



## **EMERGENCY NOTIFICATION SOLUTION FOR COLLEGES**

Advanced Telecom Services utilizes the latest SMS based standards and technology to deliver a highly scalable – on demand messaging and emergency notification solution for the college and university marketplace. The ATS text message gateway distributes text message alerts (TMA's) to a database of predefined students, faculty, staff, and other applicable individuals.

### **About Us**

Wayne, Pennsylvania-based Advanced Telecom Services (ATS) has been an innovative global provider of automated marketing and mobile telecom services since 1989. Now more than seventeen years later, we are still owned and operated with the same entrepreneurial spirit from which we began over two decades ago. [www.advancedtele.com](http://www.advancedtele.com)

### **Product Overview**

ATS provides an approved administrator with the ability to connect to our SMS gateway through our CRAM (Content Requisition and Management) API, and distribute text message alerts through the current ATS short code, or a shortcode owned by the academic institution. The http API will require set parameters furnished by the institution.

### **Our System Features:**

- \*Web-based. Simply log on and pick a list to send text messages.
- \*Multi-carrier support. The system can sent up to 14,500 text messages per carrier, per hour.
- \*A single message can be sent to multiple members of the same list.
- \*Select from multiple lists that can be separated by your parameters.

\*Optional list fields enable the user to have sub-lists within master lists.

\*All messages are sent from a required shortcode and there is “sent message” tracking.

\*Customer can send emergency alerts from any internet access point, including cell phones. So, if an emergency disables power over the entire campus, for example, messages could be launched via cell phone or from an off-campus location.

\*Text message alerts are sent from the [www.txtlaunchpad.com](http://www.txtlaunchpad.com) URL.

### **Technology details:**

\*Our product uses an open source interface to maintain integration and minimize infrastructure costs.

\*TXTLaunchPad utilizes the most current mobile standard SMPP.

\*The product offers triple redundancy on web support, power support, and features multiple locations in Chicago and Philadelphia.

### **Why working with ATS is beneficial to you:**

\*Our experience, knowledge, and relationship with the U.S. wireless carriers. We keep watch out for regulatory issues and other changes in the often crazy world of text messaging in the U.S.

\*We are competitively priced to offer you a reliable outbound text service for a reasonable investment.

### **Conclusion:**

- Easy to engage monthly service model!
- NO equipment – technology to purchase!
- Simple to administer and launch!
- Over 17 years experience delivering **trusted** global solutions!