

PIN / SMS Text Blast

The premise of this document is to show that the itrezzoAgent PIN / SMS text Blast functionality is a proven method of enhancing established emergency alert notification systems, which other types of similar software may not address.

The Mobile Workforce

BlackBerry handhelds have become indispensable tools that allow high-powered users to communicate with other members of their organization. Management tools that allow BlackBerry users to take greater advantage of their handhelds are valued at the highest levels of the organization.

For BlackBerry users, PIN-to-PIN messaging is available between all BlackBerry handhelds regardless of the underlying wireless network layer. The PIN-to-PIN messaging does not require an email server, or a BlackBerry server, instead messages are relayed through the wireless infrastructure and then directly to another handheld. This offers the advantage that messages are delivered quickly and can show the sender a confirmation that the message has been delivered to the recipients handheld.

The challenge of effective PIN messaging is to ensure that coworker PINs are kept current in the BlackBerry address book. For instance, if a contact is not part of a list, the itrezzoEPS will still update the correct PIN for the respective user. An example would be in the event that a user transfers their BlackBerry to another staff member, it can be very distressing when a PIN message is accidentally delivered to the wrong person. The itrezzoAgent EPS contact process will clear PINs for users that no longer have a BlackBerry. It is important to note that this is done throughout the organization.

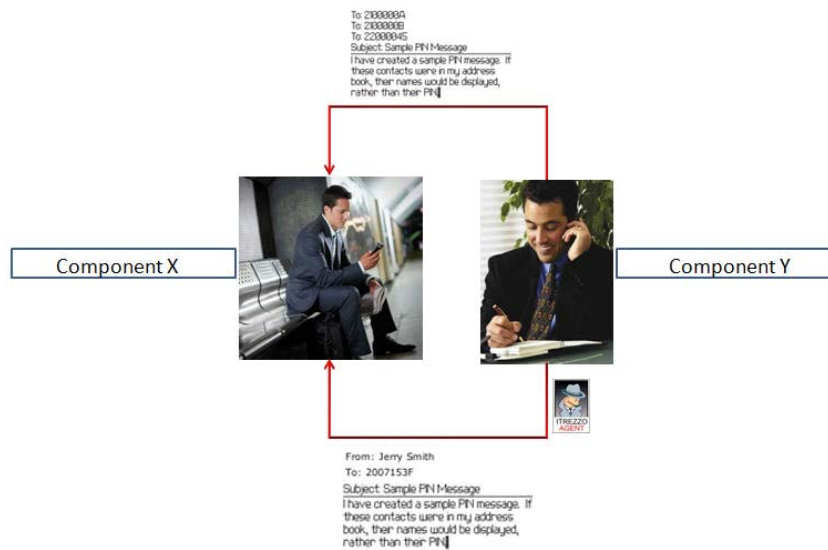
Since itrezzo automatically leverages the PIN and address information which can be automatically stored in Active Directory, large organizations will be able to leverage cross component PIN updates.



An Example

For example, if Bob Finnegan in component X has an existing contact for Jerry Smith in the Component Y, he will automatically receive contact updates that include the PIN for Jerry Smith. Normally if Bob were to receive a PIN message from Jerry, it might appear completely anonymous. With itrezzoAgent EPS, the message would appear from Jerry Smith as the sender.

To summarize, if I am within a company and I receive a pin message, if I receive a PIN which is from individuals that are not in my address book then I have no idea where it came from, if you are using itrezzo agent then it shows who they are from, other products may be able to do this inside the department, but not externally.



Benefits of the itrezzo Solution

itrezzo has dedicated itself to bringing an organization the latest tools which help to manage and notify critical emergency contacts in the time of a disaster. The itrezzo PIN / SMS Text Blast functionality does not require all users to have a third party application installed on the handheld devices. This creates less of a strain on technical staff to support the product and allows for global distribution. The main points of the software are:

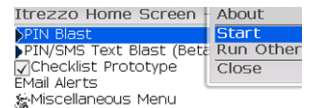
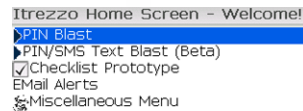
- itrezzo automatically leverages the PIN and address information which can be automatically stored in Active Directory
- itrezzoAgent EPS contact updates will clear PINs for users that no longer have a BlackBerry
- If a contact is not part of a list, the itrezzoEPS will still update the correct PIN for the respective user

The itrezzo PIN Blast Process

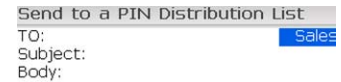
1. The itrezzoAgent is installed onto the handheld device and presented as an icon on the Blackberry desktop.



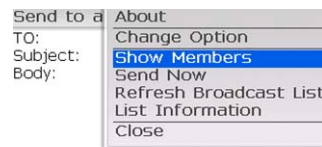
2. Once the itrezzoAgent application has been opened the PIN Blast function can be selected and started.



3. Pre-Configured distribution lists, which have been pushed to the handheld are available to be sent a message. The "TO" field is populated with the distribution list, all which needs to be filled out is the "Subject" and the "Body". Then the message can be sent.



4. If a user would like to know distribution list recipients they may "Show Members" of the group before sending.



Known PIN List Details		
	Name	PIN
1	Vern Weitzman	31A2
2	Matt Langlois	2423
3	Cheryl Melnick	2425
4	Robert Hipolito	319F
5	Tom Barsi	3184
6		

To be truly prepared for an emergency, we must consider a contingency plan for when our workplace and information technology infrastructure is destroyed. Considering that our personnel are most likely to depend on BlackBerry® Wireless Handhelds™, PDAs and/or cell phones to facilitate communications in the event of an emergency, it is critical that complete and accurate contact distribution lists which can be utilized to send a large scale message to staff. If your organization is looking for the ability to stay in touch when its infrastructure is down, then the itrezzo is the solution for you.



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