



# INFORMACAST® FUSION™

Reach everyone with InformaCast Fusion, a cloud-based emergency notification system that connects to on-premises and mobile devices.

Send notifications to mobile devices, landlines and email accounts. Alert targeted parties through mobile phones, tablets and terrestrial devices, such as IP phones, computers and digital signage.

[www.singlewire.com/informacast-fusion](http://www.singlewire.com/informacast-fusion)

# InformaCast Fusion User Roles

## Message Recipient

- Receive messages via push notifications (iOS, Android) after installing the InformaCast Mobile app
- Receive messages via SMS text messages, emails and phone calls
- Respond via same channels
- Manage preferences in the app: opt in/out, do-not-disturb status, and contact information (phone numbers and email addresses)

## Message Senders

- Create, update and delete notifications from within the InformaCast Fusion Web console and InformaCast Mobile application for iOS and Android.
- Send notifications and view recipient responses from the Web console and app

## Administrators

- Manage the system through the InformaCast Fusion Web console

## Alerts to On-Prem Devices

InformaCast Fusion makes it easy to send an alert to many different devices at the same time. This layered approach increases the odds that people receive your alert and get important information they need during an emergency.

### [Phone Alerts](#)

InformaCast can send audio alerts to groups of IP phones. You can send an alert through the InformaCast user interface or by picking up a phone, dialing the designated extension, and speaking.

### [IP Speaker Alerts](#)

InformaCast can send audio and/or scrolling text alerts to IP speakers and clocks on your network. You can choose to send alerts to all the speakers on your network or just the ones located in specific buildings, wings, or floors.

### [Analog Speaker Alerts](#)

InformaCast can integrate with your existing analog speakers so you don't have to replace them. When you configure your existing analog paging zones using InformaCast's Legacy Paging Interface, you can add these zones as recipients of InformaCast alerts.

### [Panic Button Alerts](#)

InformaCast can integrate with panic buttons to make triggering emergency alerts fast and easy. You can place a panic button in any room or conceal it under a desk to serve as a discreet call button for your reception staff. When someone pushes the button, a pre-recorded InformaCast alert will go to designated devices.

### [Computer Pop-Up Alerts](#)

InformaCast can send text and audio alerts to computer workstations. The alerts appear in a pop-up window that you can customize with your company's logo and color(s). InformaCast also provides the option for people to respond.



## Digital Signage Alerts

InformaCast can send alerts to digital signage displays to supplement other types of alerts. It's also a great way to make alerts accessible for people who are deaf or hard of hearing.

## Alerts to Two-Way Police/Security Radios

InformaCast can send alerts to groups of police/security radios when you need to notify law enforcement or security officers of an emergency in your organization. Alerts are delivered as one-way audio broadcasts.

## Which Types of Alerts Can You Send with InformaCast?

### **Live, Audio Alerts**

Audio alerts that are delivered in real time as you speak. You can initiate this type of alert by pressing a button or dialing an extension on an IP phone. The alert is delivered to pre-configured groups of IP phones.

### **Adhoc Audio Alerts**

Audio alerts that are recorded live, but not delivered until you're satisfied and you trigger the alert to go out. You can re-record as many times as you'd like.

### **Pre-Recorded Audio and Text Alerts**

Audio and text alerts that are created during a non-critical time. You can assign groups of devices that you want to receive these alerts, set how you'd like someone to be able to trigger these alerts, and save them in the system. They'll then be available for quick and easy delivery during an emergency situation.

Note: Text alerts can only be sent to Cisco IP phones.

# Alerts to Mobile Devices

With InformaCast, alerts can be sent to on-premises and mobiles from one interface. This makes it easy to manage and send alerts to every device throughout an organization.

## Push Notifications

Push an unlimited number of notifications to InformaCast Mobile app users on iOS and Android phones. Notifications can be drafted and stored ahead of time, tailored for specific situations, or created in real-time with text, images and audio.

## SMS Text

Send SMS texts to any SMS capable device (e.g., iOS, Android, Blackberry, Windows or feature phones). Include customized introductions so users know who is sending the message.

*Example: "The following is a safety alert from campus security."*

## Phone Calls

Use InformaCast to call any mobile phone or landline with live, pre-recorded or customized text-to-speech audio. The message plays as soon as the call is answered by a person or voicemail system, then repeats twice to ensure the notification is heard or recorded.

## Email

Email customized notifications with text, audio and images to any email address.

## Content

InformaCast offers the ability to send notifications in a variety of formats, and each format is capable of delivering different information components.

	<b>Push</b>	<b>SMS</b>	<b>Email</b>	<b>Dial</b>
<b>Subject</b>	Yes	Yes	Yes	Yes (TTS) – Only when no audio
<b>Body</b>	Yes	Optional	Yes	Yes (TTS) – Only when no audio
<b>Audio</b>	Yes	No	Yes	Yes
<b>Image</b>	Yes	No	Yes	No
<b>Confirmation Request</b>	Yes	Yes	Yes	Yes (TTS) – If a human answers

## Alerts to Third Party Applications

InformaCast can send alerts via third party applications such as social media accounts and instant messaging clients.

### [Alerts to Twitter](#)

You can assign Twitter accounts to recipient groups in InformaCast and send text alerts to those accounts in the same way you would an IP phone or other device.

### [Alerts to Cisco® Jabber™ Instant Messaging Clients](#)

You can send InformaCast alerts to people via the Cisco Jabber IM client. Alerts are delivered as instant messages, and include the short text of the InformaCast alert and a link to play back audio. The Jabber IM plugin is compatible with Cisco's on-premises and off-premises solutions, Cisco Unified Communications Manager IM, Presence, and WebEx.

### [Alerts to Cisco® Webex Teams™](#)

You can leverage Cisco Webex Teams to trigger InformaCast messages by typing in certain commands. You can also tie InformaCast in with Cisco Webex Teams to bring together key stakeholders in a Teams space to manage crisis situations.

### [Alerts to Microsoft Teams](#)

Send and trigger alerts from within Microsoft Teams. Users can receive InformaCast Fusion notifications in Teams and use a bot and adaptive card to launch notifications.

### [Inbound and Outbound Email Alerts](#)

When InformaCast receives an email from a designated email account, it can automatically send out a text and/or audio alert. Alternatively, InformaCast can send text/audio alerts to groups of email accounts.

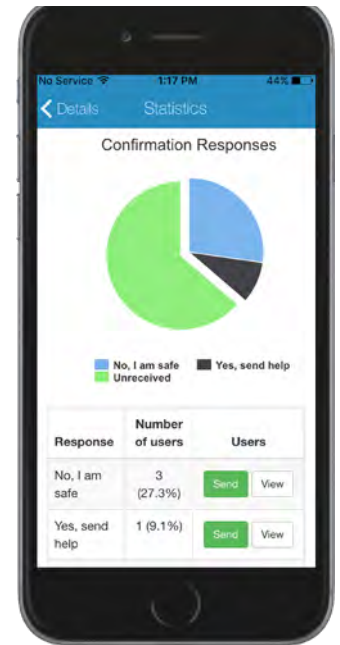
# Features

## Delivery and Read Receipts

Observe real-time updates from the InformaCast Mobile app or web console to see who has received and read notifications.

## Response/Confirmation

During an emergency, InformaCast mobile notifications can request a response to see who is safe, who needs help and who is able to assist. In non-emergency situations, this function can help fill shifts or alert supervisors that a factory line has stopped. Recipients can reply regardless of how they received the notification (e.g., push, SMS, call or email). Senders can see that response and follow up with real-time notifications using the InformaCast Mobile app.



## Escalation

If a response is not received within a designated period of time, escalation rules give users the ability to expand notifications to a broader audience.

*Example: Broadcast a "line down" notification to management if the previously notified supervisor didn't respond within ten minutes.*

## Geo Location

Trigger alerts for people within a designated area or receive alerts when certain people enter that area.

## Authentication

Authenticate with:

- AD FS - Microsoft
- Azure - Microsoft
- OpenID - Google and others
- InformaCast Mobile Identity Provider

## HR/Staff Management System Integration

Load data from .csv files to integrate users into InformaCast Fusion. Automatically assign permissions and distribution list memberships while loading.

## Visitor Notification

Create campaigns with Visitor Notification to inform individuals temporarily visiting facilities. Visitors can register to receive notifications using a web browser or by texting a hashtag to a phone number.

*Example: To receive notifications during Parents' Weekend, text #ParentsWeekend to 608-555-1212.*

## Self Service Option

Edit, delete and enable/disable SMS, phone, and email devices, as well as remove iOS and Android devices. Access self service via the InformaCast Fusion web console or the InformaCast Mobile app.

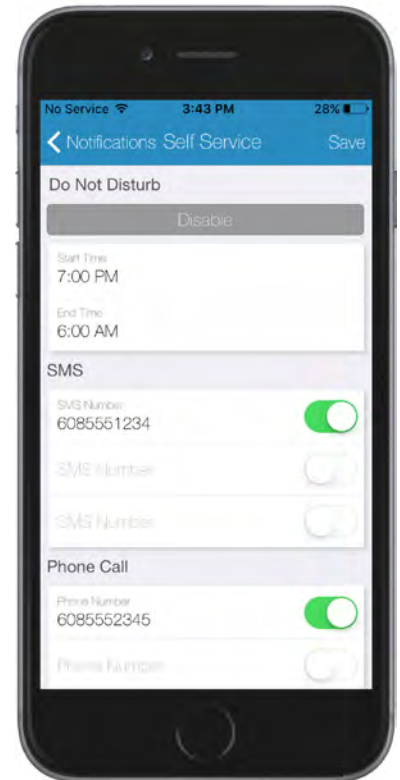
## Do Not Disturb Window

Users have the option to select periods of time when they do not wish to receive notifications. A Do Not Disturb window can be set using the web or the InformaCast Mobile app. System administrators can override this feature so urgent messages are received even if a Do Not Disturb window is in place.

## Multiple Devices for Each User

Each user can have up to 14 methods of contact associated with his or her account:

- Five devices to receive push notifications
- Three to receive SMS texts
- Three phone numbers for automatic dialing
- Three email addresses



## Unlimited Message Templates

Create unlimited message templates in InformaCast, and configure fields to be customizable at send time, or locked so the message can only be sent as is.

## Command Center

Easily build and launch messages with InformaCast Command Center available in the InformaCast Fusion web console. Organizations can utilize this feature to quickly send detailed messages for common scenarios, including severe weather, active shooters, and medical emergencies.

## Open API

Any operation supported by InformaCast can be accessed through its REST API. For more information, visit <http://api-docs.icmobile.singlewire.com/>.



# Intelligent Emergency Alerting

InformaCast has several intelligent emergency alerting features. After the initial configuration, these features are automatic.

## [Emergency Call Monitoring, Recording, and Alerting](#)

InformaCast can detect when someone in your facility dials 911 or an internal emergency number. When this happens, InformaCast sends an alert to internal safety team members, managers, local first responders and other designated people. The alert includes information about when, where, and by whom the call was placed to facilitate a fast, organized response.

Note: This feature is only available for Cisco IP phones.

## [Weather Monitoring and Alerting](#)

InformaCast monitors Common Alerting Protocol (CAP) feeds from Federal agencies like the National Weather Service and NOAA. You can configure it to forward only alerts that pertain to your geographic area. The alerts can go to facility speakers, specific phone numbers or email addresses, and more. Outbound CAP collaboration groups can also be established to post the contents of a message template's Subject and Body fields to endpoints that support consumption of CAP messages, such as digital signs.

## [Conference Call Management](#)

When an emergency alert goes out, InformaCast can bring key people together into a conference call to coordinate an emergency response. These people will receive a phone call with a recording of the initial alert and an invitation to join the conference call bridge. They can invite other people to join the call by providing them with a designated extension.

## [Inbound and Outbound RSS](#)

You can configure InformaCast to monitor RSS feeds from designated websites. Whenever those feeds are updated with new content, it will send an alert to a designated group of people.

RSS can also be set up as a collaboration group. This allows users to post the contents of a message template's Subject and Body fields into an RSS feed from which RSS-consuming endpoints, e.g. digital signs or other RSS readers, can poll.

## Simple Scheduling Interface

InformaCast has a built-in interface that allows you to schedule alerts and tones as far in advance as you'd like. You can use this for a variety of functions, but the most common are listed below.

### [School Bells, Passing Period Alerts, and Announcements](#)

You can schedule bells in advance for the entire school year. You can also create alternate bell schedules for teacher inservice days, early release days, exams, and more. Anyone who is authorized to use InformaCast can make day-of changes in the user interface, even after the schedule is set. You can use this same method to schedule a musical recording to play during passing periods or to schedule end-of-day announcements.

### [Shift Change Alerts](#)

You can schedule a five-minute warning towards the end of a shift so people know to wrap up their work, clean up, etc., and then an alert that marks the end of the shift. This is especially helpful for organizations that have different crews for first, second, and third shift.

### [Closing Announcements](#)

You can schedule InformaCast alerts to let people know when your store or facility is closing, when visiting hours are over, or when it's the end of the work day.

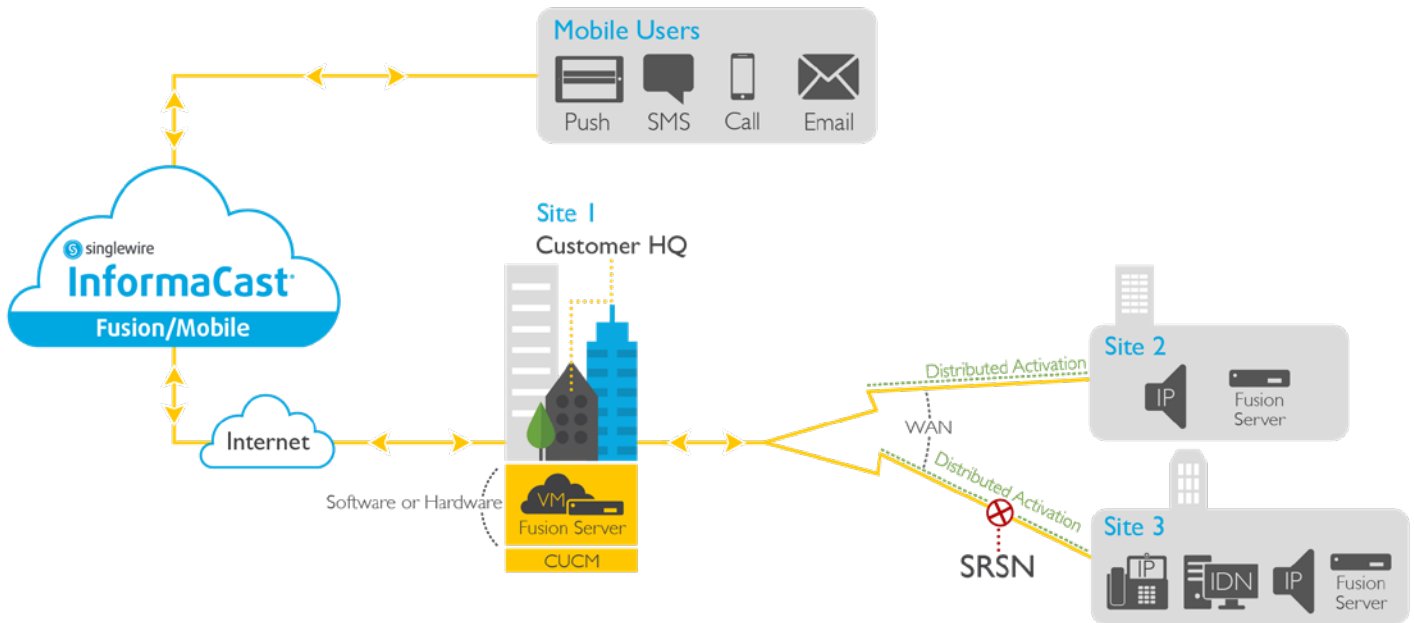
## Extra Paid Options

Paging gateway server and high availability add functionality to InformaCast and make non-typical configurations simpler.

### [Paging Gateway Server](#)

The Paging Gateway plugin and Paging Gateway server allow you to send InformaCast audio alerts across a network that otherwise wouldn't support multicast traffic.

# InformaCast Fusion High Availability



## Fusion Server Appliance

The software version of InformaCast Fusion requires users to have virtual computing resources, but this can be a challenge at remote sites, such as rural schools, remote campuses and clinics, where these resources are more difficult to access.

With the Fusion Server Appliance, these remote locations can have an on-site server that makes it possible to still send mass notifications without the virtual computing resources.

*Note: The Fusion Server Appliance is IEC and UL 60950 certified.*

## Survivable Remote Site Notification (SRSN)

When the network goes down, messages may not be sent. At organizations where notifications are mission critical, this isn't an option. With the Fusion server at a site (either virtual or hardware appliance), notifications continue to operate even if the network fails. This includes live, ad hoc, and per-recorded audio, as well as DialCast, bell schedules and more, to keep everything running smoothly.

## Distributed Activation

With distributed activation for InformaCast Fusion, message scaling has never been easier. If your organization is trying to reach thousands of IP devices, distributed activation makes it simple to distribute the workload and send messages quickly.

Learn more about high availability features at [www.singlewire.com/informacast-high-availability](http://www.singlewire.com/informacast-high-availability).

## Additional Integrations

You can integrate InformaCast with several external applications, systems, and devices to create custom solutions.

### URL Triggers to Third Party Applications

InformaCast can reach a third party application via a URL. This feature is typically used when the third party application has an API that can accept an inbound HTTP trigger from InformaCast. For example, InformaCast activates an IP-enabled security system by making an API REST call via a URL.

### Inbound and Outbound Application Programming Interface (API)

You can configure InformaCast to remotely monitor and/or trigger systems and devices on the network via InformaCast's open API.

### Integration with Facility Systems and Devices

InformaCast can integrate with facility systems and devices via contact closure (machine-to-machine) configuration.

With this configuration, an outgoing InformaCast alert can trigger an action. For example, a school administrator sends a lockdown alert and InformaCast automatically triggers the electronic door lock system to lock all interior doors.

It can also work the other way around, with an event triggering an InformaCast alert. For example, there's a fire in your building and someone pulls the fire alarm. InformaCast sends an alert with evacuation procedures to all IP speakers in your facility.

# Devices, Licensing, and Info

Compatibility, hardware vendors, technical requirements, licensing, and contact information

## Compatibility

InformaCast is compatible with most versions of Cisco Unified Communications Manager and most Cisco IP phone models. See full compatibility lists at [www.singlewire.com/compatibility-matrix](http://www.singlewire.com/compatibility-matrix).

Additional IP phone models are also compatible with InformaCast. Contact your Territory Manager at [www.singlewire.com/contact-us](http://www.singlewire.com/contact-us) to learn more.

## Ecosystem Partners

There are several technology vendors that produce InformaCast-compliant IP speakers, panic buttons, contact closures, zone controllers, digital displays, and third-party applications. Learn more about these companies at [www.singlewire.com/ecosystem-partners](http://www.singlewire.com/ecosystem-partners).

## Device Requirements

A separate account is required for each user who plans to receive InformaCast Fusion notifications.

- InformaCast Mobile app
  - iOS devices: iOS 8.0 or later/Android devices: Android 4.0 (Ice Cream Sandwich) or later
- SMS Text: Any SMS-capable device with a cellular connection
- Phone Call: Any callable (PSTN-reachable) number
- Email: Any email-capable device

## Technical Requirements\*

- VMware ESXi 5.0 or later
- 4 Gb of memory
- A dedicated virtual CPU (vCPU) is required
- A single virtual NIC configured for bridging; InformaCast will not work through NAT
- 80 Gb disk, which can be either local disk or any SAN-attached disk supported by VMware
- CUCM 8.5 or newer with multicast-enabled network (unicast gateway is available for WAN if needed)

\*Please see Hardware Requirements on [www.singlewire.com/compatibility-matrix](http://www.singlewire.com/compatibility-matrix) for updates

## Licensing Model

InformaCast Fusion is sold as an annual subscription license and provides access to upgrades, patches, and the Singlewire Support Team. For pricing and ordering information, contact your authorized Cisco reseller or a Singlewire representative.

**SWC**  
Stephen Walker Consulting. LLC

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OR  
Call 423.591.9956 for pricing