

# METAmessag<sup>e</sup> for Wireless



## Continuity of Operations/ Emergency Response

# COOP/ER

*"If your shop supports BlackBerrys  
or other text-messaging services,  
you need METAmessag<sup>e</sup> —  
and you need it today!"*

*InfoWorld*

COOP plans, emergency procedures, and other documents are just a click away. METAmessag<sup>e</sup> automatically uploads the latest document versions — users always have up-to-date information.



Enable PIN-to-PIN messaging by updating entire address books with accurate PIN addresses.



Quickly meet continuity of operations and emergency response mandates using an existing or planned BlackBerry<sup>®</sup> deployment.

### METAmessag<sup>e</sup> COOP/ER features let you:

- **Automatically update PIN addresses**
- **Archive PIN-to-PIN messages**
- **Blast messages to groups**
- **Conference call instantly**
- **Store and update plans, emergency docs on handhelds**
- **Use the Emergency Gateway to backup BlackBerry access to vital documents and data**



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## METAmessage for Wireless — Capabilities for COOP/ER

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In the event of a natural disaster or terrorist attack, network infrastructure such as the email server and the BlackBerry Enterprise Server (BES) may be lost, and communications via normal email systems will be unavailable. However, it is just these circumstances in which handheld users require immediate access to Continuity of Operations (COOP) plans, emergency procedures and contact information and other vital data normally transmitted via email, Mobile Data Service, or other channels.

METAmessage turns BlackBerry handhelds into emergency communication devices (unlike cell phones, for which service often

fails in emergency scenarios) by enabling effective PIN-to-PIN communications and message blasts to different types of devices. METAmessage also lets BlackBerry handhelds work as emergency document repositories, storing vital documents on the handheld itself for immediate access regardless of the status of the wireless network.

In addition, the Emergency Gateway lets BlackBerry users communicate using PIN-to-PIN messaging with their network for any documents and data that would normally be available via email or Mobile Data Service protocols.

### PIN Lookup and Automatic PIN Updating

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METAmessage lets users automatically update their BlackBerry address books with co-workers' PIN addresses. Users do not ordinarily maintain the PIN numbers of co-workers, making this feature virtually mandatory if PIN-to-PIN messaging will be relied upon in an emergency.

When updated by lookup request, the user provides a name or name fragment and METAmessage updates the PIN number in the user's BlackBerry address book. When updating automatically, METAmessage updates the user's entire address book.

### PIN-to-PIN Archiving

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Administrators in sensitive sectors often disable PIN-to-PIN messaging due to regulations requiring that all messages such as email be recorded or archived. In these cases, handhelds would be unused in an emergency if the email server or other network infrastructure were down.

METAmessage lets administrators archive PIN-to-PIN messages as a default protocol under normal conditions, so that in an emergency, the feature is enabled and handhelds are available for emergency communications. This feature can also archive Cingular Interactive Messaging communications.

### Message Blast to Any Communications Device

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In an emergency, messages often have to go out to special categories of workers — for example, one notification may go to all office managers, another message may go to all field personnel, etc. And, these workers may use a variety of devices — BlackBerry handhelds using email or PIN-to-PIN messaging, pocket PC's, cell phones, desktop PC's, even fax machines. METAmessage lets a BlackBerry

user send one message to many addressees regardless of their device. The user has access to three types of groups: a group of addresses created by an administrator; an existing BlackBerry Address Book group; and, a manually entered group. After selecting a group, the user simply composes a message and sends.

### Instant Conference Calling

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This feature lets a user quickly set up a conference call by choosing from a list of pre-defined groups on their BlackBerry handheld, by selecting participants from the address book, or by entering new numbers. Working with either a local or hosted voice gateway,

METAmessage calls and connects the participants, including the initiating user. Response teams and other emergency groups can be talking to each other quickly with just a few clicks of the handheld.

### Handheld Document Storage

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This capability lets users read the latest Continuity of Operation (COOP) plans, emergency procedures, or other documents immediately on their BlackBerry handhelds — even if wireless service is lost.

To read a document, a user simply highlights a listing and clicks the trackwheel. The document then appears with .rtf formatting intact.

The user can search the document, change font size, or even print the document on a fax machine if wireless service is functioning. METAmessage automatically updates documents while the handheld is within wireless coverage. A user can then access stored documents immediately, regardless of the status of the wireless network.

### Emergency Gateway

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The patent-pending Emergency Gateway gives BlackBerry users secure, archived PIN-to-PIN access to vital information despite the loss of BES or email services. The Gateway consists of a METAmessage server serially connected to cradled BlackBerry devices. The server either hosts or is connected to an information source such as a contact information database, emergency procedure files, or enterprise applications. Functionality presumes only an intact wireless network (Mobitex, GPRS, etc.).

- Service via multiple wireless networks adds redundancy and is easy to configure.
- No user training is required — PIN-to-PIN functionality is automatic and transparent to the user.
- Redundant email/BES systems are unnecessary, while backup METAmessage systems are quick and easy to add and configure.
- Documents can be printed anywhere phone lines to fax machines are intact.