



Instantly Send Interactive Voice Calls, Texts or Email with IMSWorX Mass Notification

IMSWorX Launches Mass Notification Product

May 9, 2013 – Rochester, NY, USA – IMSWorkX, Inc., an innovative technology company delivering leading edge software Service Delivery Platforms, Service Creation Environments, and Next Generation VoIP services, today announced general availability for its full featured Mass Notification product.

The IMSWorkX Mass Notification service can instantly send alerts, notifications, reminders, political calls, interactive polls, surveys or any other custom messaging. IMSWorkX intuitive user interface guides you through the process of building messages, managing call lists, and scheduling delivery.

IMSWorX Mass Notification application is ideal for

- ▶ Emergency alerts
- ▶ Service outage notification
- ▶ Weather alerts
- ▶ School closing information
- ▶ Police & Fire emergencies
- ▶ Missing children alerts
- ▶ Appointment Reminders
- ▶ Political Campaigns
- ▶ Targeted Marketing
- ▶ Surveys and Polls
- ▶ Event Information
- ▶ Fund Drives

“This Mass Notification service is elegant in its simplicity”, explains Dan Knopp, head of Application Development for IMSWorkX. “A user simply directs the service – here is a message, send it to these people, this way.”

IMSWorX innovative interface allows a user to build an entirely interactive experience, prompting for key presses and playing out alternative messages depending on the selections. There is even an option to forward in-progress calls or messages to another number, for customer care centers or operators.

This service allows users of all types to provide instant communication to anyone. The user manages their own contact list; but the IMSWorkX interface helps with duplication checking and removal. The system automatically resends messages that cannot be delivered, and can detect if a voice call is answered by voice mail instead of a human.

All of the provisioning can be done with IMSWorkX web-based user interface, or via a SOAP API for users with existing web portals.

Delivered on the XpressWorkX Application Server, Mass Notification is a highly available and robust service for round the clock operation.

IMSWorkX, Inc., a Delaware corporation, delivers high quality, high availability Service Delivery Platforms and other NGN network technologies and solutions for use in “IP everywhere” networks. This includes the XpressWorkX Service Delivery Platform, XpressWorkX Service Creation Environment and fully managed hosted environments together with the capability to provide ready to deploy Next Generation VoIP applications and rapid custom application development options. IMSWorkX is headquartered in Rochester NY, USA with its EMEA regional operations based in Oxford, UK.

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