



WHITEPAPER

IT Alerts: How To Improve Responsiveness



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Receiving CRITICAL alerts in a timely manner can make all the difference between a company's up-time and down-time. Studies show it costs \$300,000 for a one-hour outage. In the United States, businesses lose \$26 billion a year on outages. Ensuring that your team receives these IT alerts promptly and reliably should be a simple task! To increase your responsiveness to these CRITICAL messages, just follow these four, very important, steps:

1. Ensure That Your IT Team Gets Alerts About Pending Problems Or Performance Degradation On Their Mobile Devices Immediately, With A Unique, "Can't Miss" Continuous Alert

Using SMS or email for CRITICAL alerts does not cut it! How many times did you notice an SMS or email hours after-the-fact? Your team needs to receive a distinguishable and persistent alert that will immediately grab their attention and will prevent them from ever missing a message.

2. Ensure That Your IT Team Gets Alerts Immediately Wherever They Are, Even When They Are Nowhere Near Home Or Work Locations

Do not trust your livelihood to a traditional pager which can restrict your team to one particular coverage area. With today's advanced technology, your team can log in to the system from remote locations to address pending issues or performance degradation. If they know about it, that is! Whether traveling from one location to another or traveling anywhere in the world, your team should have the capability to receive alerts and promptly address them remotely.

3. Have Both Personnel Redundancy And Alert Redundancy In Place

Remember Murphy? If something can go wrong, it will go wrong! So make sure you have a backup or redundancy plan in place for both your personnel and your alert delivery system.

Personnel Redundancy: Ensure that you have more than one person on call and use a technology that allows you to configure the alert hierarchy such that it automatically escalates to another person if not attended in a timely manner.

Alert delivery Redundancy: Are you getting alerts via simple email or SMS? Not recommended! If you must, at least ensure that you have some redundancy in the email server in case it goes down. Better off, use a system specially designed for critical messaging with built-in redundancy and fault tolerance.



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4. Have The Capability For Automatically Acknowledging Messages, And Keeping An Audit Trail For Incident Response Time To Encouraging Efficiency

Knowing if and when an Alert was received is vital! However, don't rely on the recipient to remember to acknowledge the message! Put a system in place in which logs automatically the exact time the alert was received, and when it was actually read.

OnPage™ Provides on-call Management Alerting and Incident Tracking When your Systems are down – We find you!

OnPage combines the best features of Email, SMS, Traditional-Pager, and Enterprise capabilities into the best IT alert solution on the market:

1. OnPage delivers a Pager-like alert to your smartphone. It has a distinct, continuous alert tone that will grab your attention immediately whether you're sleeping, or cheering on the Red Sox (Sorry, we're from Boston). The alert is persistent and continuous until the message is read to ensure that no message is lost! The OnPage Alerts are discernible from other casual messaging alerts such as SMS or email, letting you easily differentiate between CRITICAL and casual messages.
2. The OnPage service is Global - Anywhere in the world where there is Wi-Fi or Cell coverage you WILL get your CRITICAL messages. In case you are momentarily out of coverage the message is NOT lost! It will reach you as soon as coverage is regained. Additional benefit: The alert via OnPage can be as large as 1024 characters.
3. The OnPage alert can be sent to a group, and can be escalated to management, to ensure the right person receives the message at all times. In addition, the OnPage system can be configured to send a redundancy email to the recipient's mail box. For alert delivery redundancy, OnPage users can use TAP protocol so as not to rely entirely on email servers for critical communication.
4. OnPage is an enterprise grade solution! It provides a time-stamped Audit trails and incident tracking of all messages sent and received. Knowing the exact date and time of when an incident occur, messages was sent, delivered and read allows you to monitor and improve your team's responsiveness.

OnPage SLA for 2013 was 99.99947%

**Entrust Your IT Alerts with a Reliable Enterprise Grade Solution
NEVER miss a CRITICAL message!**



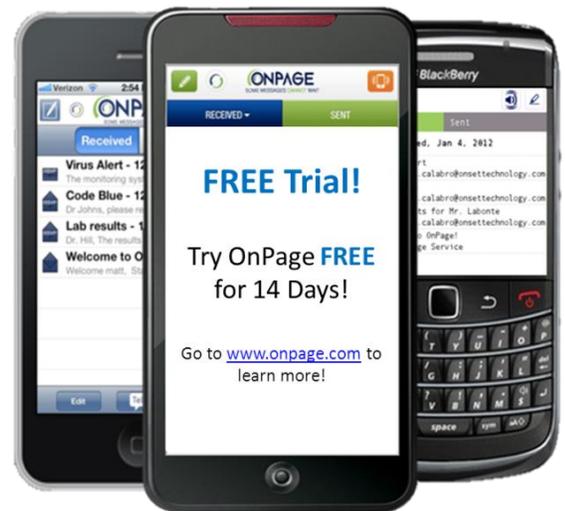
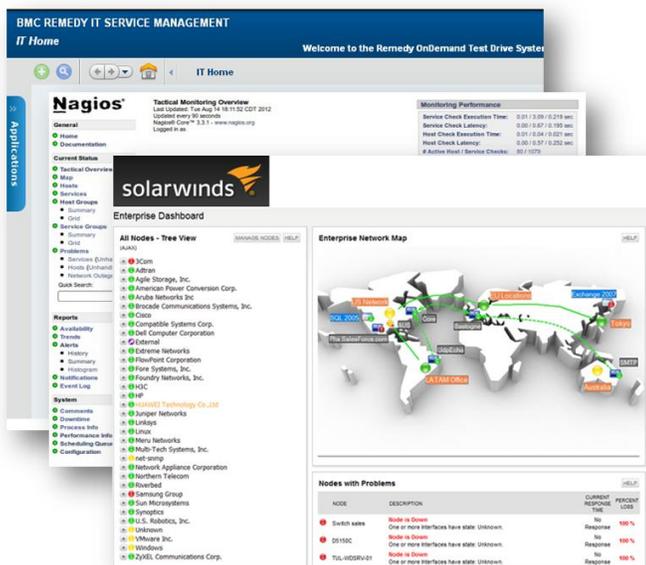
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