

Communicate Consistently, Rapidly and Reliably with all Affected Stakeholders Throughout an Organization



VAROLII ENTERPRISE BUSINESS CONTINUITY COMMUNICATIONS

During a crisis, organizations need to immediately connect with different groups of people, including employees, vendors, emergency responders, customers and other key stakeholders. And there is a heightened need to communicate consistently across the organization to ensure the right, informed decisions are made – decisions that minimize operational impact, financial impact, and protect employees.

There is a direct relationship between the ability to recover from a crisis, and the consistency, speed, reach and reliability of organizational communication. Failure to quickly communicate the right information to the right people at the right time can lead to an information vacuum that becomes quickly filled with rumor and potential misinformation.

Securely connecting with employees and partners, the **Varolii Enterprise Business Continuity (BC) Application** provides inbound and outbound, multi-channel communications scaled to meet large enterprise needs. Designed to extend crisis communications to an entire organization, Enterprise BC also offers real-time reporting to better respond to the situation, track recipient status, ensure that business continuity plans and procedures are followed, and create audit trails for regulatory compliance.

FULL CAPABILITIES FOR THE ENTERPRISE

- **Conferencing:** Bridge key decision makers into a conference call to share information, plan responses and authorize or dispatch resources.
- **Crisis Hotline:** Connect employees, enterprise-wide, to a crisis hotline for critical assistance.
- **Escalation Rules:** Ensure the broadest possible coverage by creating specific escalation rules for people and devices.
- **Contact Self-Updates:** Enable employees to easily deliver or verify any contact information that has changed during the emergency to minimize gaps in coverage.
- **Consolidated Data:** Be assured you'll connect with all your employees. Varolii automatically uses the most up-to-date contact information from enterprise data systems to provide a "business continuity system of record".
- **Real-Time Reporting:** Make better-informed decisions during a crisis with Varolii's real-time data tracking and reporting system.
- **Global Delivery:** Deliver messages globally – and reliably. Varolii connects with 190 countries using a full range of devices (voice, SMS, pager, fax, email, PDA). and can be created in more than 20 languages.
- **Service Level Guarantee:** Be assured of on-time delivery with Varolii's guaranteed delivery Service Level Agreements (SLA).
- **Call Pacing:** Automatically 'pace' outreach calls to avoid overwhelming local office switches.

SOLUTION

Varolii Enterprise BC Application is designed to meet the needs of larger enterprises for fast, reliable, consistent Business Continuity communications that can easily scale nationally or internationally.



BENEFITS

- **Test** messages and keep enterprise awareness high using built-in 'rehearsal' capabilities.
- **Survey** recipients with fast, flexible questionnaires determining availability and response time.
- **Connect** across the enterprise with consistent, relevant communications.
- **Manage** enterprise scale events with global delivery capabilities.
- **Communicate** rapidly using a rich set of predefined templates.
- **Create** custom communication using your own text and voices – or take advantage of Varolii's professional voice capabilities.
- **Provide** discretionary connection and service to vendors and supply chain partners.

Contact Us:

800.206.2979

info@Varolii.com

VAROLII ENTERPRISE BC COMMUNICATIONS: RELIABILITY, REACH AND SPEED, WITH BUILT-IN BEST PRACTICES

Varolii offers large organizations the broadest range of pre-configured and customizable notifications. Pre-configured notifications deliver fast deployment and offer easy leverage of our extensive emergency communications best practices. To meet unique business or situational needs, Varolii makes it easy for non-programmers to quickly customize notifications.

Organizations will benefit from Varolii’s enterprise-scale, geographically redundant hosted system offering state-of-the art delivery and fault tolerant design. During a crisis, Varolii ensures critical communications will be delivered – and delivered fast, backed by our industry-leading SLA, and offering unlimited domestic (US) messaging with certified international delivery.

A rich set of real-time reports makes it easy to review system performance, assess stakeholder status from inbound communications, know who’s been contacted, know who’s available to help, connect collaborative teams, and more.

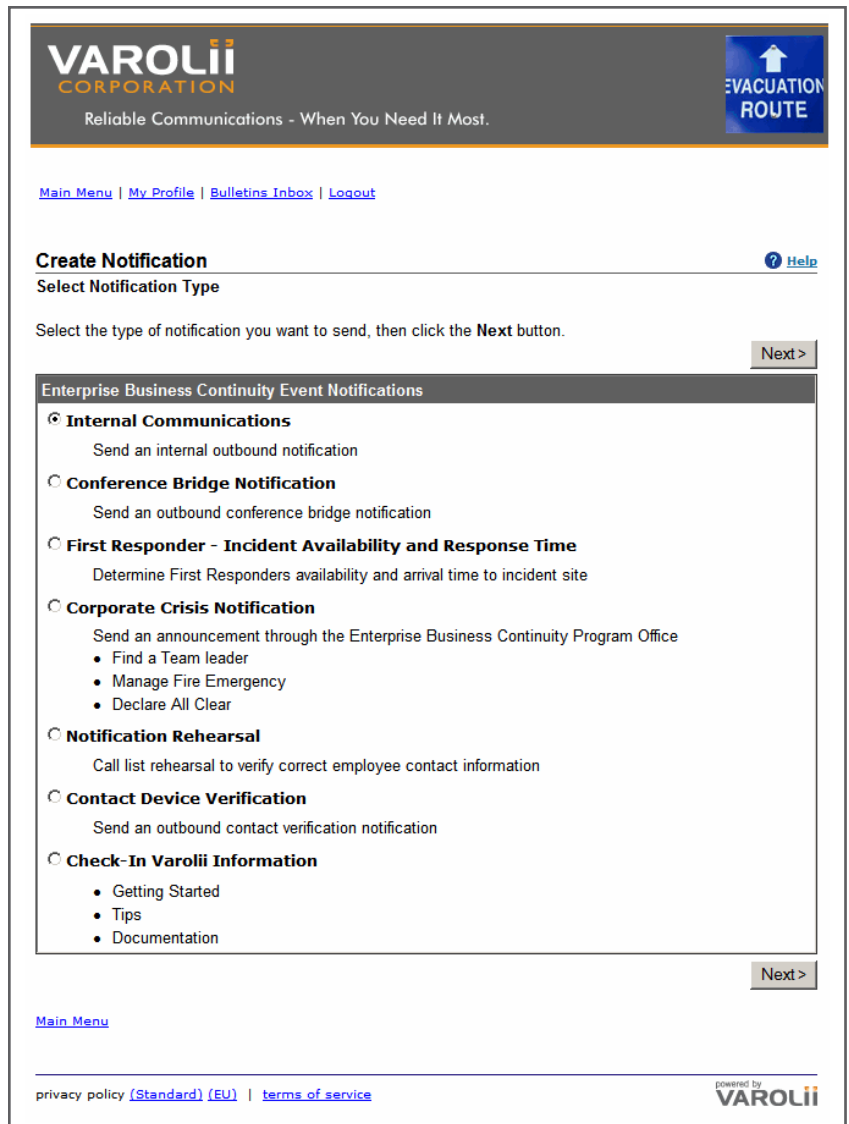
NOTIFICATIONS TO INFORM, PROTECT & INTERACT

Pre-Defined Message Templates

Enable administrators and other authorized staff to swiftly and flexibly provide detailed, up-to-date information, office location status, HR policy updates and more. Recipients can interact with the notification, providing responses to questions (“Are you OK?”). Varolii’s Tracking and Reporting system provides real-time reporting on all responses in aid of better informed decision making.

Bridge to Conference Capabilities

Use pre-defined templates for voice, e-mail and SMS to quickly enable recipients to connect to a list of up to 10 bridge numbers for immediate conferencing needs. Bridge executives, first responders and others in collaborative teams created either from existing lists or on the fly.



With pre-defined message templates, administrators can quickly and flexibly build outbound notifications to handle communication for critical events



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View Bulletin

[Help](#)

Bulletin: Midtown Steam Pipe Explosion

Status: Active

[Root](#) > [Midtown Steam Pipe Explosion](#)

Midtown Steam Pipe Explosion

Actions

Main Message

Created: Thu 27-Mar-2008/12:04PM [Deactivate](#) [Edit](#)

A steam pipe used by Con Edison in New York City violently exploded yesterday. The force of the explosion in Manhattan left a 25-foot crater in the NYC street . New York City officials have imposed a frozen zone closed to traffic from 40th Street to 43rd Street and from Vanderbilt Avenue to Third Avenue to investigate the explosion. The Office will be closed until further notice - please check back daily for updates

Inbound, Outbound, and Online Communications White Paper

Download: [Message-Center_Blending-INBOUND_OUTBOUND_White_Paper.pdf](#)

NYC Impacted Blast Area



Varolii Bulletins act as a virtual meeting place, allowing employees to check in to view updates and provide availability status

External Communications

Allows administrators to communicate with individuals not in the organization's database by uploading a CSV file with their contact information. Provide support for employee family members, supply chain partners, and customers with consistent status information.

Attach any file up to 10MB in size to deliver specific content to specific partners, such as a formal statement of availability to customers delivered as a PDF file, or any other file type.

Message Escalation Between Devices or People

Organizations can configure rules to define the sequence of message delivery to their devices, individuals or teams, or after a specified amount of time.

This feature also manages quota fulfillment, or scaling down the list for a specific response or quantity of responses until that condition is met – as an example, “Keep calling this first responder list until 10 people have replied that they’re available and within one hour of the site”.

This capability is a key to reaching the greatest number of individuals and effective communications management.

Organizations can also apply person-to person escalation rules, so that if Recipient A cannot be reached, Recipient B is automatically contacted. These rich automated escalation capabilities help ensure that messages reach their intended target to keep people informed of an incident, and to better help large organizations manage through the crisis.

The following table provides specific examples of different notification types, capabilities and benefits:

Notification Type	Benefits	Key Capabilities
General Broadcast	Enables administrators to rapidly send an outbound message to recipients with information such as HR policies, healthcare updates, incident data, office location status, etc. For training purposes, administrators can preface any message with the phrase “Drill Only”.	<ul style="list-style-type: none"> • Recipients can respond to Yes/No questions included in a phone message either via DTMF or via a URL link in an email message. • For greater clarity, the notification offers an option to use professional voice talent. • Administrators can include recordings using the message recording center or can include an imported recorded file. • To provide additional information, administrators can attach up to a 10MB file of any type (for example, a spreadsheet or a map or schematic or list of contact information or satellite imagery) to an e-mail message and can incorporate image files with fax messages. • Templates are pre-defined for all channels: phone, email, SMS (text message), and fax. Pre-defined templates mean rapid, flexible message deployment.
External Communications	Enables administrators to send outbound messages to recipients not in their corporate Profiles database. This includes people such as partners, customers, and employee family members. Desired recipients are entered into the system by uploading a Comma Separated Value (CSV) file – a common file type that virtually any system can deliver – that contains one-time contacts and contact information.	<ul style="list-style-type: none"> • External recipients can respond to Yes/No questions included in a phone message either via DTMF or via a URL link in an email message. • For greater clarity, the notification offers an option to use professional voice talent to create a pre-recorded message. • Administrators can include additional recordings using the message recording center or can include an imported recorded file. • To provide information, administrators can attach up to a 10MB file of any type (for example, a healthcare info sheet, a spreadsheet, a map or schematic, a list of contact information or satellite imagery) to an e-mail message and can incorporate image files with fax messages. • Templates are pre-defined for all channels: phone, email, SMS (text message), and fax.
Status Update	Allows administrators to post custom incident-specific bulletins to a secure Web site or domestic or international toll-free numbers. Posts to the secure site can include text, images, attachments, or a Yes/No question with response capture. Posts to toll-free numbers can include capturing a response to a Yes/No question (“Are you OK?”).	<ul style="list-style-type: none"> • Administrators can include a recorded audio file to provide up to the minute information. • Messages can be assigned three defined priorities: Critical, Medium, or Low, offering more control over delivery time frames. • Message status can be set using three defined statuses: Active, Draft, or Closed, offering more fine-grained message management.

Examples of different notification types (cont.)

Notification Type	Benefits	Key Capabilities
<p>Conference Bridge Notification</p>	<p>Enables administrators to create collaborative teams of first responders and others on the fly by specifying up to 10 bridge phone numbers and codes to transfer recipients directly into an active conference call.</p>	<ul style="list-style-type: none"> • To facilitate testing, messages can be prefaced with “Drill Only”. • For greater clarity and flexibility, administrators can deliver either pre-recorded messages using professional voice talent or create ad hoc messages by typing text that is automatically converted to voice (Text to Speech or TTS). • To respond to security requirements as necessary, administrators can optionally include a unique personal identification number that must be entered to authenticate to the system. • Pre-defined message templates for phone, email, and SMS (text message) enable fast delivery of proven, effective notifications.
<p>Rehearsal and Verification</p>	<p>Uses a best-practice informed, pre-defined email template that enables administrators to collect up-to-the-minute contact information updates from the field, ensuring the best possible coverage during the course of the event.</p>	<ul style="list-style-type: none"> • Pre-designed verification language for clarity and speed of message deployment • Optional link to contact data enabling recipients to self service their contact updates
<p>Self Service Contact</p>	<p>Enables administrators to request that recipients verify their contact information. This template is used for applications that support self-service recipient profiles.</p>	<ul style="list-style-type: none"> • Pre-defined message template for e-mail notification

NOTIFICATIONS THAT GATHER AND UPDATE INFORMATION FROM THE FIELD (INBOUND)

Varolii Enterprise BC offers fast, flexible survey and response capabilities across voice, text or Web-based channels. To get the most meaningful responses, surveys can use rich branching logic to ask questions based on a recipient’s response to the previous question. Varolii’s Tracking and Reporting provides real-time insight into all survey responses for the fastest possible uptake on the ongoing situation. General survey capabilities include:

Pre-Defined Availability and Accountability Questionnaires. Enable administrators to quickly survey recipients and capture responses. Recipients can respond via either phone or Web.

Custom Questionnaires. Create customized questionnaires to gather feedback and information from relevant parties specific to your needs and organizational requirements.

The following table provides specific examples of different questionnaire types, capabilities and benefits:

Questionnaire Type	Benefits	Key Capabilities
Incident Availability and Response	Enables administrators to post a pre-defined questionnaire that determines first responder availability and response time to an incident. Recipients can respond either via phone or the Web.	<ul style="list-style-type: none"> • Branch to different questions depending on the recipient's response (“skip patterns”) – a powerful tool to help collect more meaningful input from first responders in the field. • Capture responses to Yes/No and multiple choice questions. Varolii provides a set of pre-defined questions, and enables easy customization by non programmers. Varolii's real-time reporting suite then enables administrators and other stakeholders to assess and analyze responses on the fly, as they are received from the field. • Transfer a recipient to a live person for assistance if needed –potentially a critical feature during an emergency situation. • Customize the built-in thank you message. • Include a real-time recorded audio file with additional up-to-the-minute information, as appropriate. • For ease of response, a domestic toll-free number and an optional international toll-free numbers can be arranged upon request
Customized	Enable administrators and other designed stakeholders to use Varolii pre-defined templates for voice, SMS (text messages), or email to create questionnaires that are immediately relevant to a developing situation or unique business need. These customized questionnaires deliver a combination of speed – the design and template elements are pre-defined, based on Varolii best practices – and flexibility – customization is simple, fast and can be performed by non-programmers.	<ul style="list-style-type: none"> • Rapid creation of incident-specific questionnaires. • Rich logic enables surveys to branch to different questions depending on the recipient’s response to capture more meaningful responses. • The survey can capture responses to Yes/No questions. • All responses are reported on in real-time by Varolii tracking and reporting. • Include a real-time recorded audio file to provide up to the minute information, as appropriate. • For ease of response, a domestic toll-free number and an optional international toll-free numbers can be arranged upon request.

TRACKING AND REPORTING DESIGNED TO WORK WITH ENTERPRISE SCALE DATA MANAGEMENT SYSTEMS

Varolii has designed a tracking and reporting system that provides real-time data to help stakeholders make better-informed decisions during the course of an emergency event. With Varolii tracking and reporting, stakeholders will:

- **Gain** immediate visibility into employee and other stakeholder status while providing for more uniform decision making and response with auditable information that aids in compliance efforts.
- **Use** over 30 pre-designed reports or create custom reports.
- Generate reports on a pre-defined schedule or as necessary (ad hoc).
- **Publish** reports in interchangeable formats for more flexible management (includes: Excel, CSV, HTML, PDF)
- **Track** all messages and survey responses in real-time via a browser interface by message or by recipient to better visualize and manage an unfolding situation.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

CONTACT US:

800.206.2979

info@Varolii.com

Infrastructure and Service Level Agreements that Ensure Timely, Reliable, Delivery

The timely, reliable functionality of the Enterprise BC Application, and of all Varolii Employee Communication Applications, is supported by one of the largest dedicated communications facilities in the US, with over 7,000 available lines. Varolii's enterprise class data centers are designed explicitly to meet the demanding needs of larger organizations.

Our industry leading Service Level Agreement (SLA) assures employee communication customers of network availability 99.99% (four nines) of the time while all messages are delivered within 99.99% of the contractually committed time frames as described by the SLA.

Varolii implements a sophisticated multiple priority queuing system that ensures each class of priority delivery has a corresponding queue. The bottom line - your messages will get through rapidly, reliably and on demand as you need them.