



HSL AlertBroadcast

Critical Mass Notification Solution

HSL (Hay Systems Ltd) provides AlertBroadcast through HSL's Advanced Services accounts and provides clients with a two-way alert system between a controller and team members.

ABOUT ALERTBROADCAST

The solution allows a controller to quickly and reliably broadcast alert notifications as SMS text messages to their team members. Team members can reply to the received messages.

Clients are provided with a dedicated Client Support Site where a client's administrator can logon and manage controller and team member lists.

This solution is a simple yet highly effective communication tool which enables clients to send numerous critical alert notifications to their team members quickly and reliably.

HSL's AlertBroadcast can be used in situations such as:

- Notify customers and employees of implications of severe weather (e.g. office/premises closed)
- Reinforce and remind audience of communications already received through another channel (e.g. by email)
- Promote special offers
- Call out emergency team members (e.g. search and rescue)
- Notify foreign nationals of security developments within the country (e.g. embassy)
- Contact school staff and parents of pupils to notify of school closure
- Update field sales teams of immediate pricing fluctuations, sales results or product availability issues

Benefits of HSL AlertBroadcast:

- Cost effective way to communicate with large numbers of people
- Productivity benefits for both those sending the message and those receiving the message
- Quickly and reliably send alert notifications to team members, employees, customers, suppliers and partners
- Send alerts from web browser or from a mobile phone
- Replies to alerts can be received by controller, so possible to monitor and check responses which can help direct future communications

HSL ALERTBROADCAST SOLUTION

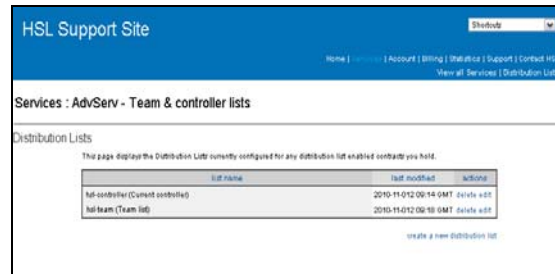
OPERATION

Once your AlertBroadcast account has been set-up by our engineers, you will receive AlertBroadcast Service Instructions which detail the “broadcast” and “alert” numbers for use with the service, how to change team members and controllers.

1. *The Client Administrator*

Using our dedicated Client Support Site (CSS), as shown in diagram 1, the client administrator will maintain two separate distribution lists of mobile numbers for:

- (1) Controllers, and
- (2) Team Members



The screenshot shows the HSL Support Site interface. At the top, there is a navigation bar with links for Home, Account, Billing, MyAlerts, Support, and Contact HSL. Below this, the page title is 'Services: AdvServ - Team & controller lists'. The main content area is titled 'Distribution Lists' and contains a table with the following data:

| List Name | Last Modified | Action |
|-------------------------------------|----------------------|-------------|
| hsl-controller (Current controller) | 2010-11-01 09:14 GMT | delete edit |
| hsl-team (Team list) | 2010-11-01 09:10 GMT | delete edit |

Below the table, there is a link that says 'create a new distribution list'.

Diagram 1 – distribution lists

2. *“Broadcast” and “Alert” numbers used to operate the service*

HSL allocates two mobile numbers to the client – a ‘broadcast’ number and an ‘alert’ number.

- “Broadcast” number – the mobile number to which a controller sends a message for delivery, or “broadcast”, to all intended broadcast recipients.
- “Alert” number – the telephone number from where team members will receive broadcasts from the controller.

3. *Sending an AlertBroadcast Message*

A message sent by the current controller to the ‘broadcast’ number will be re-sent immediately to all the mobile numbers on the team member list (see diagram 2).

The ‘alert’ number will display as the origin of these messages.

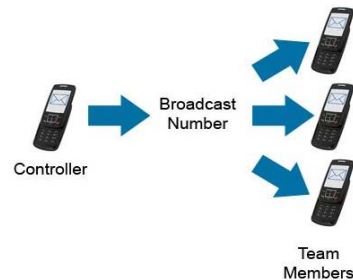


Diagram 2 – sending to team members

Any replies by team members to the 'alert' number will be sent automatically to the current controller's mobile phone number (see diagram 3 below).

All SMS messages sent and received can be logged with date, time, origin and destination mobile number and message content. Logs are visible via the CSS.



Diagram 3 – sending reply to controller

4. Changing controller - using a mobile

The current controller can be set by any team member sending a message to the "broadcast" number. This message will be sent to all team members. This is the default behaviour and can be changed on request to HSL Support.

5. Changing team members and controller – via CSS

The CSS allows the list of team members to be edited and is a means of selecting the current controller. URL and login details will be provided after set up. The "Distribution Lists" can be found in the Services Section. This will reveal your 'SMS broadcast recipients' list and your 'Current controller.'

- The intended broadcast recipients, to whom any message sent by a controller to the "Broadcast" number will be sent, are listed in the **SMS broadcast recipients** list.
- The current controller, to whom all messages sent to the "Alert" number will be sent, is listed in the **Current controller** list as shown in diagram 2 below.

SERVICE LEVELS / PRICING

The HSL AlertBroadcast Solution is provided through our Advanced Services accounts. There are 5 account levels to select from depending on usage and required support level. The table below shows each of the service levels and pricing:

| | SERVICE LEVEL | | | | |
|--------------------------|---------------|-------|---------|--------|-----------|
| | Intro | Entry | Contact | Base | Corporate |
| Capacity (SMS/day) | 50 | 250 | 2 500 | 25 000 | 250 000 |
| Support (std) | 8x5 | 8x5 | 8x5 | 12x5 | 24x5 |
| Support (opt) | - | - | 12x5 | 24x7 | 24x7 |
| IPsec VPN | ○ | ○ | ○ | ● | ● |
| Set-up charge | Nil | Nil | Nil | Nil | Nil |
| Service charge (monthly) | £25 | £30 | £60 | £93 | £150 |

NB there is also a monthly charge of £25 for the HSL AlertBroadcast Solution, in addition to the Account Level charge.

Message pricing is available online at: <http://www.hslsms.com/pricing/>. All prices are exclusive of UK VAT where applicable and are correct at date of publication.

SUPPORT

Technical support is provided to customers to help them with the use of our services. Ongoing technical support is available 24-hours a day, 356 days a year by telephone and e-mail. The actual support services provided depend on the service level requested.

SERVICE LEVEL AGREEMENTS

Our messaging services are operated by a highly professional team of engineers using our advanced infrastructure comprising highly reliable and scalable SMSCs, message processing nodes and links with networks. We are committed to providing the highest quality service to our customers. This is ensured by our focus on minimising delivery latency, providing a strong technical capability and operating a service that has the highest availability. Service Level Agreements are provided with guarantees of service performance and support.



ABOUT HSL

HSL (Hay Systems Ltd) is a provider of mobile messaging services, infrastructure vendor and independent mobile network operator. HSL's focus is on the quality and reliability of its services and products through the strong technical emphasis of the company.

HSL was formed in 1999 and has evolved into an infrastructure vendor and mobile operator having originally been established as an SMS gateway service provider. SMS remains a core activity through the Mobile Messaging division of the company. The Mobile Networks division of HSL provides other mobile services and develops SMSC, HLR, AuC, MSC, BTS and BSC products.

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