



# NATIONAL NOTIFICATION NETWORK

one call - reaches all



## 3n Notification System for Business Continuity

**“Rapid, accurate communication can make the biggest difference in the first 24 hours following a disaster.”**

### → BENEFITS OF 3n FOR BUSINESS CONTINUITY

Due to recent national and international disasters, successful organizations are becoming increasingly aware of the risk of serious business interruptions, and of the necessity of maintaining operations in such events.

But Business Continuity is not simply a matter of protecting data and information. It's also about contacting key business continuity team members, notifying on-call emergency responders, mobilizing and informing employees, keeping management abreast of developments, and notifying customers and vendors of important

information. It's the ability to communicate in a quick, efficient and reliable manner in order to protect lives, prevent or limit economic loss, and avoid misinformation.

Yet even today, most private and public organizations are caught up with maintaining expensive hardware systems, upgrading software systems, or dealing with the costs of maintaining enough phone lines to sustain emergency communications. Or worse,



they rely on antiquated telephone trees, off-site phone centers, or email distribution lists to communicate with employees. These methods are all notoriously unreliable, labor-intensive, and time-consuming, as was seen during the 9/11 attacks on New York and Washington, D.C., when many phone networks failed due to system overloads, and the 2003 blackouts, when many land lines and computers were non-functional.

**one call – reaches all**

**Contact every employee, customer and vendor via multiple voice & text devices... in minutes.**

With redundant co-located facilities around the country, 3n provides a better way. Organizations are given the power to contact thousands of people within minutes, and the freedom to concentrate on the critical business at hand. The 3n Notification System stands alone in its unique ability to help organizations resume normal business activity as quickly and efficiently as possible, providing unparalleled reliability for Business Continuity.

### → NATIONAL NOTIFICATION NETWORK (3n)

In emergency situations – when seconds matter – organizations need a fast and reliable means of notifying large numbers of people. And today's businesses know too well the expense, unreliability and limitations inherent to hardware/software solutions built on client-server architecture. Today's competitive businesses demand more. 3n, a true Application Service Provider (ASP), meets this demand, delivering clients a powerful, proprietary telephony and data communications platform. The 3n Notification System is a complete mass communications system delivered on a subscription basis, offering unparalleled accessibility, reliability, security and scalability in a simple and cost effective manner.

Whether in an emergency or non-emergency situation, 3n subscribers can access the fully hosted ASP-based system and initiate notification simply by making one toll-free call from any landline or cell phone, or by logging on to 3n's secure web site. The system then disseminates critical messages (predefined or created on-the-fly) simultaneously to thousands of target recipients within minutes, running through their prioritized contact paths for all voice and text devices until delivery is made. The sender's process is complete upon receipt of real-time confirmation of message delivery. Emergency notification will never be the same.



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"Mass communications is inextricably entwined with disasters and hazard mitigation."

**Stephen Rattien**

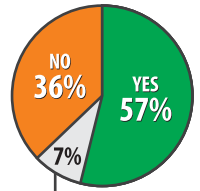
Director of RAND Science & Technology

"Communication When It's Needed Most: How New Technology Could Help in Sudden Disasters"



**DOES YOUR COMPANY CURRENTLY HAVE A BUSINESS CONTINUITY PLAN?**

More than one third of the chief financial officers who responded to a recent poll said they don't have a business continuity plan to recover from disasters.

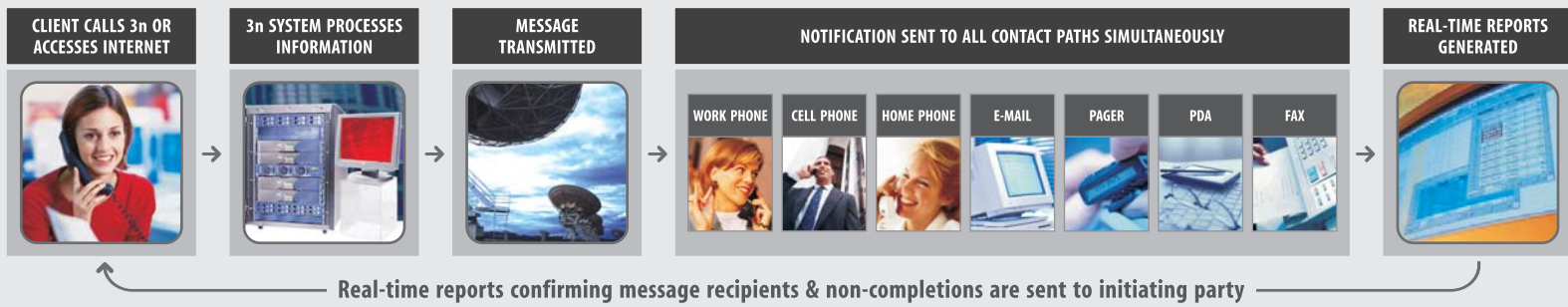


Don't know / no answer

Base: 1,400 CFOs at U.S. Companies with more than 20 employees.

COMPUTERWORLD, JULY 14, 2003, P.32

→ HOW 3n WORKS



→ BUSINESS CONTINUITY APPLICATIONS



**Building Evacuation.** Notify specific floors, buildings or entire campuses when major disasters hit



**Emergency Responders.** Contact emergency response teams & public safety organizations, e.g. police, fire, EMT, Hazmat, etc.



**Weather Alerts.** Relay vital communications related to hurricanes, tornadoes, floods, lightning, wildfires, etc.



**Blackouts.** Send critical notifications even when electricity, land lines and computers are down



**Terrorism.** Alert employees to changing terrorist threat warning levels from Homeland Security



**Personnel Scheduling.** Mobilize additional workers to meet demand; shut down facilities; reschedule or cancel shifts



**Remote Roll-Calling.** Verify safety & location of employees with active feedback feature (e.g. Press 1 if at home; Press 2 if at off-site facility)



**Routine Notification.** Deliver routine office messages, contact business continuity teams & security personnel

→ EXAMPLE OF 3n USE: 2003 BLACKOUTS

The inability to contact people quickly directly fed the miscommunication, speculation and uncertainty that prevailed during the blackouts that affected up to 50 million people nationwide on August 14, 2003. With a single phone call on any cell phone or working landline, the following critical tasks would have taken minutes, instead of hours or days:

- Counter-terrorism specialists spent the afternoon contacting power companies to check for the chance of terrorist involvement
- Dozens of auto manufacturers struggled to notify thousands of workers about shift reschedules & cancellations when denied radio air-time, as advertising was considered a non-essential service during the blackouts
- Sanitation workers were notified to work overtime to cope with the tons of trash that accumulated on sidewalks as NY residents emptied refrigerators of spoiled food

**Total Time to Complete Cycle:**  
**Message:** 2 to 4 minutes initiation  
**Message:** 2 minutes delivery (48,000 contacts)  
**Reporting:** Real time  
**Contact cycle:** 6-10 min completed

→ WHY CHOOSE 3n?

- ✓ Only system with multiple accesses via web interface and live operator and interactive voice response (IVR)
- ✓ Only system allowing administrators to both manage member data and delegate authority to multiple administrators
- ✓ Only system with member option to manage own contact info, prioritize contact order & differentiate between emergencies / non-emergencies
- ✓ Only system built on Oracle/Linux platform, ensuring security of data
- ✓ Delivers messages via more devices than any other system (landline, wireless phone, pager, SMS, PDA, BlackBerry, fax & email)
- ✓ Significantly faster message delivery with ASP model providing access to thousands of phone lines & economies of scale
- ✓ Inexpensive solution with no hardware/software purchase & no fixed costs from maintaining phone lines
- ✓ Real-time reporting of message receipt, non-completions, broadcast history & member participation
- ✓ Frees key personnel to perform other critical tasks during emergencies

NATIONAL NOTIFICATION NETWORK

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Ensure Business Continuity with the 3n Notification System.

For a **FREE demo** and more information, call toll-free **(888) 366-4911**

