



# INFORMACAST<sup>®</sup> ADVANCED

InformaCast Advanced is a software solution that transforms devices on your network into a powerful system for IP paging and emergency alerting. It integrates easily with Cisco phones overhead speakers, strobes, panic buttons, and more to increase the speed, reach, and success rate of your emergency alerts.

[www.singlewire.com](http://www.singlewire.com)

## Alerts to Many Devices

InformaCast makes it easy to send an alert to many different devices at the same time. This layered approach increases the odds that people receive your alert and get important information they need during an emergency.

### Cisco Phone Alerts

InformaCast can send audio and text alerts to groups of Cisco IP phones. You can send an alert through the InformaCast user interface or by picking up a phone, dialing the designated extension, and speaking.

### IP Speaker Alerts

InformaCast can send audio and/or scrolling text alerts to IP speakers and clocks on your network. You can choose to send alerts to all the speakers on your network or just the ones located in specific buildings, wings, or floors.

### Analog Speaker Alerts

InformaCast can integrate with your existing analog speakers so you don't have to replace them. When you configure your existing analog paging zones using InformaCast's Legacy Paging Interface, you can add these zones as recipients of InformaCast alerts.

### Panic Button Alerts

InformaCast can integrate with panic buttons to make triggering emergency alerts fast and easy. You can place a panic button in any room or conceal it under a desk to serve as a discreet call button for your reception staff. When someone pushes the button, a pre-recorded InformaCast alert will go to designated devices.

### Computer Pop-Up Alerts

InformaCast can send text and audio alerts to computer workstations. The alerts appear in a pop-up window that you can customize with your company's logo and color(s). InformaCast also provides the option for people to respond.



## Digital Signage Alerts

InformaCast can send alerts to digital signage displays to supplement other types of alerts. It's also a great way to make alerts accessible for people who are deaf or hard of hearing.

## Alerts to Two-Way Police/Security Radios

InformaCast can send alerts to groups of police/security radios when you need to notify law enforcement or security officers of an emergency in your organization. Alerts are delivered as one-way audio broadcasts.

## Which Types of Alerts Can You Send with InformaCast?

### Live, Audio Alerts

Audio alerts that are delivered in real time as you speak. You can initiate this type of alert by pressing a button or dialing an extension on a Cisco IP phone. The alert is delivered to pre-configured groups of Cisco IP phones.

### Adhoc Audio Alerts

Audio alerts that are recorded live, but not delivered until you're satisfied and you trigger the alert to go out. You can re-record as many times as you'd like.

### Pre-Recorded Audio and Text Alerts

Audio and text alerts that are created during a non-critical time. You can assign groups of devices that you want to receive these alerts, set how you'd like someone to be able to trigger these alerts, and save them in the system. They'll then be available for quick and easy delivery during an emergency situation.

# Intelligent Emergency Alerting

InformaCast has several intelligent emergency alerting features. After the initial configuration, these features are automatic.

## Emergency Call Monitoring, Recording, and Alerting

InformaCast can detect when someone in your facility dials 911 or an internal emergency number. When this happens, InformaCast sends an alert to internal safety team members, managers, local first responders and other designated people. The alert includes information about when, where, and by whom the call was placed to facilitate a fast, organized response.

## Weather Monitoring and Alerting

InformaCast monitors Common Alerting Protocol (CAP) feeds from Federal agencies like the National Weather Service and NOAA. You can configure it to forward only alerts that pertain to your geographic area. The alerts can go to facility speakers, specific phone numbers or email addresses, and more.

## Conference Call Management

When an emergency alert goes out, InformaCast can bring key people together into a conference call to coordinate an emergency response. These people will receive a phone call with a recording of the initial alert and an invitation to join the conference call bridge. They can invite other people to join the call by providing them with a designated extension.

## Website RSS Feed Monitoring

You can configure InformaCast to monitor RSS feeds from designated websites. Whenever those feeds are updated with new content, it will send an alert to a designated group of people.

## Alerts to Third Party Applications

InformaCast can send alerts via third party applications such as social media accounts and instant messaging clients.

### Alerts to Twitter

You can assign Twitter accounts to recipient groups in InformaCast and send text alerts to those accounts in the same way you would an IP phone or other device.

### Alerts to WordPress

You can assign WordPress websites to recipient groups in InformaCast and send text alerts to those websites in the same way you would an IP phone or other device.

### Alerts to Cisco® Jabber™ Instant Messaging Clients

You can send InformaCast alerts to people via the Cisco Jabber IM client. Alerts are delivered as instant messages, and include the short text of the InformaCast alert and a link to play back audio. The Jabber IM plugin is compatible with Cisco's on-premises and off-premises solutions, Cisco Unified Communications Manager IM, Presence, and WebEx.

### Inbound and Outbound Email Alerts

When InformaCast receives an email from a designated email account, it can automatically send out a text and/or audio alert. Alternatively, InformaCast can send text/audio alerts to groups of email accounts.

## Simple Scheduling Interface

InformaCast has a built-in interface that allows you to schedule alerts and tones as far in advance as you'd like. You can use this for a variety of functions, but the most common are listed below.

### School Bells, Passing Period Alerts, and Announcements

You can schedule bells in advance for the entire school year. You can also create alternate bell schedules for teacher inservice days, early release days, exams, and more. Anyone who is authorized to use InformaCast can make day-of changes in the user interface, even after the schedule is set. You can use this same method to schedule a musical recording to play during passing periods or to schedule end-of-day announcements.

### Shift Change Alerts

You can schedule a 5-minute warning towards the end of a shift so people know to wrap up their work, clean up, etc., and then an alert that marks the end of the shift. This is especially helpful for organizations that have different crews for first, second, and third shift.

### Closing Announcements

You can schedule InformaCast alerts to let people know when your store or facility is closing, when visiting hours are over, or when it's the end of the work day.

### Prayer Time Scheduling

InformaCast can calculate prayer times for your location (based on latitude and longitude) and send scheduled prayer alerts. You can create schedules for multiple locations and you have the option to customize the message of the alert, bell or tone, and recipients. This feature is especially helpful if your organization accommodates the Islamic practice of scheduled prayer.

## Custom Solutions

You can integrate InformaCast with several external applications, systems, and devices to create custom solutions.

### URL Triggers to Third Party Applications

InformaCast can reach a third party application via a URL. This feature is typically used when the third party application has an API that can accept an inbound HTTP trigger from InformaCast. For example, InformaCast activates an IP-enabled security system by making an API REST call via a URL.

### Custom Java and JavaScript Integrations

You can build a custom Java/JavaScript integration by creating a script file containing code that can participate at various phases of the broadcast. The integration can be deep—relaying audio associated with the broadcast—or simple. This depends on how much code is written, and how much of the exposed interface is used.

### Inbound and Outbound Application Programming Interface (API)

You can configure InformaCast to remotely monitor and/or trigger systems and devices on the network via InformaCast's open API.

### Integration with Facility Systems and Devices

InformaCast can integrate with facility systems and devices via contact closure (machine-to-machine) configuration.

With this configuration, an outgoing InformaCast alert can trigger an action. For example, a school administrator sends a lockdown alert and InformaCast automatically triggers the electronic door lock system to lock all interior doors.

It can also work the other way around, with an event triggering an InformaCast alert. For example, there's a fire in your building and someone pulls the fire alarm. InformaCast sends an alert with evacuation procedures to all IP speakers in your facility.

## Extra Paid Options

These extra paid options add functionality to InformaCast and make non-typical configurations simpler.

### InformaCast Mobile

InformaCast Mobile is a cloud-based service that allows you to send images, text, and pre-recorded audio alerts to mobile devices. It can broadcast both pre-defined and dynamic alerts to iOS or Android devices via the push network (requires InformaCast Mobile app). It can reach Windows, Blackberry, and feature phones via SMS text. It can also place phone calls and send emails to any capable device.

Senders can request a response, access data reports, view a list of who read their message, and configure InformaCast Mobile to escalate based on responses.

InformaCast Mobile's bi-directional integration with InformaCast allows senders to reach both InformaCast Mobile distribution lists and InformaCast distribution lists. This means a sender can trigger an alert from InformaCast Mobile and reach people on-and-off-premises via mobile devices, Cisco IP phones, email, social media, speakers, strobes, digital signage, etc.

### Paging Gateway Server

The Paging Gateway plugin and Paging Gateway server allow you to send InformaCast audio alerts across a network that otherwise wouldn't support multicast traffic.

### Park and Page

Park and Page is a feature of InformaCast that provides automatic call routing, customized escalation, and centralized call management across several locations. InformaCast uses a Cisco Unified Communications Manager configuration along with a combination of recipient groups and InformaCast alerts to automatically park calls, direct them to the right department, and notify associates in that department.

If no one picks up, InformaCast can escalate by re-directing the call to the correct department at a different branch, the manager on duty, or a centralized call center.

### School Messenger

You can configure InformaCast to treat SchoolMessenger jobs as recipients of InformaCast alerts. This allows you to assign them to recipient groups and send InformaCast alerts to them in the same way you would an IP phone or other device.



# Devices, Licensing, and Info

Compatibility, hardware vendors, technical requirements, licensing, and contact information

## Cisco Compatibility

InformaCast is compatible with most versions of Cisco Unified Communications Manager and most Cisco IP phone models. See full compatibility lists at [www.singlewire.com/compatibility-matrix](http://www.singlewire.com/compatibility-matrix)

## Technology Partners

There are several technology vendors that produce InformaCast-compliant IP speakers, panic buttons, contact closures, zone controllers, digital displays, and third-party applications. Learn more about these companies at [www.singlewire.com/ecosystem-partners](http://www.singlewire.com/ecosystem-partners)

## Technical Requirements\*

- VMware ESXi 4.0 or later
- 4 Gb of memory
- A dedicated virtual CPU (vCPU) is required
- A single virtual NIC configured for bridging, not NAT; InformaCast will not work through NAT'd network connections
- 80 Gb disk, which can be either local disk or SAN-attached disk (the SAN may be of any type supported by VMware)
- CUCM 8.5 or newer with multicast-enabled network (unicast gateway is available for WAN if needed)

\*Please see Hardware Requirements on [www.singlewire.com/compatibility-matrix](http://www.singlewire.com/compatibility-matrix) for updates

## Licensing Model

We license InformaCast Advanced according to the number of devices you want to reach with InformaCast alerts. These could include: Cisco IP phones, InformaCast-compliant IP speakers, and networked Windows/Mac machines running the InformaCast Desktop Notifier. Maintenance contracts are available for purchase in 1-5 year subscriptions and provide access to upgrades, patches, and the Singlewire Support Team. For pricing and ordering information, contact your authorized Cisco re-seller or a Singlewire representative.

## Contact Singlewire Software

+1 608-661-1140, option 1 | [sales@singlewire.com](mailto:sales@singlewire.com)