

**Product Name:**

Hosted Broadcast Notification

**Product Availability:**

Hosted Broadcast Notification is available across the PAETEC footprint.

**Ideal Customer Profile:**

Customers with a need to broadcast messages quickly to a wide audience are ideal for this product.

**CPE Requirements:**

There are no CPE requirements.

## Hosted Broadcast Notification | In Brief

### Product Description

PAETEC's Hosted Broadcast Notification service empowers organizations to prepare for and respond to crisis situations in terms of media relations, risk management, and continuity of business operations. To effectively deal with all aspects of an emergency, including limiting risk and mitigating consequences, PAETEC provides an all-encompassing, powerful broadcast communications tool that can support large populations and multiple events. There is no hardware or software to purchase and maintain, additional phone lines are not necessary, and all system upgrades are automatic with no additional charges.

### Product Capabilities

- Hosted Broadcast Notification can launch thousands of simultaneous notifications
- Our service can send messages in many formats:
  - Voice via land line
  - Voice via cell phone
  - E-mail
  - SMS text message
  - Fax / TTY
  - Text-to-speech capability
- Hosted Broadcast Notification can be launched from any Internet connection, whether on your premises or off-site
- Our service offers administrator flexibility with up to 15 administrator access levels

## Application One

A state university in the northeast was looking for a way to alert its students, faculty, and staff in the case of campus emergencies such as a fire in a building, natural, or man-made disasters in the area, early closings due to bad weather, and other critical situations. The university wanted a solution that did not require equipment maintenance, software updates, and one that could be implemented quickly and remotely. It was also important that the chosen system could send alerts through multiple channels, including voice, SMS text, and e-mail. The university wanted the ability to send campus-wide alerts to specified key groups like faculty or dorm building residents.

PAETEC's Hosted Broadcast Notification service is the perfect fit since it requires no maintenance and can be launched from any Internet connection, or by using a toll-free number. It allows for high-level groups to be created in advance for easy notification to specific groups, and gives options for more specific queries, either pre-saved or "on the fly." Further, alerts can be created in advance and saved for quick use in a true emergency.

## Application Two

US Computer Supply (USCS), a NY-based firm with over 100 office locations across the country, was looking for a way to alert its employees in the event of an emergency. USCS needed a centralized system that would be able to notify backup contacts for its key employees or board members should they not be able to be reached during a crisis situation. The company also wanted a way to notify key departments, first responders, or officers of the company. Ease-of-use and redundancy was paramount.

PAETEC's Hosted Broadcast Notification service is the solution USCS was looking for. The company's IT staff likes that the solution is fully-hosted with redundant mirror sites, and that they did not have to install and maintain software or equipment. Since PAETEC's Hosted Broadcast Notification service allows up to 15 different administrator access levels, the company was able to set up each remote office with a local administrator that could use the system for a localized emergency. Only top-level administrators have full system access, thus maintaining USCS' business security plan. Further, USCS has the option to create alternate contacts that are notified in the event that a primary contact cannot be reached. PAETEC's Hosted Broadcast Notification service allows USCS to have a centralized notification system for the company nationwide, without having to rely on localized equipment or the company's internal LAN.