



HipLink Desktop Messaging Data Sheet



Sending reliable SMS text messages to cell phones and pagers has become an essential requirement for nearly all organizations, large or small. Whether you need to quickly and effectively reach users for normal daily operations or extreme emergency situations, you need a robust and reliable communications platform.

HipLink is the industry leader providing a highly scalable communication platform that enables users to instantly communicate from their computers to virtually any SMS text device, mobile or land phone, smartphone, or pager. HipLink can be delivered as traditional packaged on premise software, a hosted Software-as-a-Service (SaaS) housed in our managed data centers, or even as a "hybrid" solution that combines the premise installation with the voice delivery handled by HipLink Software.

CLEAR ADVANTAGES

One-Way & Two-Way Messaging

HipLink supports one-way and two-way text and voice communications with wireless receivers. Messages can be composed and sent as text to cell phones and pagers as well as simultaneously by voice to mobile and landline phones or faxes. Smartphones can be used as an alternative to SMS or encrypted messaging. They can also execute actions and send messages to other users from the field.

All Devices – All Protocols

HipLink supports one-way and two-way communication to mobile phones, smartphones, as well as voice to landline phones and faxes for maximum coverage. All carrier protocols are supported.

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.

HIPLINK KEY FEATURES

Web-based GUI Send Screen

The HipLink send screen is web-based and supported on all major browsers. The easy to use web-based interface allows users to quickly login and begin generating messages. Templates and My Favorites also streamline the message generation and sending process.

Granular User Permissions

HipLink allows for granular permissioning levels with precisely defined user privileges on everything from sending messages, accessing receiver or group information or configuring the server. HipLink also allows for Departments that enable users to further permission access and distribute administration. Senders and Administrators can be assigned to certain departments that only allow them to send messages to those members within their assigned department.

Voice Delivery

Text messages are translated to voice using TTS technology and delivered to text enabled devices and voice devices simultaneously. HipLink allows either pre-recorded or typed and translated messages to be sent quickly to voice phones (mobile or landline.) A receiver can enter into IVR mode to respond to a message or execute certain commands.

Remote users can also dial into the IVR system to confirm or send messages, initiate transactions or execute commands.

Templates

Messages that re-occur on a regular basis or are complex and need to be generated quickly can be pre-defined as a template. Senders can select the template; fill in additional information and dispatch otherwise lengthy messages within seconds.

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.

Real-time Reports and Statistics

Comprehensive reports help keep track of every message sent with details of message status, time sent, receiver, and more. Reports can be exported to any spreadsheet or database program for a more detailed analysis. Statistical reports measure the performance of all carriers and protocols and give daily usage details.

ADDITIONAL FEATURES

Scalability & Redundancy

HipLink is designed to be highly scalable and can operate either on one server or in redundancy 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 encryption and SSL certificates for secure data transfer.

Log Files

Comprehensive log files are available for all HipLink components for easy troubleshooting of message delivery and system operations.

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 and Linux

Database Support:

HipLink Standard has an internal proprietary database. HipLink Enterprise supports Microsoft SQL Server.

Communication Protocols:

- SNPP one/two-way
- WCTP one/two-way
- TAP over leased line
- TAP dial-up
- SMTP
- GSM/GPRS modems
- MHTTP
- HTTP/S
- DTMF
- OAI
- BES
- OAP
- XMPP
- Desktop pop-up
- CAP
- Social Media

Service Options:

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



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