



The people I need to contact  
could be anywhere; how can I be  
sure they'll get the message?

When seconds count, Signal™ web-based alerting service gives you the power to easily contact large groups and the confidence that your message will get through.

Answers for infrastructure.

**SIEMENS**

Siemens Industry, Inc.  
Building Technologies Division  
8 Fernwood Road  
Florham Park, New Jersey 07932  
973-593-2600

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# There are countless challenges that go along with any large-scale communications effort.

With Sygnal™ web-based alerting, you don't just send a message, you have the confidence that comes from knowing it will get through.

In an emergency, getting information to the people who need it is crucial. Fast, reliable distribution is essential to being responsive and keeping your organization safe. But just sending the message isn't enough; uncertainty often follows any emergency communication. Did my message get through? Who received it and when? And once the emergency is managed, a second process begins. How effective was my messaging process?

With Sygnal web-based alerting, you can manage all of these tasks from one simple but powerful web-based tool. Organize extensive recipient lists with multiple points-of-contact for each person; send customized messages and develop templates for quick utilization; and analyze comprehensive post-message reports including status and delivery statistics. Sygnal web-based alerting lets you maximize contactability in every part of an organization.

Here's a look at some of the other features you will find in Sygnal web-based alerting.

#### Customizable contact lists

Create groups of any size and specify how to notify each member of the group (e.g. multiple phone numbers, text message numbers and email addresses).

#### Robust messaging options

Choose which type of message to send (voice, text, or email), record your own voice messages, provide options for recipients to contact you with the Get Word Back function, set up conference calling with the Bridge to Conference function, create one-time or scheduled alerts and much more.

#### Comprehensive reports

See real-time status of who has been contacted as well as the status of each message and read how many of your messages were received and in what format. You can also print reports of the entire message history, making it easy to audit your emergency communications performance.

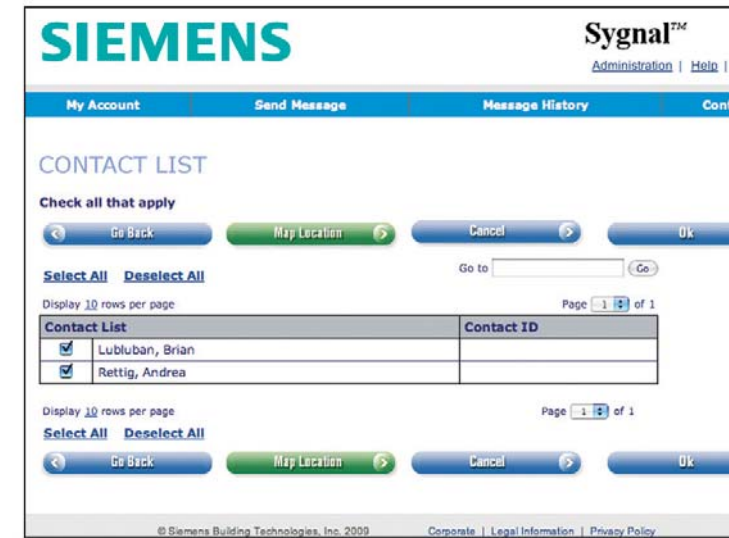
#### Message history

View all of the messages sent from your web access account and see the status and statistics associated with each.

# Simple yet powerful: how Signal web-based alerting works

Signal web-based alerting is full of powerful features, but it's still easy to use.

It's the ideal way to quickly contact large groups through common voice-, text- or email-based personal communication devices, such as cellular telephones, PDAs, pagers, smartphones and personal computers. Here is a walkthrough of the basic process of contacting pre-established groups in the event of an emergency.

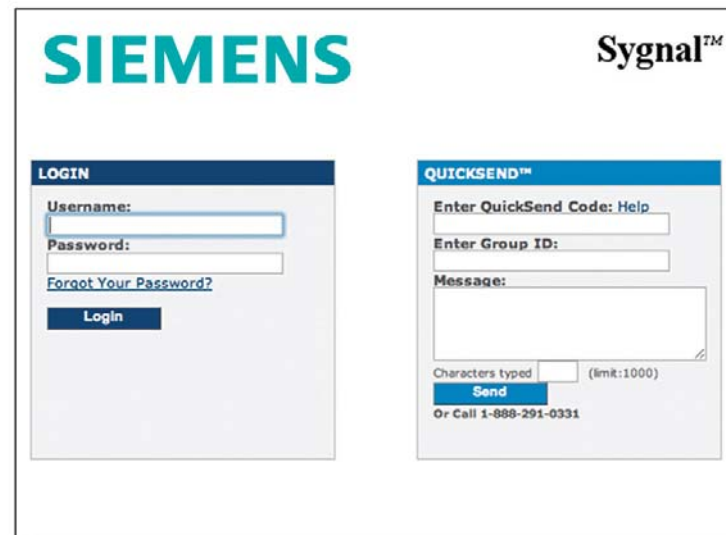


### Step 3: Choose groups

Select the groups you wish to contact. After selecting groups, you can also make individual adjustments to the contact list.

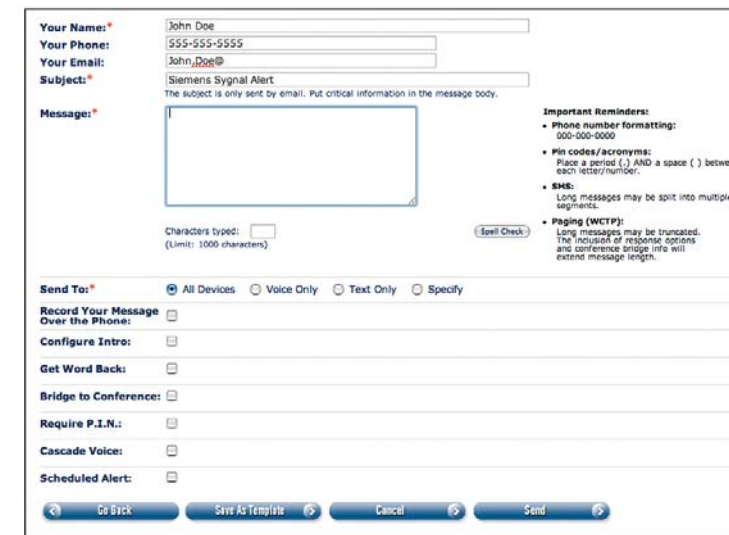


The Geo-enabled alerting feature lets you choose recipients based on their geographic location.



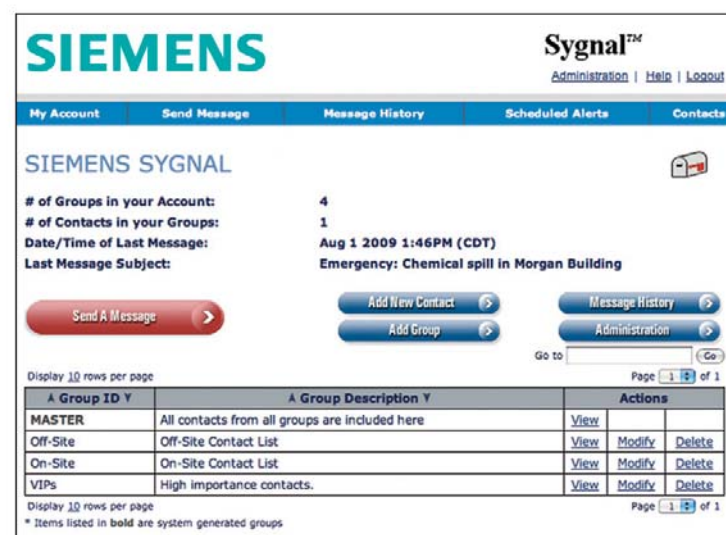
### Step 1: Login

Sign in to the service. You can also access the "QuickSend" option, which allows you to send messages to a pre-defined audience with utmost urgency.



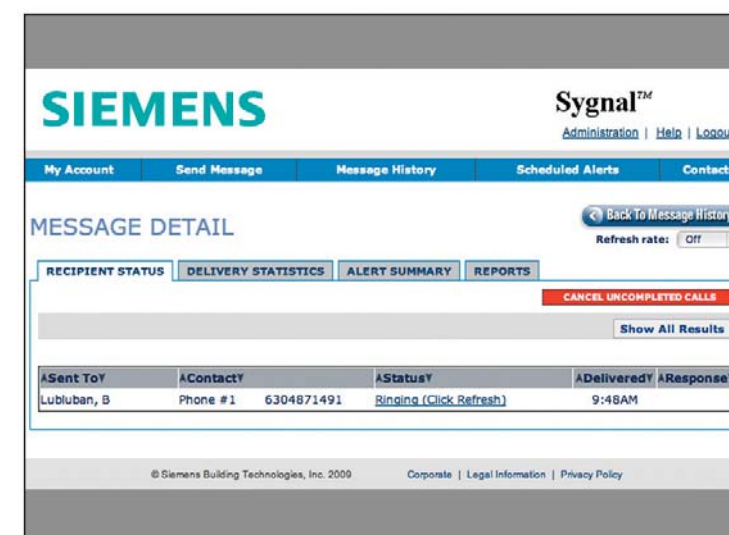
### Step 4: Enter message

Enter your message and customize options. You can create custom templates with the delivery and notification options, choose which type of device receives your message, and set up Bridge to Conference and Get Word Back options.



### Step 2: Home

You start at the Web portal, where you can add and modify contacts and arrange them into convenient groups. Large buttons make navigation clear and simple.



### Step 5: Sent message

Once your message is sent, you can monitor who receives it and when, all in real-time. You can also view statistics, summaries and print reports.

This walkthrough highlights just a few of the features available through Signal web-based alerting.

# Sygnal web-based alerting in action

Here are some of the ways web-based alerting is already being used.



Alert recipients to dangerous weather



Give instructions in the event of a natural disaster



Send targeted messages to specific locations around campus



Send messages throughout large structures, including voice messages and PC alerts



## The Sygnal difference

**Why is Sygnal web-based alerting the right choice for your organization? Because it is Secure, Fast, Reliable, Easy to Use, Affordable, and Backed by Siemens.**

### Secure

Getting the message through is the most important function of any mass notification service. With Sygnal web-based alerting, your messages are processed by geographically distributed, redundant servers, ensuring there are no points of failure.

Sygnal web-based alerting uses secure transmission protocols and employs password authentication processes to maintain the integrity of messages. It also provides for two-way communication that verifies and documents that a transmission has been completed in real time. This makes the service fully auditable.

Siemens is dedicated to protecting our customers' sensitive data. Secure features designed into the system include: redundant Cisco® firewalls that block all but the necessary categories of traffic entering a service complex (HTTP, HTTPS, VPN), extensive state-of-the-art physical security at every data center, hardened web applications and automatically updated virus protection.

### Fast

In an emergency, every second counts, and with Sygnal web-based alerting, no one gets through faster. Significant resources have been invested to develop a state-of-the-art messaging platform capable of simultaneously processing tens of thousands of voice calls, emails and SMS messages each minute. Messages are sent via high speed connections to optimize reception rates.

### Reliable

It's not enough for an emergency message service to be fast. To truly be effective, it needs to ensure that your message will get through. Backed up by distributed, redundant servers located throughout the country and designed with fault-tolerant infrastructure and load-balanced software architecture, Sygnal web-based alerting service ensures that there is no one point of failure.

The technique of 'layering' exponentially increases the effectiveness of Sygnal web-based alerting. Layering is the ability to communicate with system-registered recipients through multiple, simultaneous ways—the more means by which the sender can communicate, the higher the probability for each recipient to quickly receive the alert.

Sygnal web-based alerting connects to virtually any phone carrier in the world, and has contracts in place with major carriers and service providers. Its voice capacity is built upon next-generation SIP (Session Initiation Protocol) architecture. Its platform is a telecom carrier-grade service built on IETF (Internet Engineering Task Force) standards, allowing the service to launch, manage, and monitor phone calls anywhere around the world (the same way a telecom carrier does).

### Easy to use

The best way to ensure that information is properly distributed in an emergency is to plan ahead. Sygnal web-based alerting allows you to create message templates for quick response to any type of situation. Its group-based contact structure makes it easy to be sure that the right people get the right message. And the whole system is operated from a simple, intuitive interface on a web-based "dashboard." The tool is easy to access and activate, even for nontechnical users.

### Affordable

As a web-based hosted service solution, Sygnal web-based alerting is only active when you use it. It can be accessed from any browser on any computer in the world, with no software to manage and no hardware to install or maintain. And, all upgrades are seamless, free and automatic.

### Backed by Siemens

Any service is only as good as the name that stands behind it. Siemens, located in nearly 190 countries around the world, has been a global leader in technology and innovation for over 150 years.

With Sygnal web-based alerting, phone support is available 24-hours a day, 7 days a week through Siemens Tier 1 Support.

## The Power to Reach Them All

Sygnal web-based alerting is a powerful stand-alone communications tool. Sygnal helps you get messages to people where they need them most: Inside, Outside, and At Your Side. To learn more about the rest of the Sygnal system solutions, contact your Siemens representative.