EXCELERON COMMUNICATIONS

Unified Notification System

EMAIL, SMS AND CALL

The right alert, to the right person, on the right channel

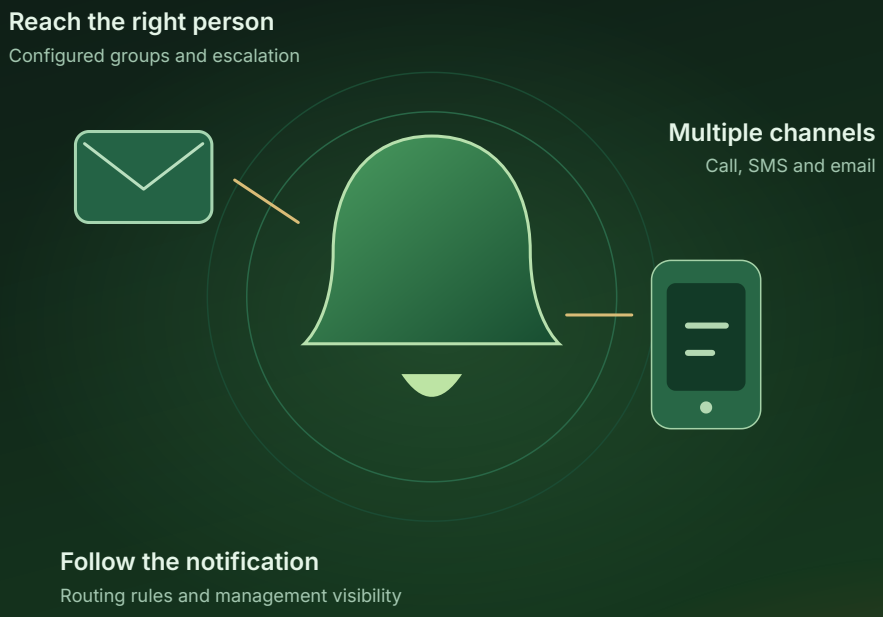
A single platform for voice call, SMS and email alerts, with text-to-speech, IVR, escalation and an on-demand portal. Deployed at Mobilink; call-based notification deployed at Zong Pakistan.

CHANNELS
3

VOICE CALLS
TTS

ADMIN HIERARCHY
n-level

WEB SERVICE
SOAP



Call notification

Voice templates, IVR, and multiple retries, through an internal IP PBX.

SMS and email

Load-balanced across SMPP and SMTP servers.

Flick tool

Coder-independent rules with a debugger before going live.

OPERATIONAL CONTEXT

A clearer way to work

A single platform for voice call, SMS and email alerts, with text-to-speech, IVR, escalation and an on-demand portal. Deployed at Mobilink; call-based notification deployed at Zong Pakistan.

01

Missed alerts

Email alone does not wake anyone for a critical fault.

02

Unclear ownership

Alerts reach groups, not the person who owns the site.

03

Rigid rules

Changing notification logic needs developer time.

THE CHANGE IN DAILY OPERATIONS

Before	With UNS
– Single-channel alerts	✓ Call, SMS and email
– Unknown delivery status	✓ Success and failure details
– Manual call trees	✓ Automated escalation matrix
– Developer-made rules	✓ Flick drag-and-drop rules
– Manual reporting	✓ Scheduled management reports

AN OPERATIONAL SCENARIO

Reach the right responder

An operational event needs to reach a group through an agreed communication channel and escalation hierarchy.

3-in-1
Call, SMS and email

On demand
Emergency messaging

By SMS
User self-service

Tracked
Success rates

CAPABILITIES 1

The capabilities that do the work

Explore the core functions of Unified Notification System and the operational tasks they support.

01

Call notification

Voice templates, IVR, and multiple retries, through an internal IP PBX.

02

SMS and email

Load-balanced across SMPP and SMTP servers.

03

Flick tool

Coder-independent rules with a debugger before going live.

04

On-demand portal

Send emergency messages to people or groups, with delivery details.

05

Management reports

Scheduled alarm reports in tabular and graphical formats.

06

Dashboard

Trends, success rates and alerts if a module stops sending.

DESIGNED AROUND THE USERS

NOC Automated fault alerting.

Field teams Site ownership by SMS.

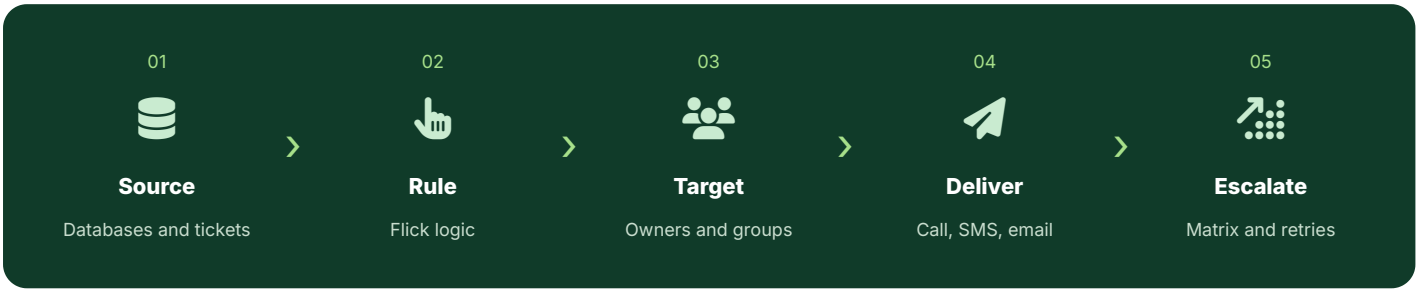
Directors Personal settings and reports.

Admins End-to-end web configuration.

WORKFLOW

From the first step to the outcome

A connected sequence makes the handoffs and responsibilities easier to follow.



01 **Integrate**
Connect to DB2, MySQL, Oracle, SQL, Sybase and ticketing systems.

02 **Define**
Build rules and approval workflows in Flick.

03 **Route**
Node ownership and groups select recipients, with ACL filtering.

04 **Notify**
Deliver by call, SMS or email with retries.

05 **Review**
Dashboards and logs show what was sent and what succeeded.

A PRACTICAL WALKTHROUGH

Reach the right responder

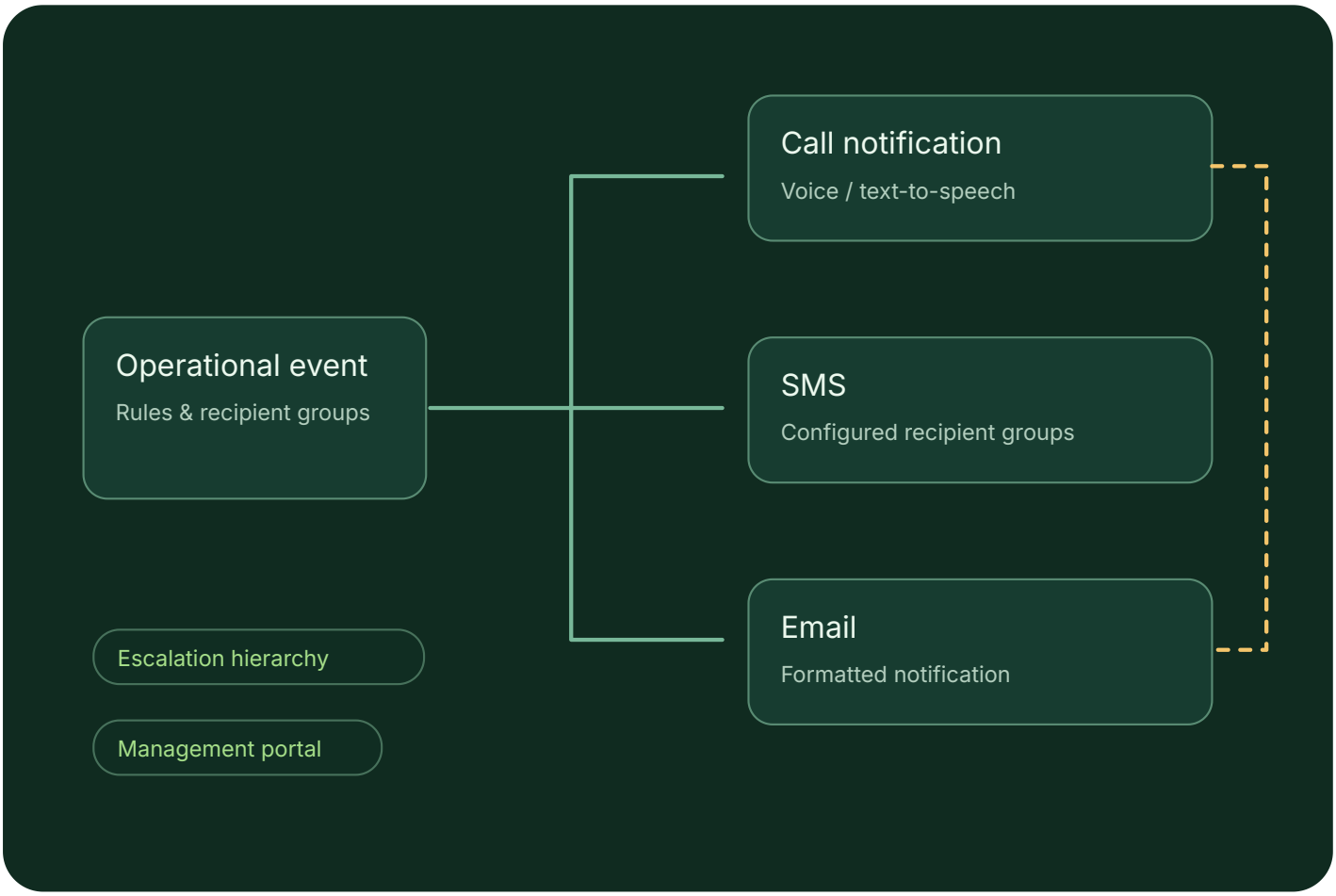
An operational event needs to reach a group through an agreed communication channel and escalation hierarchy.

Review recipient groups, message formatting and the configured escalation path. Confirm the connected channels and response reporting with operations.

ARCHITECTURE & HANDOFFS

One event, the appropriate channel

Routing rules connect events to recipient groups through calls, SMS or email, with configured escalation.



Conceptual product flow · Unified Notification System

01

Receive or define the event that requires attention.

02

Apply recipient groups, formatting and the configured channel.

03

Review escalation and delivery status in the management portal.

DISCUSS YOUR ENVIRONMENT

Confirm the source systems, responsibilities and integration boundaries during the walkthrough. The diagram explains the product concept; the deployment scope is agreed for your environment.

TECHNOLOGY 1

Understand the connected pieces

Formats, protocols and tools in the product scope, with plain-language explanations for technical and business readers.

SMPP
Standard protocol for sending SMS through a message centre.

SMTP
Standard protocol for sending email.

SIP
Standard signalling for voice calls over IP.

IP/E1 PBX
Connection to phone systems over IP or E1 lines.

IVR
Automated voice menus that callers respond to.

SOAP
Web service interface for system-to-system integration.

PULL SMS
Users text a request and receive a report by SMS.

Active Directory
Microsoft directory for users and groups.

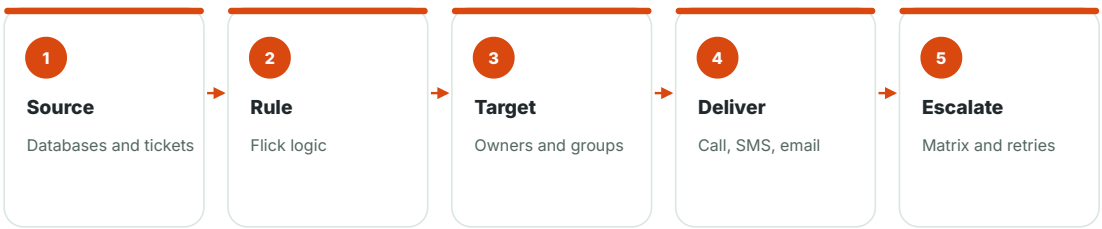
DB2
IBM enterprise database.

MySQL
Open-source relational database.

Oracle
Oracle enterprise database.

Sybase
SAP Sybase enterprise database.

THE UNS OPERATING FLOW



INTEGRATION PLANNING

Agree the source systems, supported versions, data ownership and access requirements during discovery. Validate the relevant interfaces against your environment before production rollout.

PRODUCT DETAIL 1

Inside the product

A closer look at the modules and the responsibilities they bring together.

01

On-demand Portal

- Generate SMS, email or calls from the web
- Target people, groups or Active Directory groups
- See successful and unsuccessful sends
- Open and close emergency status

02

Configuration Portal

- Notification rules and node ownership
- Internal directory for vendors
- User hierarchy, groups and settings
- Notification and system logs

03

User Self-Service

- Personal settings by SMS, email or portal
- Example: silence alerts with "silent 0-9"
- Team leads assign sites with "own ABC123 user.name"
- Administrators can enable or disable settings

04

Dashboard View

- Trends by hour, day, week and month
- Notification counts and success rate
- Last-sent times per module
- Portlets can be scheduled and emailed

ASSURANCE & NEXT STEPS

Prepare for a successful rollout

Match the product scope to your people, systems and operating requirements.

PRODUCT ASSURANCE

- **ACL filters every incoming request**
- **Multiple call retries**
- **Debugger before live changes**
- **Alerts if a module stops sending**

PLAN THE ENGAGEMENT

01

Discover

Review your current process, source systems, users and constraints. Identify the operational problem the first phase should solve.

02

Demonstrate

Review recipient groups, message formatting and the configured escalation path. Confirm the connected channels and response reporting with operations.

03

Validate

Agree the applicable product scope, access controls, integration checks and acceptance criteria. Confirm deployment and support responsibilities.

04

Handover

Plan user guidance, operational ownership and support contacts. Confirm the reporting cadence and review process for the agreed scope.

START A CONVERSATION

Explore UNS with our team.

Bring your operational scenario. We will walk through the relevant workflow and discuss a suitable scope.

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