

multi-channel, massive, precise

nowtice is the fastest and most convenient way to alert both the population and your rescue teams in case of need. You set the rules, and **nowtice** reaches all of the receivers involved on your behalf. Anywhere, even via smartphone!



Nowtice is a service for notification management and transmission, designed to be used by Organizations and Institutions in any situation requiring a fast, effective and controlled communication, especially in the event of an Emergency. Whether you wish to provide a weather alert, or gather rescue teams and specialists, nowtice is all you need to ensure a timely action, and to automatise the most repetitive, error-prone activities. One single gesture is required to rely on different communication channels, promptly reaching the greatest number of recipients, always safeguarding users' privacy and in compliance with the selected transmission settings and strategies.

Alerting via Smartphone App

Nowtice provides a Smartphone App for Emergency Alerts. This means that you can reach your targets without knowing their telephone numbers.

No more outdated databases: even if the mobile phone number has changed, the alert system stays fully operative! Moreover, the integrated App facilitates privacy management, and allows the implementation of highly refined alerting procedures, such as those based on the geographic location.

Total Compatibility

Nowtice works with the most widespread communication media, including:

- > SMS
- > Voce
- > E-Mail
- > Fax
- > RSS
- > Websites
- > Social Networks
- > Smartphone Apps

One click, many channels

With a single transmission you can send your notifications via any media you select, from your web page to the smartphone of each recipient, or via e-mail, sms, automatic voice messages, and even the most common social networks! Many of the available channels allow to receive feedback regarding the successful reception of each single notification, or to rapidly interact with a recipient, for example to check his/her operative availability at a given moment.

Technology and Cost Containment

Nowtice is a *cloud service*: this allows to avoid installation costs, and involves no need to modify the technologies you normally use. You can start using this reliable, constantly updated tool right now, with little expense and great satisfaction.

Nowtice is compliant with the CAP (Common Alerting Protocol) and TSO (Tactical Situation Object) standards.

Usage Examples

NATURAL CALAMITIES: Send notifications to the entire population via all available communication channels and transmit updated instructions during the emergency, even in the event of high traffic congestion of traditional communication media. Automatically alert different recipients such as other organizations, or emergency centres, each one according to customised settings.

MASS EMERGENCIES: Alert your available professionals according to their geographic proximity to the emergency scene, and ask feedback regarding actual intervention availability.

INSTITUTIONAL COMMUNICATIONS: You can also use **nowtice** for ordinary activities, such as notifications related to school closures, street demonstrations, or to notify deadlines and transmit bulletins.

Set your Alerting Strategies

Do you wish to directly reach your teams in case of a weather emergency, while using e-mail for less urgent communications to the population, such as notifications related to road conditions? With **nowtice**, this is not just possible, but also extremely easy! **nowtice** allows you to pre-set your own rules, and to create ready-to-use models, to facilitate your operations during the emergency.

You can set your own *escalation* mechanisms, e.g choosing to send the alert via SMS first, and then – in case there is no answer – via App or Web. Or you can send your notifications simultaneously on several channels, using operations like *and-or-not* to combine different options.

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no▲**tice**
mass alerting system

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