Smart Communication Solutions for the Government

Today, smarter communications is essential for the government. From improving communication with the citizens to automating crisis communication and enhancing security and emergency first response, smarter communications will be the key to your success.

Amatra can enable individuals and groups to **Connect, Communicate** and **Collaborate** thus improving efficiency and accountability**.** Providing **'Smart Communication Solutions'** for a **'Smarter Government'.** That's how we can help.

One Source, Infinite Communications.

About Amatra

Amatra is a global provider of smart communication solutions for public safety, campus safety, business continuity, commerce and outreach.

Amatra specializes in communication and mass notification solutions for governments, educational institutions and businesses worldwide that require a smart, secure communications system.

Amatra has developed its own proprietary **Smart Communications Platform™** called **Amatra SmartSource™.**

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For more information or to get started contact us at :

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amatra
One Source, Infinite Communications.™

Amatra SmartSource™
for
Commerce and Outreach

Safe. Secure. Smart Communications for Citizen Outreach.

Amatra SmartSource™ for Commerce and Outreach

Amatra SmartSource™ is Amatra's proprietary **Smart Communications Platform™** which supports communications via **voice notification**, **text SMS messaging**, **email** and **social media** outlets.

Amatra SmartSource™ provides an integrated environment for planning, sending, tracking and analyzing communications to tens of thousands of users using multiple communication channels.

Amatra SmartSource™ for **Commerce and Outreach** is a State of the Art innovative message broadcast and notification solution that allows authorized personal and/or business processes to send large number of messages to target audience using multiple communication methods.

Value of Amatra SmartSource™

- Affordable, pre-packaged and easy-to-customize to your needs.
- Plugs into customer's existing user repository and provides a single point-of-access to user information and collaboration.
- Access Anytime and from Anywhere. Offers 24/7 user-friendly, web based, consolidated access to contacts and communication.
- Role based security model allows only authorized users to access and administer system. Safeguards against spam notifications.
- Easily scales to grow as your needs grow.
- Reliable and Robust infrastructure.

Key Features

- **Multiple Communication Channels:** Send notifications to target audiences using multiple communication methods like *Voice*, *SMS*, *Email* and *Social Media* like *Facebook*, *Twitter* and *Blogger*.

- **Geographically Targeted Notifications :** Interactive Map based notifications capabilities enable notifications to targeted geographical regions.

- **Analytics and Reporting:** Real-time reporting and tracking of notifications and responses with summary dashboards and audit trail features for regulatory compliance.

- **Message/Campaign Management:** Create, Send & Track Messages and create pre-defined message templates for various campaigns.

- **Profile Management:** Manage profiles of users including ability to update information like email, phone, SMS

- **Group Management:** Create, Update, Delete custom groups for message management.

- **Integrated Dashboard:** Integrated dashboard with an easy to navigate user interface saves time in managing profiles, groups, message templates, communications, tracking receipts and compliance.

- **Plug N Play model:** Solution architecture is flexible to easily add new communication media based on business needs..

Amatra Commerce and Outreach for Government

"Amatra's Commerce and Outreach Solution lets you connect, communicate and collaborate with the citizens in a controlled, secure and measurable way ".

Amatra SmartSource™ for **Commerce and Outreach** gives government agencies the power to harness the new generation communication media such as *Social Media (Facebook, Twitter, Blogs)*, *SMS Text Messaging*, *Voice Notifications*, *Email* and more to communicate their message to tens of thousands of people.

Amatra SmartSource™ provides a channel for secure, reliable and consistent communication via new age media with citizens.

The solutions Analytics and Reporting features track communications and quickly compile the results in a dashboard for informed decision making.

The advantages of reaching out to stakeholders via new age media using Amatra SmartSource™:

- Widely adopted by younger demography
- Quick way to communicate
- Viral dissemination of information
- Cost effective.
- Gather Market Intelligence by tracking communications
- Green Solution