

# An Interview with Judit Sharon – CEO at OnPage

*OnPage is a Cloud Based, Cross-Platform, Cross-Carrier Priority Messaging System That works on Cellular and WiFi Coverage.*

WALTHAM, MASSACHUSETTS, UNITED STATES, July 27, 2015 /EINPresswire.com/ -- EOCFO: [Ms. Sharon](#), what is the concept behind Onset Technology?

Ms. Sharon: Onset has always been in the priority, critical messaging space. Onset's latest product, [OnPage](#), was created with the premise that some messages just cannot wait, and using casual messaging applications for time sensitive communications is simply not acceptable.

OnPage, a cloud based, cross-platform, cross-carrier [Priority Messaging](#) system, eliminates the need to carry a Traditional Pager in order to separate the critical messages from the clutter. OnPage enables professionals to ditch their pagers, but unlike email and SMS, it ensures that critical messages will grab their attention and will never be missed. The system works over cellular as well as WiFi coverage, anywhere in the world. Even if you are in an area of no cellular or WiFi reception, the moment you step back into coverage, a continuous alert will grab your attention. You just can't miss it! In addition, it automatically

notifies the sender as soon as the message was received AND as soon as it was read. In addition, OnPage messaging is encrypted to adhere to HIPAA regulations.

CEOCFO: How does it work?



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Ms. Sharon: OnPage is like having a Pager on your smartphone.

IT professionals receive alerts from their IT monitoring software regarding server and infrastructure health, or from IT ticketing software for Support. Currently, all alerting from these expensive monitoring systems is done via email or SMS and is often missed. IT professionals who use OnPage are able to separate and elevate those messages above the rest of their inbox clutter so they can attend to problems immediately.

There is even escalation capability if the intended person does not respond within a preset amount of time, the alert automatically goes to another person, and so on, until the problem is solved.

HealthCare providers (physicians, nurses, midwives, etc.) use OnPage as a Pager replacement on the mobile device to avoid spotty limited paging coverage and gain the convenience of carrying a single device, gain global coverage via cell or Wi-Fi, and gain a visibility to message audit trail to assure accountability. Healthcare providers also use OnPage as a Secure Messaging application to comply with HIPAA requirements. Both groups use OnPage to Elevate and Manage critical alerts by creating groups and escalation policies to ensure messages are attended-to promptly. OnPage comes with many benefits that help users avoid alert fatigue and be accountable.

CEOCFO: Are people coming to you? How do people learn about OnPage?

Ms. Sharon: We believe a good solid product will draw the customers to us, hence, we invest to improve capabilities, add APIs and performance to accommodate our customers' features needs and provide Rock-Solid- Reliability.

CEOCFO: What is the competitive landscape?

Ms. Sharon: There are similar solutions but none of them are as a complete solution as OnPage, and none of them allow the sender the ability to set the priority level of the message.

Some solutions are targeted specifically towards IT so they lack the security and the full messaging capability for team communication in times of need. Others are targeted towards HealthCare and lack the escalation protocols and the scheduling capabilities. Both verticals are in urgent need of a solution that prioritizes time-sensitive messages over the clutter of messaging, and escalates the message until attended. IT professionals are in charge of business-health just as Healthcare providers are in charge of human-health, in both cases the "patient" needs treatment immediately, otherwise the loss is tremendous. The OnPage solution address all the above needs of Security, Full messaging capabilities, setting Priority level of the messages, Escalation and Scheduling.

CEOCFO: It seems that everybody has IT somewhere that needs to be monitored!.

Ms. Sharon: Indeed. Even within the healthcare sector, we are serving IT as well as healthcare providers. It is not just in hospitals, it can also be clinics and health plans. Every company has an IT department and all are using the same systems and have the same needs to manage critical alerts. OnPage can be deployed in any company.

CEOCFO: How is business these days?

Ms. Sharon: Business is great. We are growing year over year and our customers list includes the who's who of Business.

CEOCFO: If we speak a year from now, what might be different for you?

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Ms. Sharon: In the coming year, we will do more of what we are currently doing and do it better if

possible. As technology progresses, information is pushed our way in abundance – If it is messaging from people, sensors, robotics, etc. All those messages will be fighting for our attention and we will need a way to prioritize those critical messages from the rest - that is when OnPage shines. The plan is to keep moving forward.

CEOCFO: Put it all together for our readers. Why pay attention to OnPage and Onset Technology today?

Ms. Sharon: Today, we are drowning in information. Today, on my phone and on everyone's phone, we are inundated with messages. You have alerts coming from your stock broker, you get pictures, SMS, emails, messenger, and Facebook. There is just so much, and because we have so much messaging, the important ones are often lost in the clutter.

Information is key to survival in business, so we are constantly seeking information about everything and are subscribing to numerous services that continuously provide us information via messages to the point that we become numb to those alerts. It is just another alert. We'll get to it when we get to it. OnPage raises the important messages above the messaging clutter and draws your attention to those time-sensitive, critical messages. I believe that in the future there will be two kinds of messaging – casual messaging and important messaging.

The important messaging will come via OnPage.

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