



**IWATSU**<sup>TM</sup>  
VOICE NETWORKS

## Enhanced Messaging Application - Outbound Message Broadcasting *EMA for Schools*

**EMA for Schools is a hosted, automated communication and notification system that can be used by school districts and individual schools for emergency notification or for communication of everyday activities to the school 'community' including parents, guardians, teachers and administrative staff.**

### Graduate to Better Communication

EMA for Schools enables timely, efficient, consistent and cost-effective outbound voice communications leading to a safer, more effective learning environment for students and greater peace of mind for parents, faculty & staff.

*Improve the dependability & consistency of messages:*

- messages can be sent to multiple contact numbers & parents to increase the likelihood that the message gets through,
- since the message is recorded, the same information is provided to each and every recipient.

*Save staff time & cost:*

- custom messages can be recorded and updated in real time in a matter of minutes,
- large volumes of messages can be sent in a fraction of the time required to do it manually through phone trees or through paper based notices,
- messages and contact lists can be prepared in advance allowing a speedy response when needed.

*Improve safety & parental involvement:*

- timely information means that parents, emergency personnel or staff can respond appropriately based on the nature of the communication.

### Hosted Model Benefits

*As a hosted application, EMA for Schools provides the following benefits over premise-based systems:*

*No Capital Expenditure*

- EMA Schools is a hosted, fully redundant, pay-for-use service requiring no capital expenditure on hardware or software & no recurring maintenance costs.

*Evergreen solutions*

- The hosting platform is upgraded on a continual basis to ensure that the latest and richest feature set and capabilities are available.

*No Contact Centre Hardware or Software*

- Schools do not need to purchase auto-dial technology or install extra phone lines or maintain systems.

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### Unparalleled Flexibility

EMA for Schools is ideal for both emergency notifications and information announcements.

*Emergency Notification*

- School cancellation
- Snow days
- Utility failures
- Evacuation
- Bus delays
- Early dismissal
- On-campus violence (lock down)

*General information*

- Report card notices
- Event notices (Book fair, pizza lunch)
- Reminders of due dates (Photo orders)
- Rumor abatement
- PTA Meeting notices or reschedules
- Association and Club notices
- Notice of student absence
- Homecoming or Class reunions

### Hosted Model Benefits versus Owned

Category	Owned	Hosted
Capital Expenditure	Yes	Never
Equipment Maintenance	Yes	Never
Equipment Depreciation	Yes	Never
Communication Bandwidth	Dedicated	Usage only
Premise Independent	No	Yes
Free Upgrades	No	Yes
Continuous Feature Development	No	Yes
Virtually Unlimited Capacity	No	Yes
Business Continuity	No	Yes
Full Management & Control	No	Yes



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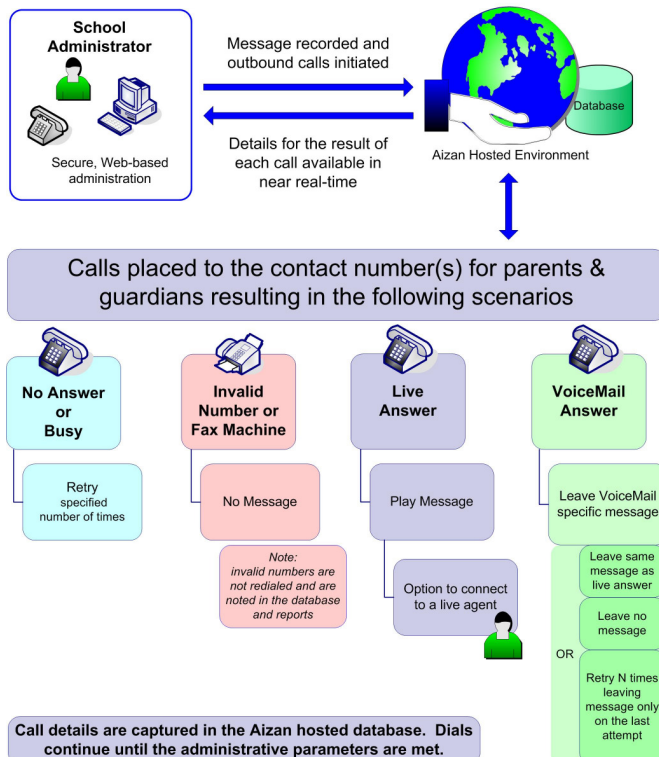
### Peace of Mind for Everyone

- Confidential storage of data on hosted, secure servers in a secure facility with access restricted only to authorized personnel
- Timely, consistent and accurate information provides families with the comfort of knowing that their children are being cared for in the case of an emergency as well as in their daily routine
- *EMA for Schools* can be implemented with the *EMA InfoLine* inbound information hotline which can be used to provide ongoing updates without creating a bottleneck at the school's switchboard
- The message receiver can automatically connect to a live operator either at the school or another site, by simply pressing a number on their touch-tone keypad

### Features

- Activate callouts from the secure, web-based admin interface or from any phone
- Broadcast to any group or sub-group based on your database
- Virtual Recording Studio to create messages in advance or on-the-fly
- Text-To-Speech message creation
- Advance scheduling
- Pause / resume & throttle controls to adjust for staffing constraints
- Built-in polling or connect message recipients to a live operator
- Quick deployment & implementation with no hardware or software investment
- Access your campaign data in near real time from anywhere via the web
- Leave different message based on whether there is a connection or voicemail
- Ring-No-Answer & busy recognition, fax machine detection
- Database scrubbing throughout campaign
- Message replay for recipients
- Multiple concurrent callout capability
- All data stored on secured servers
- Near real-time reporting provides results for audit purposes and to identify those numbers that the application has not been able to connect to
- Customizable caller ID shows message recipients a recognizable number

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