



Blue Saffron Messaging Fact Sheet #1

Business Continuity Management - A Mass Communication Example

The Challenge

- Civil Contingencies Bill
 - Assess risk
 - Identify preventive measures
 - Prepare and test plans
 - respond to emergencies
 - assist in rapid return to normality
- Emergency Planning
 - Contact a list of personnel in shortest time possible
 - Advise of incident
 - Advise of action needed
 - Advise of changing situation
 - Advise when situation normal
 - Analyse and report on incident

The Solution

Smart Numbers (Major incident alerting system)

- Single unique smart number
- Create unlimited group of mobile numbers and email addresses
- Manage and control over a secure web client
- Send 1 message to simultaneously hit hundreds of mobiles & e-mails
- Send messages by
 - by 24x7 dedicated bureau
 - From the web
 - By text
 - Direct access via TAP, SNPP or XML
- Secure - resilient - fast - cost effective - simple - audit trail

The Technology

Blue Saffron Messaging

- Simple and easy to use
- Proven, accepted messaging standard
- Fast and reliable
- Use existing handset on all GSM networks
- No new hardware to buy, support and install
- Simple, low-cost, low-risk implementation options
- Auditable – record of sent and received messages