



## **Blue Saffron Messaging Fact Sheet #1**

### **Business Continuity Management - A Mass Communication Example**

#### **The Challenge**

- Civil Contingencies Bill
  - Assess risk
  - Identify preventive measures
  - Prepare and test plans
  - respond to emergencies
  - assist in rapid return to normality
- Emergency Planning
  - Contact a list of personnel in shortest time possible
  - Advise of incident
  - Advise of action needed
  - Advise of changing situation
  - Advise when situation normal
  - Analyse and report on incident

#### **The Solution**

Smart Numbers (Major incident alerting system)

- Single unique smart number
- Create unlimited group of mobile numbers and email addresses
- Manage and control over a secure web client
- Send 1 message to simultaneously hit hundreds of mobiles & e-mails
- Send messages by
  - by 24x7 dedicated bureau
  - From the web
  - By text
  - Direct access via TAP, SNPP or XML
- Secure - resilient - fast - cost effective - simple - audit trail

#### **The Technology**

Blue Saffron Messaging

- Simple and easy to use
- Proven, accepted messaging standard
- Fast and reliable
- Use existing handset on all GSM networks
- No new hardware to buy, support and install
- Simple, low-cost, low-risk implementation options
- Auditable – record of sent and received messages