

**fact sheet:**  
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# Verizon Notification Services

## Supporting Continuity Solutions for K-12 and Higher Education Customers

Verizon Business helps simplify the complexity of planned and unplanned high volume communications with **Verizon Notification Services**. These services enable education leaders to rapidly message to large communities of interest such as parents, students, employees, or other community members with state of the art technology, world-class network performance, and 24x7 customer support.

K-12 and Higher Education enterprises' ability to notify their students and faculty of planned events has become a high priority. Education leaders recognize the importance of disseminating information quickly and effectively to the appropriate parents/guardians, responder agencies, the media, and the public. One of the primary challenges facing education leaders has been how to quickly communicate this information to these internal and external parties, in a coordinated, consistent, and auditable fashion.

This challenge requires notification services that can:

- Reliably deliver time-sensitive voice or text messages simultaneously to hundreds, even thousands, of individuals locally or globally from a variety of sources including telephone, the Internet, or web-enabled devices
- Engage in dialog with message recipients for closed-loop procedures
- Provide a reliable, secure, and flexible communications infrastructure

### Typical Education applications for Notification Services include

K-12	Higher Education
Parental notification for planned and unplanned events	Student/Faculty notification of school, class cancellation, room/building change
Weather-response: school closure, delays, early dismissals	Revenue generator: distribution of student updates, marketing promotions
Student/parental reminders of events, payments, conferences, registrations, etc	Cost effective communication of registrar and student finance deadline/requirements
Cost-effective management of absenteeism	Manual/automated updates regarding physical plant, utility/power events
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### Verizon Notification Services Architecture

The power of Verizon Notification Services is within its robust hosting infrastructure. Implemented as a high availability, carrier-class communications platform, **Verizon Notification Services** features an infrastructure with reliability, scalability, and security for delivering thousands of messages a day

### features

- Advanced features for time-sensitive notification communications of education providers
- Message initiation from telephone, the Internet, or most Web-enabled devices
- Easily configurable communication to key stakeholders, including parents, students, and employees

### benefits

- Messages are delivered when you want with administration-defined Priority Delivery
- Recipients may transfer to an operator or a live conference call
- Escalation policy management helps ensure each message reaches the intended recipient

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quickly and efficiently. The communications infrastructure is a multi-tier, multi-server architecture that provides redundancy in the message delivery process — redundant servers support each system function; data connections are distributed to separate backbones; and telephone connections are sent to multiple telephone switches.

This high-availability infrastructure provides the following capabilities for reliable high volume communications:

- **Automatic recovery from the point of interruption.** Verizon Business has implemented a self-healing capability that uses intelligent software to discover a server failure, automatically recover, and continue from the point of interruption. Because the network fails over immediately to another server or line, message delivery restarts from the point of interruption automatically so that administrators do not have to determine who has or has not been notified, manually resend failed messages, or resend the entire job.
- **Continuous testing and monitoring.** To help ensure that the system remains working and functional at all times, Verizon Business continuously tests and monitors the communications platform. Automated monitoring includes end-to-end testing, such as nightly builds, regression tests, and customer scenario testing, system load, and significant anomalies monitoring. In addition, the network infrastructure is audited on an annual basis.
- **Redundant production sites.** Located in highly secure hosting facilities, the redundant production sites complement the server architecture. These state-of-the-art facilities, which are International Customer Service Association (ICSA)-compliant, are designed to deliver uninterrupted service with UPS systems that help prevent power interruptions, constant infrastructure monitoring by on-site engineers, and always available technical support. As a result of the server and site redundancy, seamless fail over and extensive monitoring, organizations can be assured of a highly reliable service.

Our comprehensive approach offers notification services using Verizon Business's world-class network and data centers along with innovative storage hardware, software, and services. This end-to-end solution provides customers with advanced services, backed by robust SLA's.

### Value

Education Business Administrators are tasked with keeping their campuses running smoothly in the face of unforeseen circumstances and operational disruptions. With this level of responsibility, confidence in your service providers' ability to deliver when called upon is crucial.

Verizon Business is a leading trusted partner and communication provider of government and education customers of all sizes. Verizon Business enables enterprises to implement a robust notification service quickly and cost effectively.

### For more information

For complete information on **Verizon Notification Services**, contact your Verizon Business account manager or visit [www.verizonbusiness.com/us/continuity](http://www.verizonbusiness.com/us/continuity).

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