MARS Emergency Alerts

MARS Emergency Alerts helps an organization to create, distribute and manage enterprise wide notification to all employees in the enterprise in a systematic and efficient manner.

The application allows alerts to be broadcasted to **Cisco IP phones** by the application administrator.

Alerts could be created or pre-defined by the administrator and broadcasted using a web based interface.

The types of alerts that can be sent are as below

I.   **Prerecorded Audio Alert**

II. **Text Alert** TEXT

III. **A combination of Prerecorded Audio & Text Alert** TEXT
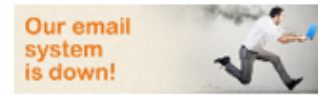
IV. **Live Voice Alert**

- **Send Voice & Text Alert in case of a Fire situation**

- **Send Voice & Text Alert in case of a Terrorist attack situation**

- **Send text notification/Alert during enterprise Email Server down**

- **Send text notification/Alert for prescheduled network maintenance plan**

- **Send Text Alerts (Greetings) on festivals/new Year**

- **Send Birthday Greetings(Text + Music-Birthday) to select employees**

- CEO of the company can send Live Voice (Speech) to all employees from his cabin.

  The live speech can reach to all employees in multiple locations

  The employees need not leave their desks, saving time and effort of employees leaving their desk and

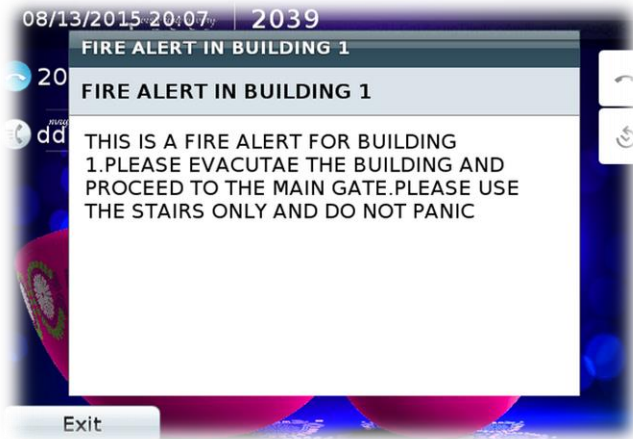 going to the auditorium /conference room

Text Alert/Notification is displayed on the Cisco IP Phone screen. The text alert can be sent with/without a buzz tone.

Voice Alert/Notification when sent activates the speaker of the IP Phone and plays out the voice alert (wav file).

If phone is off hook at the time of voice alert, the alert is played out in the handset of the phone. If there is any ongoing call on the IP Phone on which the voice alert is delivered the user will be able to hear the voice alert. The other party/customer will not hear the voice alert. Once the voice alert file play is completed, the user can continue with the call as the active call will not be disconnected.

The application uses the multicast technology of the network gateway to deliver voice alerts.

Live Voice Alert/Notification can be pushed by the authorized user by initiating an IP Phone based application service configured in the Cisco IP Phone. During a live voice alert whatever the alert sender speaks on his IP Phone gets broadcasted on the speakers/handsets of the target IP Phones

Text & Voice alerts can be sent to
- All the IP Phones
- Single Number
- Number Range with excluding numbers in between the range e.g. 2001-2099 exclude 2050,2060
- Multiple numbers 2001,2010,2020,2040
- Selected predefined device groups

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The application exposes **web based APIs** to **integrate** any 3rd party application. Enterprise CRM / Security application interface can be integrated with the application to send out the alerts.