

Reliability & Redundancy

One Call Now Combines TEN Different Strategies To Assure Best 'End To End' Notification Speed and Dependability.

1. We own, manage and invest heavily in our own multiple sets of telephony, text and email servers:

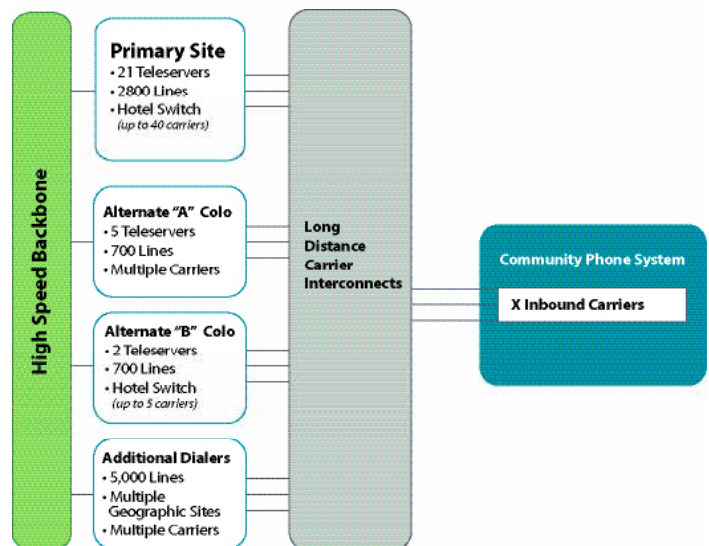
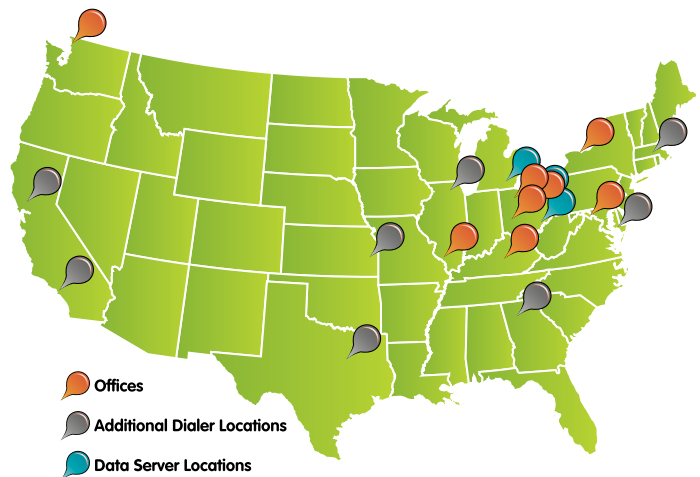
We have invested over \$1 million dollars in hardware, network and systems. This investment grows at 50% per year to assure current technology and high capacity to meet client needs.

2. Servers and dialers at ten locations across the country:

If a call fails through one delivery location, it is automatically retried within a few minutes on another set of servers, from another geo-location, using another set of carriers; all to assure fast, reliable delivery.


3. High Quality TDM Copper connections assure delivery and quality:

- All three primary Colo facilities are directly connected to Tier 1 voice carriers that use tried, proven and reliable PRI/ISDN technology delivering calls through Copper wire networks for superb voice quality.
- Should any call fail to be delivered through our multi-carrier TDM network; and the nation-wide older PRI/TDM copper network can often get congested during major weather or disaster situations; we are also cross-connected to a different set of Long distance providers using Carrier Grade VOIP (Voice Over Internet Protocol) Technology through dedicated fiber optic via 1GB connections.
- Many of our competitors use VOIP only, or have their VOIP lines configured for ultra low cost yet highly compressed audio, which has very poor sound quality. Our VOIP connections, used as back-up to our TDM connections, are configured for significantly more expensive, ultra-high voice quality with no compression at all for clear and crisp voice delivery.
- All of our systems are directly connected with Tier 1 carriers, using sonnet ring fiber connections for extremely reliable and sophisticated call routing with auto-recovery and auto-re-routing in case of line cuts.
- Although some vendors will belittle newer VOIP, and others denigrate tried and proven ISDN/PRI/TDM circuits, uniquely to emergency notification companies, we have invested and support both, which allows us to provide the industry's only Service level Assurance (SLA) for fast delivery regardless of network outages or blockages.



One Call Now
onecallnow.com
877.698.3262

Reliability & Redundancy (continued)

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- 4. System designed for twenty times average daily volume:** Although our primary server systems are capable of handling 600% of normal daily volume, and our two other colo facilities are each capable of handling at least 200% of average daily volume, we ALSO cross-connect with eight other secure dialer locations with tens of thousands of additional lines to guarantee fast delivery regardless of localized congestion.
 - 5. One Call Now Guarantees fast delivery with Money-Back Service Level Agreements:** It is because One Call Now maintains three levels of redundant and cross-technology platforms, embedded inside major Telco Class-IV facilities, coupled with proven software and technology used by some of the world's largest phone systems themselves, that we are the ONLY company ready, willing and able to offer a money-back Service Level Guarantee for both uptime and delivery attempt time commitments.
 - 6. We cross-connect to 48 different long distance carriers:** A community's local telephone system typically has least six or more different long distance carriers delivering calls into the area. During periods of high usage or emergencies, any one of them can be fully utilized causing congestion and undeliverable calls. By delivering calls through different carriers we automatically route around any congested carriers to find available capacity on another carrier into the community. (Oh, and by the way, our inbound toll-free numbers used to initiate calls are also multi-carrier, fully redundant and have auto fail-over to multiple back-up sites.)
 - 7. Dynamic pacing assures best delivery:** We have algorithms and pacing processes that monitor the call volume for each community and area code / exchange and throttle or pace the delivery attempt rate to not exceed the communities inbound long distance capabilities. We recognize that we are not the only ones using a communities phone lines and dynamically adjust the pacing algorithm when congestion is detected. These algorithms allow us to maximize our delivery rate and minimize call problems due to long distance carrier and end-office congestion or over-utilization.
 - 8. TEXT Messaging & Email uses multiple levels and layers of redundancy and overcapacity:** Our true SMPP SMS text messaging services have multiple servers, multiple redundant network gateways, and carrier relations that assure we can reach 99.8% of all cell phones in the USA. With real-time reporting, and auto-failover at every step. Some competitors use low cost SMTP email-to-text systems that have no assurances of delivery, require recipients to register their carrier, and if they are delivered, can only reach 80% of cell subscribers. Our Hurricane Email server has similar levels of redundancy, back-up and multi-path routing to assure message delivery and reliability.
 - 9. Military non-stop system:** Every component and element has at least triple redundancy, with 24/7 Network Operations Monitoring and auto-failover. For instance, the SAN server database deployed has five levels of back-up and data management to assure that any failure will be auto-recovered and switched to back-ups within minutes; with no data loss or call delivery impact.
 - 10. 911 Level over-design:** Over 500 government agencies, the US Military and 35,000 other clients depend on us every day, because When Messages Matter, We Deliver. Our systems, software, 24/7/365 staffing and monitoring allow us to pledge a 99.999% uptime, and to provide the industry's ONLY Service Level Agreement with delivery time commitment backed by a money-back guarantee.
- Most competitors use just one or two locations, one telephony technology and rely on one or two carriers. We have deployed the most sophisticated and expensive combination of technology (and great people) for THE highest degree of speed, dependability, reliability and redundancy. We pay a premium to cover all these bases, because When Messages Matter, betting the safety of your families is a risk we are unwilling to take and you cannot afford.**