IWATSU
VOICE NETWORKS

Enhanced Voice Applications
Enterprise Messaging Application

The Enterprise Messaging Application (EMA) is a hosted, high capacity outbound message broadcast application with the ability to communicate with very large audiences in a short period of time.

Efficient, Interactive Broadcast Communication

The Enterprise Messaging Application ensures timely, efficient & consistent outbound voice broadcast communication to constituents, employees or community groups. Since it is a hosted, pay-for-use solution, costs can be accurately measured & controlled.

Improve timeliness of communications:

- quickly send notification of a scheduling change or emergency to a large audience.

Increase participation in community events:

- broadcast notifications to increase awareness of new program or services.

Reduce time spent on accounts receivable:

- remind property owners about impending property tax due dates or notify outstanding accounts regarding overdue payments.

Information Transports

- Voice, Email, SMS

Hosted Model Benefits

No Equipment Costs (Capital Expenditure)

- Aizan's Enhanced Voice Applications are hosted, pay-for-use services requiring no capital expenditure on hardware or software.

Evergreen solutions

- The hosting platform is upgraded on a continual basis to ensure that the latest and richest feature set and capabilities are available. Customers never incur any expenditure for upgrades made to the hosting platform.

No Contact Centre CPE

- Businesses need not house, manage or develop in-house expertise for proprietary, premise-based (CPE) contact centre hardware and software. Internal resources are free to focus on the core business.

Unparalleled Flexibility

Enterprise Messaging is ideal for the following applications:

- emergency notifications for urgent school closings or evacuations,
- notifying the community about unsafe situations such as an unsafe water supply situation or hazardous material spill locally or regionally,
- calling out to emergency services personnel about the need for extra staff,
- validating the safety and whereabouts of employees during an emergency,
- as part of a business continuity strategy for communications to employees & customers regarding a business disruption,
- collection of past due accounts,
- notifications for minor sports field closings or Annual General Meetings (AGMs),
- communication to residents regarding planning meetings or community events.

Hosted Model Benefits versus Owned

Category	Owned	Hosted
Capital Expenditure	Yes	Never
Equipment Maintenance	Yes	Never
Equipment Depreciation	Yes	Never
Communication Bandwidth	Dedicated	Usage only
Premise Independent	No	Yes
Free Upgrades	No	Yes
Continuous Feature Development	No	Yes
Virtually Unlimited Capacity	No	Yes
Business Continuity	No	Yes
Full Management & Control	No	Yes

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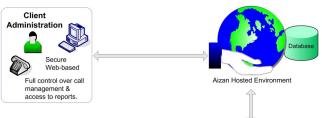
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Enhanced Voice Applications
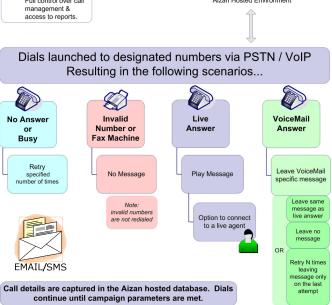# Enterprise Messaging Application

The Enterprise Messaging Application (EMA) is a hosted, high capacity outbound message broadcast application with the ability to communicate with very large audiences in a short period of time.

Efficiency & Interactivity is Built-In

- Confidential storage of database information on hosted servers for preplanned communication in case of emergency. The system can deliver thousands of messages in minutes.

- Emergency Coordination Leaders can have immediate access to the system and can trigger notifications from any web based PC

- Optional inbound emergency hotline for residents or other contacts to dial, for current information specific to the incident

- The message receiver can automatically connect to a live operator

Features

- Activate large callouts easily from our secure, customer administration web interface

- Broadcast to any group based on your custom databases

- Text-To-Speech message creation

- Follow-the-sun dialing optimization

- Pause / resume campaign controls

- Advance scheduling

- Broadcast voice messages to your custom lists instantly or control the pace of delivery with our "throttle" feature to adjust for call centre capacity or staffing constraints

- Make communications a two-way street with built-in polling and voice message capture - or transfer callers to your contact centre for immediate follow-up

- Quick deployment & implementation with no hardware or software investment

- Access your campaign data in near real time from anywhere via the web

- Voice mail & fax detection

- RNA, busy recognition

- Database scrubbing throughout campaign

- Message recipients control message replay

- Multiple concurrent campaign capability

- Automatic time zone dialing control

- Email and SMS transports

Enterprise Messaging Application (EMA)

Client Administration

Secure Web-based

Full control over call management & access to reports.

Database

Aizan Hosted Environment

Dials launched to designated numbers via PSTN / VoIP Resulting in the following scenarios...

No Answer or Busy
Retry specified number of times
EMAIL/SMS

Invalid Number or Fax Machine
No Message
Note: invalid numbers are not redialed

Live Answer
Play Message
Option to connect to a live agent

VoiceMail Answer
Leave VoiceMail specific message
Leave same message as live answer
Leave no message
OR
Retry N times leaving message only on the last attempt

Call details are captured in the Aizan hosted database. Dials continue until campaign parameters are met.

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