HipLink

Powerful Wireless Communication Software for the Transportation Industry

> HipLink uses the latest in paging technology to mobilize key personnel across departments, agencies and geographies. Complete failover and redundancy ensure critical message delivery all the time — every time.

An airliner makes an emergency landing at one of the busiest airports in the world, a train filled with freight has derailed, a delivery truck for a large grocery chain is re-routed, and a hurricane warning is creating a mass exodus of vehicles on the highways.

Every day, twenty-four hours a day, by land, rail, air, or sea, modes of transportation are stress tested. An incident, large or small, can disrupt businesses and imperil lives. Being able to jump into emergency mode with solid coordination, fast response, and reliable, real-time wireless communications are essential to the Transportation industry as well as those organizations that rely on transporting goods.

To ensure smooth, rapid communications, transport organizations must be prepared for all contingencies, and at a moment's communicate to fellow employees, partners, outside agencies, first responders, among others. Since 1993, major organizations with transportation systems have leveraged HipLink as their preferred paging software solution.

HipLink provides robust, wireless notification software that communicates critical information to any device, anywhere, any time. Designed to seamlessly integrate with a myriad of existing business and IT applications, HipLink addresses the inadequacies of aging and limited feature manual paging systems with a communications solution that raises productivity through improved message speed delivery and reliability, enhances personnel response to emergencies, and can reduce overall operational costs with a robust, feature-rich solution.

BENEFITS

- Faster response times to emergencies and incidents

- Reduce time to respond to and dispatch personnel

- Fast communication with partners, vendors, suppliers and agencies

- Maximum message delivery reliability

- Automatically mobilize personnel from multiple departments, subsidiaries, branches, governmental agencies

- Prove compliance with regulatory requirements

- Reduce paging costs and lower overall total costs of ownership

SERVICE OPTIONS

Available with several options for delivery

- Onsite premise based

- Fully-hosted service

- Hybrid solution that combines elements of both

USAGE OPTIONS:

HipLink provides enhanced wireless connectivity to meet a diverse array of critical messaging needs with the Transportation industry. The ability to send secure, mission-critical information as it occurs to the right personnel serves a wide expanse of use cases, including the following:

- Targeted Employee Communications — Administrators quickly mobilize "on duty" emergency personnel to respond to incidents with as little delay and confusion as possible

- Improved Stakeholder Relations — Rapid alerts can be sent from employees from their Internet-connected PC to reach any device including phones, PDAs, pagers, fax machines, and email

- IT System Alerts — Technical Support teams can quickly alert fellow employees or partners of failures or scheduled downtimes with critical systems and applications

- Emergency Notification — An emergency incident requires acknowledgement via streamlined two-way communications and a full recording of messages in robust reporting facility

- Application Integration — Ties into existing software where automated alerts are required

KEY FEATURES

- Easy Access — fully web-based for universal access

- Advanced SMS Communication Protocols — Enterprise protocols with no email dependence

- Voice and IVR — full functionality for delivery to any phone with Text-to-Speech technology

- Two-way Messaging — empowers employees to confirm messages, request additional information or personnel, check the status of equipment and facilities, from anywhere, any time

- Powerful Grouping — can mobilize any size group instantly. "On duty" groups and departmental permission policies are easily defined in HipLink

- Message Escalation — escalates messages or alerts messages to a defined group of users automatically until they are acknowledged and received

- Distributed Administration — the system can be divided into logical business units for easy administration by smaller groups

- Secure Environment — with extensive user permissions, advanced LDAP and multiple layers of encryption

- Scalable Architecture — accommodates any message or speed required

- Reporting & Logging — status of critical message delivery to the Carrier and to the Receiver are recorded by the system and reflected in robust reporting facility

> " Communicating through manual paging and phone calls is obviously a time-consuming process," noted Carl Korody, IT Systems coordinator with Loblaw Companies Limited. "And in our business, any delay in order processing can have a "ripple effect' on the whole distribution operating environment. For example, one of our systems takes real-time snapshots of existing inventory. If that system should go down, our distribution center people can quickly run into problems. It is essential that we communicate with them as fast as possible about such issues… "

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