

Smart Communication Solutions for the Enterprise

Today, smart communication is essential for any enterprise. From improving communication with stake holders and brand promotion to automating crisis communication for business continuity and enhancing security and emergency first response in corporations, 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 Enterprise'. That's how we can help.



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™**.

<http://www.amatra.com>



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For more information or to get started contact us at :

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**Amatra SmartSource™
for
Mass Notification**

**Safe. Secure. Smart Communications
for Business Continuity.**



Amatra SmartSource™ for Mass Notification

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 Mass Notification 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.

Amatra SmartSource™: Smart Communications Platform™

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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 Management:** Create, Send & Track Messages and create pre-defined message templates for various scenarios.
- **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 Mass Notification for the Enterprise

“Amatra’s mass notification solution ensures business continuity and keeps your enterprise safe and secure”.

Business Continuity and Employee safety and security is a top priority for any enterprise. Enterprises need to automate business continuity and crisis communication so they can effectively respond to emergencies.

Amatra SmartSource™ for Mass Notification is targeted for enterprises to provide a channel for reliable and consistent mass communication in case of **Emergency** and **Non-Emergency** situation.

Amatra's Mass Notification solution can be used by enterprises for communication within the enterprise and with external customers.

Empower employees, management and stake holders by arming them with information just when they need it, where they need it.

Amatra's mass notification solution for Enterprises enables management and emergency personnel respond quickly and efficiently by providing access to integrated information and multiple channels for mass communication.

Increase safety and security across the enterprise by communicating vital information reliably and in real time.

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