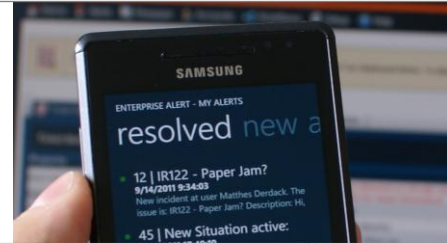


# ENTERPRISE ALERT – ADVANCED NOTIFICATIONS FOR HP OPERATIONS MANAGER

message master® Enterprise Alert complements HP Operations Manager with advanced closed-loop notifications. It utilizes voice, SMS, e-mail, fax, IM and Smartphone push to rapidly notify responsible people.



## Situation

Data centers face many challenges in today's dynamic environment including demanding SLAs, high user expectations and a constantly shifting IT landscape.

However, critical events are often communicated by a simple "fire-and-forget" email or a blinking symbol on a computer screen. Too often off-console communication of critical incidents is a manual process with a lot of unnecessary latencies. Updating tickets requires access to a computer console.

The resulting slowness in responding to critical incidents can be disastrous in many aspects ranging from productivity losses, customer dissatisfaction and serious downtimes of enterprise systems.

## Solution

message master® Enterprise Alert is an enterprise notification software helping enterprises to enhance business continuity, service quality and customer satisfaction. It complements HP Operations Manager with advanced multi-modal notifications via voice, SMS text message,



instant message, email, fax (Unified Communications) and Smartphone push. It fully automates notification procedures, going beyond computer screen notification and extending notifications beyond the site boundaries.

Enterprise Alert notifies service technicians, managers, any affected staff and operations team members in parallel and via a suitable communication channel such as voice or SMS text message. It tracks the delivery of notifications and responses in real-time and utilizes presence, "find-me, follow-me" procedures, automated escalations and workflows for rapid information delivery.

Enterprise Alert thus goes beyond basic "fire-and-forget" notifications and thus truly embeds notification and communication workflows in overall problem resolution procedures, avoiding a dead endpoint in the overall process.

Enterprise Alert integrates with HP Operations Manager via a 2-way product connector. Events and alerts in Operations Manager are thus automatically forwarded to message master® Enterprise Alert based on subscriptions in Operations Manager. The moment an alert arrives in Enterprise Alert it is evaluated by a filter system to determine the responsible person, group or escalation chain and the most suitable communication channel. Enterprise Alert then initiates a notification workflow to communicate alerts to

## Overview:

message master® Enterprise Alert is an enterprise notification software helping enterprises to enhance business continuity, service quality and customer satisfaction.

## Industry:

Data Centers &  
Enterprise IT

## Derdack product:

message master®  
Enterprise Alert

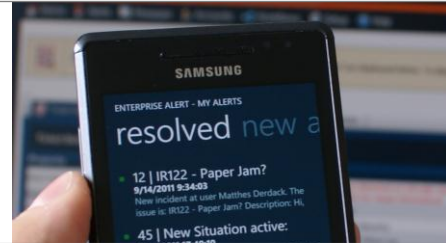
## More information

[http://www.derdack.com/  
enterprisealert](http://www.derdack.com/enterprisealert)

## Contact:

Derdack GmbH  
www.derdack.com  
+49 331 29878-20  
sales@derdack.com

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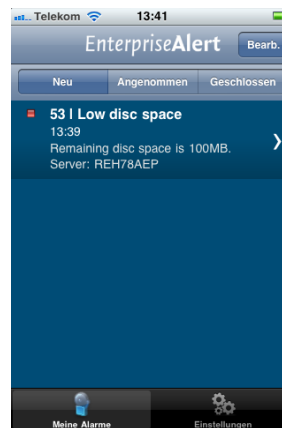
the right people via the most suitable and effective notification channel. By tracking delivery and replies, e.g. via SMS text message or voice, it is able to automatically escalate the incident to other persons or group in case the delivery fails or an alert ticket is declined. All notification delivery information and alert or ticket acknowledgements are tracked in the alert status in Operations Manager.

### Benefits

message master® Enterprise Alert fully automates notification procedures, going beyond computer screen notification and extending notifications beyond the corporate campus boundaries. By removing human latencies from critical communication processes, Enterprise Alert helps to have service technicians on-site much more quickly and problems are solved more swiftly.

### message master® Enterprise Alert

- guarantees delivery of business-critical alerts to the right persons
- ensures clear ownership and accountability for critical incidents
- provides comprehensive real-time reports and audit trailing
- makes IT service staff pro-active and reduces mean-time-to-repair
- provides Smartphone apps for remote incident management, e. g. for BlackBerry, Windows Phone and iPhone
- provides features for remotely performing IT tasks, e.g. a server restart



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