

FACT SHEET

message master[®] Enterprise Alert

Notification workflow software



faster than disaster[®]

message master[®] Enterprise Alert is a scalable, business-critical notification workflow software. It enables automated, real-time closed-loop notifications via multiple channels including SMS, voice, mobile email, fax, Instant Messaging and MMS. message master[®] Enterprise Alert provides efficient problem escalation and resolution to reliably improve business continuity and service quality.

Key benefits

message master[®] Enterprise Alert brings significant value to your business operations including higher availability and uptime of your systems, facilities and processes. message master[®] Enterprise Alert reduces latency and supports real-time decision making, ultimately leading to far better disaster prevention and faster recovery.

Verticals and customers

message master[®] Enterprise Alert is used by well-known mid- and large-sized enterprises and industry leaders with critical systems who need consolidated closed-loop notification processes, often embedded in their business workflows and resolution procedures. message master[®] Enterprise Alert has customers in all verticals including BMW, Daimler, Roche, RasGas, Caterpillar and others.

Closed-loop notifications

message master[®] Enterprise Alert realizes true closed-loop notifications and thus goes far beyond “send-and-forget” approaches of common alert or notification systems. The benefit of tracking delivery and responses lies in utmost reliability in communicating critical events to responsible staff. It also enables to make notifications an integral part of overall business processes, supporting automation for higher productivity.

Seamless third-party integration

message master[®] Enterprise Alert integrates seamlessly with IT and business monitoring software, e.g. with Microsoft System Center Operations Manager 2007 and MOM 2005 through a 2-way product connector, with HP OpenView, IBM Tivoli, BMC Patrol, WhatsUp, Trendmicro and others through open APIs, Command Line tools, SMTP, SOAP and Web Services. message master[®] Enterprise Alert also integrates with industrial and facility management systems via OPC and serial port connectors.

Key features

Multi-channel

message master® Enterprise Alert provides comprehensive multi-channel communication support. It is particularly strong on mobile messaging. It utilizes 2-way SMS, MMS, mobile e-mail, voice, fax and instant messaging.

Intelligent notification workflows

message master® Enterprise Alert utilizes presence and duty schedule information to rapidly notify responsible persons, escalation chains and groups about critical events. It tracks the message delivery and according responses and automatically reacts, e.g. by processing escalation chains or failover routes, thus going far beyond simple event notification products.

Reliability

Users can determine preferred notification media as well as define media chains. Based on the selected media the software will work

through the chain in order to deliver the notification. message master® Enterprise Alert can also be set up in a redundant configuration.

Consolidated notification infrastructure

If there are multiple IT and business-process monitoring solutions in place, message master® Enterprise Alert can easily centralize the notification infrastructure thus increasing reliability and lowering TCO and maintenance costs.

Scalability

message master® Enterprise Alert is based on a modular and scalable architecture that adapts to and grows with your requirements.

Usability focus

message master® Enterprise Alert has a strong focus on usability and comes with an intuitive browser-based user interface that shields you from complexity, to reduce costs and risks, ultimately leading to productivity and low maintenance effort.

Technical features

Notification features

- Intelligent notification workflow engine
- Powerful filter for event data evaluation and of notifications and alerts
- Automated tracking of message delivery and replies
- Fully automated, configurable escalation chains
- Notifications to single persons, groups and escalation chains
- Find-me/follow-me person tracking
- Notifications via multiple channels including voice, SMS, email, fax, instant messaging
- Support for SMSC connections for large-volume SMS high-speed delivery
- Text-to-speech support
- Integration with presence information systems (e.g. Live Communication Server)
- Support for schedules including auto-rotating shifts, holidays and personal absences
- Built-in failover (single-medium and multi-medium)

Integration features

- Works with multiple, parallel event sources for easy centralization of notification infrastructure
- Provides seamless integration with IT monitoring and management software, e.g. HP Openview, IBM Tivoli, BMC Patrol, WhatsUp, theGuard!
- Multiple third-party APIs including SMTP (email), ASCII file, command line
- Product connector for Microsoft Operations Manager 2005 and 2007
- Optional connectors for industrial systems (OPC) and facility management systems
- System with matching of internal and external ticket IDs

Software features

- Plug & play notification workflow software
- Intuitive, state-of-the-art web portal for management and administration
- Comprehensive real-time reporting
- User and access-level system

Functional diagram

