



## SendZa for Local Government

### The SendZa Difference

SendZaCast makes it easy to quickly contact groups of people by phone - without tying up personnel, equipment or phone lines.

SendZaCast is an affordable, pay-per-use service with nothing to buy, install or support.

There's nothing new to learn and it's fast to set up — there's even a free no-obligation trial available. Government departments can try SendZaCast with no risk or expense without replacing their existing notification methods. They'll find that SendZaCast is a unique way to stretch budgets, reduce notification headaches and improve everyone's efficiency all at the same time.

- Free, no obligation trial
- Affordable, pay-per-use
- Pennies per message
- No charge for contact database import
- No hardware, software, or other infrastructure required
- No hidden charges
- 24 x 7 x 365 availability



### THE NEED

The community blood drive is next week and last year's donors must be reminded. State budget cuts threaten city services and the mayor wants to schedule an emergency conference call with civic leaders. Last spring heavy rains fell for days and the community will be recruited to help pile sandbags along the river.

Scenes like these happen over and over again in small towns, cities, and counties everywhere. Public officials must reach groups of people quickly and at short notice. It might be an emergency — such as a gas main break or a storm bearing down on the area. Or it might be for more routine reasons — such as to schedule town meetings. Either way, officials can know (and prove) the right information got into the right hands — and when it didn't.

### THE PROBLEM

Often the fastest and most reliable way to reach people is by telephone. In many situations, TV isn't practical and email or text won't reach everyone. Other options — like an internal notification system — are too expensive. But calling groups of people by phone takes time and a lot of manual effort, even with automated dialers. In emergencies, resources might not be available or could be better used. In the heat of the moment, callers can also make mistakes as they try keeping up with new information.

### THE SOLUTION

SendZaCast combines the power of the telephone with the convenience of email. With SendZaCast, officials and administrators — or any designated government authority — can phone a message to any number of people by sending one email. Everyone on the email's distribution list receives the email as a voice call and a text message. SendZa will import your lists at no charge, and you can store your lists securely on your computers or SendZa's servers.

Notifying your constituents or staff could hardly be easier, faster, or less expensive. SendZaCast automatically converts your message to voice and all calls go out in minutes. Optionally, you can send out a message in your own voice as well. If someone doesn't answer, SendZaCast leaves a voicemail. SendZaCast also audits all calls — so there's a record of what messages went out, when, to whom, and whether someone picked up the message or did not.

Whenever there is a need to contact groups of people — especially if they're away from a computer — SendZaCast is ideal. It's a reverse 911 system, an urgent alert system, a meeting notification system, and a public announcement system — all in one.



### YOUR CHOICE

- **SendZaCast**  
*Broadcast Voice Messages Using Email*
- **SendZaCal**  
*Voice Based Appointment Reminders*
- **SendZaMail**  
*Email Forwarding to any Phone*

# SendZa for Education

## The SendZa Difference

SendZaCast makes it easy to quickly contact groups of people by phone - without tying up school personnel, equipment or phone lines.

SendZaCast is an affordable, pay-per-use service with nothing to buy, install or support.

There's nothing new to learn and it's fast to set up — there's even a free no-obligation trial available. Schools can try SendZaCast with no risk or expense without replacing their existing notification methods. They'll find that SendZaCast is a unique way to stretch budgets, reduce notification headaches and improve everyone's efficiency all at the same time.

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## THE NEED

A storm is coming and school will be canceled. A bus mishap has occurred during a field trip and parents must be told. Saturday's carwash fundraiser has been moved and volunteers need to be notified.

Whatever the reason, school administrators have a recurring and often urgent need to contact parents, the authorities, and school personnel. Often these needs arise with little warning and the information to be conveyed must be accurate, timely and delivered to the right people. If contacts are unsuccessful, administrators need to know right away. Later on, they may also need an audit trail to show when and to whom contacts were made.

## THE PROBLEM

Schools have limited funds and personnel resources. They also have limited expertise to implement the type of notification system that a large company might install. To get the word out, they often rely on phone calls to parents or the media. This takes time and ties up people and phone lines that could be put to better use, especially in emergencies. As situations unfold, contacts may need to be repeated — potentially creating confusion and misinformation. Afterwards, there is no audit trail of exactly who was reached, when and with what message — and who wasn't.

## THE SOLUTION

SendZaCast lets administrators telephone any number of individuals all at once by sending one email. Send the email to a distribution list and each person on the list gets the email as a voice call. SendZa will import your lists at no charge. The list can be securely stored on the school's computer or SendZa's servers.

SendZaCast converts email to voice — it even allows you to send a message in your own voice. All calls go out in minutes and if no one answers SendZaCast leaves a voicemail. All calls are audited so administrators know which calls were answered, went to voicemail or were unanswered — so they know who's left to contact.

SendZaCast is ideal for contacting families, faculty, administration and authorities whenever there's a need to reach groups of people who may not be at a computer. And it doesn't just have to be in emergencies. SendZaCast is also great for informational bulletins. For example, it is an easy way to notify teams of sports event changes, or groups of relevant school updates, or to communicate any ad-hoc schedule change.



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# SendZa for Public Safety

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## THE NEED

A child is missing and officials want to send out an Amber alert. Snow has buried the fire hydrants and the fire department needs to remind residents to clear them. Tomorrow a senior politician will tour local companies. Throughout the day, their security staffs will need to coordinate with local public safety personnel over a private channel.

Situations may change but the public safety need remains — to get through to key individuals at a moment's notice. Communication must be swift, accurate, and secure. It must reach the right people and records must be kept. Assured communications is always essential for public safety — whether for the actual situation itself or for day-to-day administration of departments.

## THE PROBLEM

Services in smaller communities, like police, fire, and EMS, often lack money for a formal notification system. They rely instead on a mishmash of radios, walkie-talkies, cell phones, voicemail, phone trees, and email to get the word out. Such methods are often slow, unreliable, not secure, and incompatible — making coordination among departments and personnel difficult. It also takes human resources away from public safety's primary mission — to ensure public safety. Lack of an audit trail also makes it hard to know who was actually contacted or given the latest information.

## THE SOLUTION

SendZaCast addresses all these problems for only a few cents per message and with nothing to install. Type just one email and SendZaCast telephones your message within minutes to everyone you wish to reach. Your email automatically converts to a voice call that is read when the person on the other end answers. Optionally, you can even send the message in your own voice from any telephone. If no one picks up, SendZaCast leaves a voicemail. SendZaCast also keeps a record of which calls were attempted, answered, and went into voicemail.

Telling SendZaCast whom to call is easy. Simply send the email to a distribution list. SendZa imports your lists for free and lets you store lists securely on your computers or SendZa's servers.

SendZaCast is a pay-per-use service that answers all your public safety notification needs. It's a reverse 911 system, an Amber alert system, a meeting notification system, and a public announcement system — all in one.



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