HipLink xs

A Vital Component of an Organization's Crisis Management Strategy

Having a proven, effective solution for crisis management is no longer a luxury for organizations. It's a necessity! Crisis Management goes beyond simply planning how one will manage a crisis. Truly effective crisis management means planning your communication by putting the actual infrastructure, devices, protocols etc. in place ahead of time so everyone and everything is ready to support the response effort when needed.

This paper outlines the significance of advanced wireless notification in disaster response by illustrating-

⇒ The requirements of an effective alert notification solution

⇒ The role played by HipLink in all phases of business crisis management

⇒ HipLinkXS' state-of-the-art features and the benefits it offers

⇒ HipLink's successful deployment in government and non-government organizations

Effective Crisis Management Using Advanced Wireless Notification

Organizations today face an unprecedented array of business disruption issues. Crisis management in response to emergencies has become a vital component of corporate life: ensuring employee safety, company reputation, safety of corporate assets, and future financial results.

All large organizations develop contingency plans to deal with a multitude of emergency situations. The first step in all these plans is communication and to be truly effective, communication should include wireless at its core. The proper deployment of wireless communications ensures that, no matter what time of day or night, the right people are notified at the right time, thus enabling the members of your team to work together and respond effectively when an emergency occurs.

Requirements of an Effective Alert Notification Solution

If you share responsibility for your organization's emergency response plans, you must be 100% confident in your communication system. How effectively an organization responds in the first 24 hours of an emergency has a significant impact on minimizing risks and containing costs associated with the disruption.

In reviewing various approaches to emergency response, be sure that the system you select meets *each one* of these vital requirements:

⇒ Accelerates flow of information to the *precisely correct set* of responders and key decision makers
⇒ Covers *all* carriers and all communication protocols
⇒ Ensures that all units across locations function in collaboration
⇒ Provides real-time status of resources
⇒ Leverages existing infrastructure by seamlessly integrating into existing applications.
⇒ Offers scalability, adapting to the needs of a dynamic organization
⇒ Provides two-way capabilities, enabling fast response and remote action

Wireless Infrastructure Challenges

The world-wide wireless infrastructure continues to change—but for the present it is fractured into several carriers using many different protocols. One thing is certain, there will never be a single, all-inclusive wireless device used by everyone within an organization, and this can be an advantage. The number and type of devices will be as diverse as a company's workforce. The solution is to make these disparate devices work together.

Welcome to peace of mind!

That's where HipLinkXS comes in.   HipLinkXS is wireless messaging software that provides corporations, law enforcement, fire departments, utilities, and emergency dispatch centers text and voice messaging capabilities to *any* mobile device and carrier worldwide. It can work as a stand-alone messaging system, or integrate with virtually any software including computer dispatch systems, PBXs or other software as the wireless alert notification component.

HipLinkXS is secure, fast, and loaded with features that will make sure your critical messages are delivered on time, every time.

HipLinkXS - Supporting and Improving All Phases of Business Crisis Management

HipLinkXS is web-based collaborative software that can support your enterprise before, during, and after an emergency.

BEFORE	DURING	AFTER
Prepare better	*Respond faster*	*Recover sooner*

• Launch drills to test plans and improve results
• Identify individuals and assign specific responsibilities for response
• Analyze results from drills and identify areas requiring improvement
• Test carrier efficiency
• Create Custom mobile applications to fill in the blanks
	• Send the most robust alert notifications to all devices
	• See real-time status of resources
	• Execute response plan from devices
	• Execute remote applications from devices
		• Perform detailed analysis of:
		   -Personnel response
		   -Carrier efficiency
		   -System performance
		• Fine-tune your plan for faster response in future scenarios

How HipLinkXS works…

With HipLink you have the tools to define an unlimited number of scenarios and create a group or set of groups for each. For example, you can have a group for natural disasters by region that are a real threat to your organization. You can also create groups such as terrorist threat, security breach, hazardous materials spill, flu pandemic, etc. Any scenario that you have already created a contingency plan for, you could create one or more groups in HipLink for that scenario. In some cases you may divide your organization by region or location and then assign specific individuals to the appropriate response.

Once you have your master group defined, you simply populate it with the individuals or groups you have for your everyday operation. You then build a series of scenario templates using our send template feature and this enables very fast delivery with a few drop downs or fields to fill in.

When an incidence that needs attention occurs, you can access HipLink from anywhere you have Internet connectivity. Click on a group, either type a message or select a template, and then press send. The Sender can even select *High Priority* to have the message go to the front of the queue. Depending on your needs your message now goes to ten people, a hundred people, or thousands.

HipLinkXS Features

 As a platform, HipLinkXS provides a robust, secure, and highly scalable wireless communications software solution designed to meet the critical messaging needs of a major enterprise.

HipLinkXS communicates with **any data or voice enabled wireless device** supporting numeric, alpha numeric or voice transmission of critical data and remote access to corporate systems.

Any solution needs to include the ability for both voice delivery of messages and **Interactive Voice Response (IVR)** functions. HipLink has advanced features for both built into its platform.

Grouping

A major component of the HipLinkXS software is its ***grouping feature*** that ensures that the right messages or tasks are assigned to the right individuals all the time, at any time. The types of groups include:

- ***Broadcast Groups*** where everyone in the group gets the message.
- ***On-duty Groups*** which allow you to schedule your resources and then send an alert to that group for proper distribution any time of the day or night.
- ***Rotate Groups*** for even distribution.
- ***Escalation Groups*** for mission critical alerts that must be answered.
- ***Subscription Groups*** information for individuals to opt in to updates.
- ***Follow-Me Groups*** which allow multiple receivers to be set up for one individual.

One of the unique features of HipLink is that any group can be ***nested*** inside another. This gives the organization powerful tools for building the response groups easily from the existing organization.

Creating Maximum Reliability – System, Device and Protocol Redundancy

In addition to supporting multiple wireless protocols, HipLink has ***built in failover functionality*** at the carrier and the receiver level that assures message delivery even if the primary delivery method should fail.

Departments

Even the most powerful solution can be inadequate if the administration and upkeep is dependent on one unit of the organization. HipLinkXS' ***Department feature*** allows for unlimited degrees of permissions to be assigned so that the distribution of administration and the user hierarchy functions can be delegated down, while preserving control. Smaller parts of the organization can support their own users, update schedules, and give permissions so that your wireless platform is always maintained and current with little, if any, impact on the organization as a whole.

BENEFITS

Easy to use web-based interface that you can access anywhere

Easy to send messages to large groups of people all at once

Assign unlimited levels of permission to users for increased security

Supports all text and voice capable wireless devices and all major carriers.

Workers with more than one wireless device can receive messages on any one or all of their devices

Easy to install and runs on numerous operating systems

Flexibility to send messages to wireless devices with different carriers and protocols.

Administrators can accurately track all messages and monitor the effectiveness of their messaging system

Robust message escalation capabilities ensures life-saving messages are never missed

Administrators can quickly respond to system outages/application downtimes

Employees may easily update their device specific information facilitating accurate delivery

Easy Deployment and Integration

With its **powerful integration tools**, HipLink has successfully integrated into hundreds of software applications, including dispatch, network tools, or Help Desk applications.

Template Sending

Allows you to create templates to rapidly respond to scenarios that happen frequently where only unique parameters change. Rather than typing a new detailed message you can access a predefined message template and select specific parameters through drop-down menus.

Advanced Send Feature

The Advanced Send feature further enhances the send screen feature above by allowing you to set up automated response actions, schedules when messages will be automatically sent, automatic escalations associated with the particular message, and messages designed for fax and voice.

Message Logging and Response

Every event and message is logged in HipLink. Using this information and **the reporting capabilities** of HipLink, a detailed picture that includes a statistical analysis of message activity and carrier performance can be seen for monitoring the effectiveness of a deployed wireless strategy. If you can measure it, you can improve it.

The two-way remote access capabilities of HipLinkXS allow mobile employees with PDAs to access back-end data remotely and securely. HipLink's **custom 2-way Application Builder** gives our clients a compelling tool to create specific applications with the commands and functions that are important to its users.

HipLinkXS in the Real World!

Semotus Solutions, the developers of HipLinkXS, are proven experts in the wireless communications industry. In fact, we're pioneers of the "mobile revolution," empowering hundreds of organizations to send and receive critical notifications. The following are a sampling of HipLink at work.

Chicago O'Hare Airport

Airport Central Communications Center needed to ensure communications link between all service, maintenance, and government agencies was maintained 24 hours a day 7 days a week. HipLink provides full emergency wireless communication for the airport in the event of a problem with a plane, security breaches, or even weather related incidents. HipLink is equipped to send out over 400 messages in 5 minutes to groups inside and outside the airport such as the FAA, the Chicago Mayor's office, Chief of Police and Fire Chief. HipLink is also used in the everyday operations of the Airport.

United Nations

In the European operations center in Switzerland, HipLink is deployed extensively for notification regarding network issues worldwide. The U.N has opted to use the voice and IVR capability for almost 100% of the messages going out with custom menus for response when an alert is received.

General Motors

For many years GM has used HipLink tied directly into their production line. It is critical that messages go out very quickly to the tradesman who is on site that can fix a specific problem to avoid a delay or a shut-down in production.

St. John Medical Center

St. John is a large hospital in Oklahoma with over 3000 users, where HipLink is used every day in their notification center. More than 75% of the hospital uses it to send messages from everything including trauma paging for the ER. St. John has made extensive use of templates to enhance their workflow to automatically populate complex messages that go to an entire team. The Hospital has also seamlessly integrated HipLink with several in-house systems.

Baltimore Airport

BWI needed a centralized messaging system to communicate in the event of an emergency of any kind at the airport. With hundreds of employees and ever changing requirements, fast communication is essential. The Airport also needed everyday communication with their internal staff and contractors working onsite to know who will and will not complete pending tasks. HipLink helps ensure seamless communication between all groups helping to manage the growth of the airport.

County of Kern

Kern County is the third largest county in California. HipLink is deployed to serve approximately 5000 wireless devices starting in the Sheriff's Department. The Sheriff supplies police services to communities spread throughout the county. In addition to providing police services to the unincorporated portions of the county, the Sheriff has the responsibility for the jail system, providing bailiff and prisoner transportation service to the courts, search and rescue, coroner services, and civil process (serving lawsuit papers).HipLink has seamlessly integrated with their CAD (computer-aided dispatch) application to send messages to emergency and non-emergency personnel and is the conduit for traditional police dispatch, including broadcasting of messages to large groups.

Virginia Hospital and Healthcare Association

VHHA selected HipLink as the organization's state-wide hospital emergency alert solution, providing critical wireless messaging to and from the State's 96 hospitals and 6 regions. VHHA needed to be better prepared to respond to emergencies such as severe weather, natural / manmade disasters, toxic or contagious events and threats from terrorists with enhanced communications to activate ready response measures. HipLink allows connectivity by way of voice or text messaging, with state, regional and member hospitals located throughout Virginia. In addition, the solution synchronizes with VHHA databases for the purpose of standardizing user logins, device registration and group composition.

NYC Environmental Protection Agency

The EPA team that works in conjunction with New York City's Water and Sewer department uses HipLink to quickly notify key EPA personnel on their wireless devices of events like broken or burst water pipes. Since harmful bacteria can quickly form as a result of malfunctioning water pipes, EPA's response teams need rapid notification of such events so they can work with NYC's Water Department to swiftly resolve any potential hazards.

Realty Executives

Arizona's largest Real Estate Company with eighteen branch offices throughout the state needed a centralized messaging system to reduce costs of messaging in terms of revenue and personnel time. HipLinkXS is being accessed from all receptionists' PCs, with 50 users sending messages to over 1300 receivers. Additionally, Realty Executives implemented advanced features that allow advanced exporting and grouping/departmental capabilities.

Cablevision Systems

HipLink was originally installed in the Cablevision NOC (Network Operations Center). They needed to do paging for outages with the ability for escalation and messaging integration into their Access database. They have a Fault-Tolerant system with escalation page groups, a redundant system for reliability and integrate with the option -"Universal Trouble Ticket" w/Remedy. Cablevision communicates quickly and reliably with remote field technicians to address service interruptions to customers. The communications come from two of their major call centers that send customer calls to hundreds of repairmen in the field.

Government of Alberta

The Government of Alberta (GoA) is comprised of multiple committees, agencies and offices. HipLink is an integral part of the government's communication and network monitoring/ alert notification system. Seamlessly integrating with several in-house systems including Building Security and Building Control Systems, HipLink allows GoA employees to stay connected to their network and security infrastructure from anywhere, at any time, and instantly informs them of events and situations that require immediate attention. Also, the automatic failover capabilities of HipLink ensure that critical messages are delivered should the primary communication method fail. Messages are automatically routed to a secondary, or backup, carrier or wireless protocol, drastically reducing communication delays and ensuring delivery of all messages. Another key benefit of HipLink realized by GoA employees is the ability to consolidate communications among the various government ministries and departments within Alberta.

Kaiser Permanente

Kaiser's legacy paging software had a successful send rate of only 80%. Message tracking could only be done manually and incident response time was too slow. The paging software needed to be replaced with a highly scalable, reliable wireless messaging system that could integrate with Remedy Help Desk, and receive and track up to 9000 trouble tickets a day to over 8000 users. HipLink provides the solution and now delivers up to 12,000 messages a day. Without a doubt HipLink has played a key role in decreasing incident response time and resolution at Kaiser. The software is extremely reliable, and its reporting capabilities let Kaiser track every message sent. They can quickly look up status, send time, receiver for each message, and even view statistics that measure provider and protocol performance.

HE Butt Grocery

With 300 retail stores across Texas and Mexico, HEB uses the HipLink solution to enable the company's dispatchers to deliver alert notification to disaster response teams and staff and deliver alert notification coming in from Remedy ARS, CA Unicenter and various other network monitoring systems via HipLinkXS out to the remote devices wirelessly in their coverage area. They need to send and get a status back on the message to ensure operational contingencies.

University of Nebraska

HipLink is used for communicating to campus support staff for matters that require immediate assistance. HipLink has been deployed across all departments and keeps IT staff, University Administration and even professors apprised of any important events or incidents.

St. Petersburg Times

One of the largest independently owned newspapers in the US with the highest daily circulation total of any Florida newspaper. They provide a cost effective and efficient manner for readers to report instances of undelivered or damaged newspapers. Integrated with the Delivery Fleet Application, HipLink handles over 10,000 messages an hour and sends them to the newspaper's mobile delivery staff. Subscribers can contact an 800 number should they not receive their paper in a timely manner, or should it be damaged.

Tampa Electric

TECO requires a fast system for communication with outside clients and internal employee pagers when they need to purchase or sell power. The outside clients, on various device platforms need to be communicated to simultaneously. Any of several locations need updates as they contact their 120 customers daily with rate information. Tampa has set up their internal company pagers for communication as well. When they send out a page the client is then instructed to call a hot line to execute a transaction.

Pepsi Bottlers across North America

The largest issue the Pepsi Bottlers have is that HipLink must reliably integrate with their work-order dispatch application, VMMS (Vending Maintenance Management System). HipLink helps maximize the productive time of the frontline field resources and ensures higher customer satisfaction in the field. Pages must be able to be dispatched quickly and reliably to the correct driver with details of the customer problem from the call center. One of the important features is notification to dispatchers whenever a page isn't successfully delivered to a driver. Using HipLink they simply redirect the message allowing them to maximize employee productivity.

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