OnPage Adds Mass Messaging to Enable All-Around Notifications

OnPage introduces BlastIT, the company's new mass messaging capability

WALTHAM, MASSACHUSETTS, UNITED STATES, April 24, 2018 /EINPresswire.com/ -- OnPage introduces BlastIT, the company's new mass messaging capability, to enable swift effective communications with Employees, Customers and Vendors prior, during and after a Crisis event.

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> *Judit Sharon, CEO OnPage Corporation*

OnPage Corporation, the industry's leading Secure Incident Management System, today announced the addition of mass messaging capability, BlastIt, to its product offerings. OnPage BlastIt is designed to help organizations enhance their current communication management plan and streamline effective communications not just with the response team but also with employees, vendors and clients in times of crisis.

"Communicating in a crisis situation is paramount for all businesses, ensuring that the message gets to the right people in a timely manner through multiple channels with acknowledgement capability is key" said Paul Sullivan VP of Strategic Alliance.

Effective Incident crisis communications plans call for at least two types of communication:
1. Critical notifications to stakeholders, response teams and business continuity teams which require an immediate, distinct notification with Alert-until-Read, automatic acknowledgement, redundancies, escalations, schedules and reporting capabilities; all of which are currently provided with the OnPage incident management system.

2. Mass notification using email, SMS or voice to those affected by the incident, to provide information and instructions as to what happened and what actions they should take (i.e. network is down – stand by, execute evacuation plan, , snow day – stay home, reminders, etc.) along with acknowledgement that the message was received. This capability is now available via OnPage BlastIt.

By providing customers with both communications capabilities, OnPage has expanded the communication reach of organizations to their entire business ecosystem.

"We live in a digital age in which instant communication is important to every business and is vital in case of a crisis" said Judit Sharon, CEO of OnPage. "As information flows freely among employees, customers, vendors and other stakeholders, it is imperative for organizations to have a premeditated, reliable communication plan for quickly reaching all those affected by drawing upon modular templates that are easily accessed in a crisis situation and can be acknowledged. We developed OnPage BlastIt to fulfil this need".

OnPage released BlastIt in response to numerous requests from existing customers searching for an

effective tool that will encompass all the communication necessary to effectively manage an incident. BlastIt can be used either in conjunction with the OnPage incident management system or as a standalone feature.

About OnPage (www.onpage.com)
OnPage is the industry leading HIPAA secure Incident Alert Management System. Built around the incident resolution lifecycle, OnPage's unique ALERT-UNTIL-READ for up to 8 hours enables organizations to get the most out of their digitization investments, ensuring that sensors, monitoring systems, and people have a reliable means to escalate anomaly notifications to the right person immediately.

OnPage's escalation policies, redundancies, and scheduling algorithms ensure that a critical message is never missed. OnPage enables automation of the notification process, reducing human errors, thereby improving productivity and advancing the digital operations of your business.

Whether to minimize IT infrastructure downtime, or to minimize response time of healthcare providers in life and death situations, organizations are relying on OnPage for all their secure, HIPAA compliant, critical notifications needs.

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