



HipLink Application Messaging Data Sheet



Having the right alert management software can mitigate the impact of a problem and speed event resolution. Whether it is to manage a help desk's day-to-day operations or a solution for critical incident management with full event alerts, integrating SMS text or voice messaging software with your applications enables valuable communication for any organization.

HipLink Application Messaging is a robust, highly scalable solution that enables easy integration with any software application, instantly sending text alerts to any SMS text or voice enabled wireless device, mobile or land cell phone, PDA, or pager with vital, real-time information.

CLEAR ADVANTAGES

Integration

One HipLink server can easily integrate with multiple enterprise and third-party applications via various APIs and Gateways.

One-Way & Two-Way Messaging

HipLink supports one-way and two-way text and voice with all wireless receivers. Two-way, smart phones or pagers can provide action commands or execute actions.

All Devices – All Protocols

HipLink supports alphanumeric and numeric pagers, one-way and two-way wireless devices, cell phones, PDAs such as Blackberry, as well as landline phones and faxes for maximum coverage. All wireless carriers and protocols are supported.

Advanced Message Filtering

HipLink has full filtering and can perform negative and positive filtering of messages, redirect messages, and eliminate duplicate messages and false alarms to intelligently route the right message to the right recipient.

GUI Administration

All administrative functions can be performed on the HipLink GUI thus simplifying file manipulation and configuration file editing. Granular permissioning facility allows administrators to precisely define user privileges and desktop sending is included.

HIPLINK KEY FEATURES

Grouping and Scheduling

HipLink's Grouping features allow defining on-duty schedules, escalation rules, or restricting messaging to certain group members based on filtering

criteria. Rotation Groups can be used to deliver messages based on a round robin method or HipLink can deliver to individuals with multiple devices. Receivers can also subscribe to various groups for important information.

Voice Delivery

Text messages are translated to voice using TTS technology and delivered to text enabled devices and voice devices simultaneously. A receiver can enter into IVR mode to respond to a message or execute commands.

LDAP Authentication

HipLink users can be set up and authenticated through a Windows Active Directory Service. HipLink administrators also have the ability to create LDAP user profiles directly from the HipLink GUI. LDAP data can be retrieved either on demand or on a scheduled basis.

Receiver Self Administration

HipLink provides the option of permitting receivers, those who receive HipLink generated messages, to administer their own device settings.

Detailed Reports and Statistics

Comprehensive reports help keep track of every message sent with details of message status, time sent, receiver, and more. This allows for easy status tracking and troubleshooting of message delivery and system operations. Reports can be exported to any spreadsheet or database program for a more detailed analysis. For easy status tracking and troubleshooting of message delivery and system operations. Statistics reports measure the performance of all providers and protocols and give daily usage details.

SOFTWARE INTEGRATION

API & Web Services

HipLink supports CLI, COM, SOAP and JAVA. These can be used for integration into virtually any external software application to provide wireless messaging capabilities.

Input Gateways & Traps

HipLink provides several protocol gateways including SMTP, SNPP, TAP and serial through ASCII. SNMP traps can also be directed to HipLink for alerts of downed or problematic

hardware devices. These tools enable the server to receive message commands from a variety of applications.

File System Interface

FSI looks for text files and processes these files to process as a message.

ARCHITECTURAL FEATURES

Scalability, Redundancy & Clustering

HipLink is designed to be highly scalable and can operate either on one server or on a cluster of servers within an organization, accommodating any message volume and speed requirements and meeting virtually any performance expectations.

Security

HipLink offers layered access permissions. HipLink can be deployed on a corporate intranet, behind a firewall, or on the open World Wide Web. Access permissions can be precisely defined by system administrators. HipLink also supports 128-bit encryption for secure data transfer.

System Monitoring

HipLink has its own internal self-monitoring program that ensures all components run properly and takes corrective action to remedy specific issues, while automatically notifying

the administrator of any anomalies. It also monitors performance of message delivery so if a message remains unprocessed or too many messages fail in a certain period of time, the monitor notifies the system administrator of potential system problems.

Platforms Supported

Server and Client Platforms:
Windows, HP-UX, Sun Solaris, (SPARC and Intel), AIX, Linux

Database Support:

Standard HipLink has an internal proprietary database HipLink Enterprise supports Microsoft SQL server 2000/2005 and Oracle 9i/10g

Communication Protocols:

- SNPP one/two-way
- WCTP one/two-way
- TAP over leased line
- TAP dial-up
- SMTP
- GSM/GPRS modems
- MHTTP
- HTTP
- DTMF
- OAI
- BES
- Voice with IVR
- WAP Push
- Windows Net Messaging (WNM)

Service Options:

- On-Premise Installation
- Hosted Software-as-a-Service
- Hybrid Implementation



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