notification needs with us. As you can see, we have a good track record of helping out. Many of our clients have stayed with us for over a decade, perhaps because we're the only company known to guarantee and deliver them consistent 100% service availability.

Not only are we UK-based, we are also ISO 9001 and ISO 22301 certified, so you can be sure your sensitive corporate data remains safe in our hands. Contact our Vice President of Business Development, Justin Rhodes on 07960 197533, or email him at: [justinr@criticall.co.uk](mailto:justinr@criticall.co.uk). He'll be happy to arrange your personal demonstration.

	xMatters Communication Platform	Advantage	Alert Cascade	Cobalt	Crises Control	EmergencyCall	Everbridge Mass Notification	FACT24	Flare	HipLink	Intelligent Notification	Intersec Warning Management Solution	RapidReach
<b>Key functions</b>													
Incident standard operating process control	.	.	.	.	.	.	.	.	.	.	.	.	.
Document storage — proprietary	.	.	.	.	.	.	.	.	.	.	.	.	.
Document storage — through third party	.	.	.	.	.	.	.	.	.	.	.	.	.
Document plan management — proprietary	.	.	.	.	.	.	.	.	.	.	.	.	.
Document plan management — through third party	.	.	.	.	.	.	.	.	.	.	.	.	.
Location based services	.	.	.	.	.	.	.	.	.	.	.	.	.
Customisable user filters	.	.	.	.	.	.	.	.	.	.	.	.	.
Customisable mapping	.	.	.	.	.	.	.	.	.	.	.	.	.
Customisable per user dashboard views with widget options	.	.	.	.	.	.	.	.	.	.	.	.	.
External feed ability such as RSS to dashboard and/or devices such as news, weather, traffic	.	.	.	.	.	.	.	.	.	.	.	.	.
Permissionable templated forms for data capture and send	.	.	.	.	.	.	.	.	.	.	.	.	.
<b>IVR</b>													
Crisis lines	.	.	.	.	.	.	.	.	.	.	.	.	.
Two-way crisis lines	.	.	.	.	.	.	.	.	.	.	.	.	.
Conference call	.	.	.	.	.	.	.	.	.	.	.	.	.
Add additional people during call	.	.	.	.	.	.	.	.	.	.	.	.	.
Send automatic SMS and email with dial in info for missed recipients	.	.	.	.	.	.	.	.	.	.	.	.	.
Bridging to third party conference call	.	.	.	.	.	.	.	.	.	.	.	.	.
<b>Communication</b>													
SMS	.	.	.	.	.	.	.	.	.	.	.	.	.
Text to speech	.	.	.	.	.	.	.	.	.	.	.	.	.
Live voice broadcast	.	.	.	.	.	.	.	.	.	.	.	.	.
Plain text email	.	.	.	.	.	.	.	.	.	.	.	.	.
HTML email	.	.	.	.	.	.	.	.	.	.	.	.	.
Email with attachments	.	.	.	.	.	.	.	.	.	.	.	.	.
Desktop alerts	.	.	.	.	.	.	.	.	.	.	.	.	.
Radio pager	.	.	.	.	.	.	.	.	.	.	.	.	.
Fax	.	.	.	.	.	.	.	.	.	.	.	.	.
Social media	.	.	.	.	.	.	.	.	.	.	.	.	.
Broadcast	.	.	.	.	.	.	.	.	.	.	.	.	.
Sequencing	.	.	.	.	.	.	.	.	.	.	.	.	.
Escalation	.	.	.	.	.	.	.	.	.	.	.	.	.
Customisable content according to medium (ie. SMS/email)	.	.	.	.	.	.	.	.	.	.	.	.	.
One click message templates	.	.	.	.	.	.	.	.	.	.	.	.	.
Smart insert of data in message fields based on form selections	.	.	.	.	.	.	.	.	.	.	.	.	.
Scenario based messaging template	.	.	.	.	.	.	.	.	.	.	.	.	.
Checklist-based message templates	.	.	.	.	.	.	.	.	.	.	.	.	.
<b>Audit &amp; Reporting</b>													
Real time message audit	.	.	.	.	.	.	.	.	.	.	.	.	.
Field validation	.	.	.	.	.	.	.	.	.	.	.	.	.
On line performance and data reports	.	.	.	.	.	.	.	.	.	.	.	.	.
Exportable PDF reports	.	.	.	.	.	.	.	.	.	.	.	.	.
Graphical statistics	.	.	.	.	.	.	.	.	.	.	.	.	.
Downloadable monthly management reports	.	.	.	.	.	.	.	.	.	.	.	.	.
Customisable reporting and views	.	.	.	.	.	.	.	.	.	.	.	.	.
Text based templates	.	.	.	.	.	.	.	.	.	.	.	.	.
Voice based templates	.	.	.	.	.	.	.	.	.	.	.	.	.

xMatters Communication Platform	Advantage	Alert Cascade	Cobalt	Crises Control	EmergencyCall	Everbridge Mass Notification	FACT24	Flare	HiPLink	Intelligent Notification	Intersec Warning Management Solution	RapidReach	Responses
.	.	.	.	.	.	.	.	.	.	.	.	.	One-way
.	.	.	.	.	.	.	.	.	.	.	.	.	Two-way
.	.	.	.	.	.	.	.	.	.	.	.	.	Polling
.	.	.	.	.	.	.	.	.	.	.	.	.	Free text content response
.	.	.	.	.	.	.	.	.	.	.	.	.	Unlimited customisable responses
.	.	.	.	.	.	.	.	.	.	.	.	.	Response wording different per medium ie. SMS, email
.	.	.	.	.	.	.	.	.	.	.	.	.	Reply via hyperlink on email
<b>Technical, security, support</b>													
.	.	.	.	.	.	.	.	.	.	.	.	.	24/7 helpdesk
.	.	.	.	.	.	.	.	.	.	.	.	.	Multilingual capabilities
.	.	.	.	.	.	.	.	.	.	.	.	.	Selection of global time zones per user
.	.	.	.	.	.	.	.	.	.	.	.	.	Customisable languages
.	.	.	.	.	.	.	.	.	.	.	.	.	IP ownership - company owned
.	.	.	.	.	.	.	.	.	.	.	.	.	Shared communication capacity
.	.	.	.	.	.	.	.	.	.	.	.	.	Customer dedicated capacity
.	.	.	.	.	.	.	.	.	.	.	.	.	Interface with third party products
.	.	.	.	.	.	.	.	.	.	.	.	.	Integrate message sending through third party
.	.	.	.	.	.	.	.	.	.	.	.	.	Integrate contact data updates through third party systems
.	.	.	.	.	.	.	.	.	.	.	.	.	Administration access rights limited by user profile
.	.	.	.	.	.	.	.	.	.	.	.	.	Restriction of products by administration rights
.	.	.	.	.	.	.	.	.	.	.	.	.	Delivery by SaaS
.	.	.	.	.	.	.	.	.	.	.	.	.	Delivery by software installation
.	.	.	.	.	.	.	.	.	.	.	.	.	System accessible through smartphone
.	.	.	.	.	.	.	.	.	.	.	.	.	Native smartphone application
.	.	.	.	.	.	.	.	.	.	.	.	.	Multiple geographically disparate datacentres
.	.	.	.	.	.	.	.	.	.	.	.	.	Integration for data load
.	.	.	.	.	.	.	.	.	.	.	.	.	Target people based on meta data and fields
2	3	3	3	2	1	1	3	3	1	2	N/A	3	How many clicks to send a message?
.	.	.	.	.	.	.	.	.	.	.	.	.	Frequency of new updates. Agile development process?
<b>Mobile Functionality</b>													
.	.	.	.	.	.	.	.	.	.	.	.	.	Accessibility through mobile web browsing
.	.	.	.	.	.	.	.	.	.	.	.	.	Accessibility through mobile application
.	.	.	.	.	.	.	.	.	.	.	.	.	Mobile iOS app
.	.	.	.	.	.	.	.	.	.	.	.	.	Mobile Blackberry app
.	.	.	.	.	.	.	.	.	.	.	.	.	Mobile Android app
.	.	.	.	.	.	.	.	.	.	.	.	.	Send messages through app
.	.	.	.	.	.	.	.	.	.	.	.	.	Review delivery reports through app
.	.	.	.	.	.	.	.	.	.	.	.	.	Respondee list access via app
.	.	.	.	.	.	.	.	.	.	.	.	.	Access templates via app
.	.	.	.	.	.	.	.	.	.	.	.	.	Free type message through app
.	.	.	.	.	.	.	.	.	.	.	.	.	Create ad hoc groups via app
.	.	.	.	.	.	.	.	.	.	.	.	.	Access contact details and user list via app
.	.	.	.	.	.	.	.	.	.	.	.	.	Store and use plans
.	.	.	.	.	.	.	.	.	.	.	.	.	Locate your team in real time using a map
.	.	.	.	.	.	.	.	.	.	.	.	.	Task allocation and management
.	.	.	.	.	.	.	.	.	.	.	.	.	App based push messaging
.	.	.	.	.	.	.	.	.	.	.	.	.	Initiate conference bridging via app
.	.	.	.	.	.	.	.	.	.	.	.	.	Reply with attachment from app
.	.	.	.	.	.	.	.	.	.	.	.	.	Mobile SAML for SSO
.	.	.	.	.	.	.	.	.	.	.	.	.	Unified app for sending and receiving



Everbridge  
Kingsbury House  
6 Sheet Street  
Windsor, SL4 1BG

Tel: +44 0800 035 0081  
International: +44 1206 443100  
[tiffany.tidmarsh@everbridge.com](mailto:tiffany.tidmarsh@everbridge.com)  
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Cardinal Point, Park Road,  
Rickmansworth, Herts. United  
Kingdom WD3 1RE

Tel: +44 1923 437 787  
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- Notification
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Intersec  
Tour W 102, terrasse Boieldieu 92085  
La Defense cedex FRANCE

Tel: 01 55 70 33 55  
[marion.choppin@intersec.com](mailto:marion.choppin@intersec.com)  
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UK & European Head Office  
Unit B Heathrow Corporate Park,  
Green Lane, Hounslow,  
Middlesex  
TW4 6ER

Tel: + 44 (0) 800 143 413  
[infoavail@sungardas.com](mailto:infoavail@sungardas.com)  
[www.sungardas.co.uk](http://www.sungardas.co.uk)

US & RoW  
680 East Swedesford Road  
Wayne, PA 19087 USA

Toll-Free: 1 800-478-7645  
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### Sungard AS Business Continuity Management Planning Software

#### Assurance<sup>CM</sup>

Brand new to this edition of the report is Assurance<sup>CM</sup> which was designed by users, for users. This next-generation business continuity software and risk management solution removes the barriers to organisation-wide engagement and builds greater confidence in contingency plans. It's about extending beyond simply addressing compliance requirements. It's also about knowing teams are prepared to recognise threats to the business and empowering them to engage locally before incidents lead to major disruptions.

So far our users rate the Assurance<sup>CM</sup> experience as:

**Intuitive** – Simple and easy, get your program up and running with minimal training

**Aware** – Merge external happenings with enterprise plans and gain real-time contextual insight to act decisively

**Alive** – Eliminate manual data management and trust that your data is accurate and up-to-date

**Efficient** – Yet secure to help you work smart, engage users and delight stakeholders on program effectiveness

**Independent** – SaaS and mobile, connect quickly to people and information that matters the most

And a 100% SLA availability guarantee.

Plans and testing do not deliver outcomes, people do. Sungard AS Assurance<sup>CM</sup> is about enabling you to take what we learn back into the business continuity/disaster recovery planning cycle and share it across the company for better outcomes.

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