

# OUT-OF-BAND SMS FOR A PEACE OF MIND



The boom of the digital age has brought about solutions as well as problems for the Enterprise. While we consistently improve on the way we work, the systems and applications that assist us are never fail-proof solutions. There will always be an inherent need to ensure that the plague of downtime affliction does not affect us.

## WHY BE NOTIFIED?

The most crucial resource in the Enterprise setting is its people. Your employees are like the blood that runs through the veins of the corporation, sustaining functions and preventing it from imminent failures. The systems and applications within your organisation are similar to the internal organs of the human body. In the event where either malfunctions, there must be a need to transmit this information to your staff.

The transmission of critical information comes in the form of notifications between your IT infrastructures to the IT team. It is important that your IT team is kept abreast on the operational status of all your invested systems and applications. Downtime is reportedly a costly affair that has crippled many corporations and bringing them down to their knees. No Enterprise, regardless of size or nature is exempted from the detrimental effects that downtime can bring.

## NOTIFICATION METHODS

There are various methods of notifications available to the Enterprise which are either applied through on-site platforms or mobility devices. Beacons and computer pop-ups are examples of on-site platforms that will only be applicable to alerts for personnel in the immediate environment. SMS, emails and phone calls however, are able to reach your staff who are on the go. Features that enhance the alert process includes:

- **2-Way** - users able to send & receive the messages (able to acknowledge).
- **Non-Intrusive** - not in your face, be informed but read at convenience.
- **Date/Time Stamped** - for tracking, audit and archival purposes.
- **Out-of-Band** - delivered in an alternate channel, increasing reliability.
- **Portable Message** - information can be stored and reviewed on device.
- **Mobility** - be alerted anytime and anywhere.

## COMPARISON ON ALERT TYPES

Features Types	2-Way	Non Intrusive	Date/Time Stamped	Out-of-Band	Portable Message	Mobility
SMS	✓	✓	✓	✓	✓	✓
Email	✓	✗	✓	✗	✓	✓
Phone call	✓	✗	✗	✗	✗	✓
Pop Up	✗	✗	✗	✗	✗	✗
Beacon	✗	✗	✗	✗	✗	✗

## WHY SMS(TEXT) ALERTS?

Short Message Service (or known as SMS or text messaging) are found on all mobile phones across all technologies, including GSM, CDMA and 3G. Key advantages of SMS includes:

- Short messages of 160 characters are delivered instantly across all mobile phones and networks.
- SMS is non-intrusive by nature and always operational.
- It is by default the messaging app found on all mobile phones.
- SMS is low in cost as compared to a normal voice call.
- SMS is Out-of-Band, creating greater message reliability.
- Messages are delivered across networks with roaming capability.

With mobile phones becoming the dominant mobile device that many people own, SMS has become the most popular low cost messaging medium for all users.

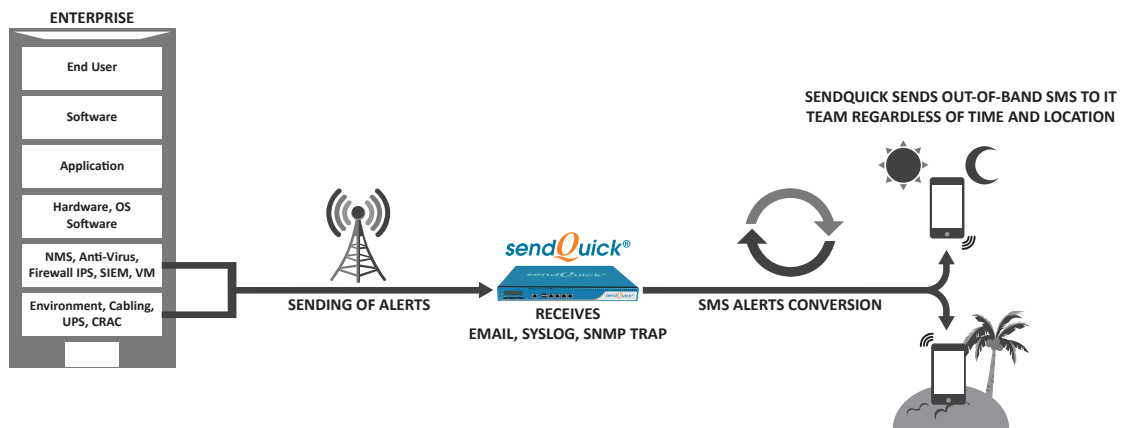
## sendQuick® SMS IT ALERTS

sendQuick® is the industry's leading appliance based SMS(text) gateway specifically designed for SMS Alert & Notifications for the Enterprise. sendQuick® is a plug-and-play appliance that is reliable, scalable with HA support, and vast compatibility with SNMP Trap, Email and Syslog and all critical systems. sendQuick® SMS gateway appliances deploys Out-Of-Band SMS Alerts that are not dependent of Internet wifi connectivity and has a built in SMTP server for high reliability with email-to-SMS(text) conversions.

### THE BENEFITS OF SENDQUICK OUT-OF-BAND SMS(TEXT) INCLUDES:

- Instant delivery of Alerts & Notifications.
- Full compatibility with all systems.
- Supports wide formats including email (SMTP), SNMP Traps and Syslog.
- Messaging policies with Reminder and Escalation SMS (Text).

### SMS IT ALERTS APPLICATION DIAGRAM



### ROI WITH SMS IT ALERTS (Based on the following assumption):

One (1) hour of system downtime will cost:			Loss	Total Loss (per hour)	Total Loss (per day)
<b>Sales Turnover</b>  US\$80 million (per annum)	<b>Business Days</b>  260 days (per annum)	<b>Business Hours</b>  8 hours (per day)	<b>In Revenue</b> US\$38,460 (per hour)	<b>US\$48,080</b>	<b>US\$384,640</b>
<b>Total Manpower</b>  250 employees	<b>Employee Cost</b> X US\$38 (per hour)	<b>In Productivity</b> US\$9,620 (per hour)			

### IN CONCLUSION

Hence this illustrates on the communicative prowess of SMS as an Out-of-band alert notification tool that will be befitting to the corporate landscape of an Enterprise. With the delivery of alerts reliably over non-wifi dependant SMS, crucial messages are received instantly in a non-intrusive manner.

### ABOUT sendQuick®

TalariaX™ developed sendQuick®, the industry's leading appliance based SMS gateway for enterprise messaging implemented by more than 1500 companies worldwide. sendQuick® is applicable across various industries including banking, finance, insurance, manufacturing, retail, government, education, healthcare for purposes like IT alerts and notifications, 2 factor authentication with SMS OTP, marketing, emergency broadcasting. sendQuick® is deployed in more than 20+ countries across several industry verticals, many being Fortune Global 500 companies across all sectors and industries. TalariaX™ is the winner of the Gold & Silver Awards at the Golden Bridge Awards 2014 as well as 2014 Red Herring Top 100 Asia.

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