

xMatters (*risk*) engines

(*risk*)

(*x*) **matters**[®]
The relevance engine company.

The challenge

Over the past decade, an extraordinary number of disasters have affected businesses around the globe. Corporations have scrambled to regain a sense of stability after sustaining damage to physical resources, customer trust, and brand reputation.

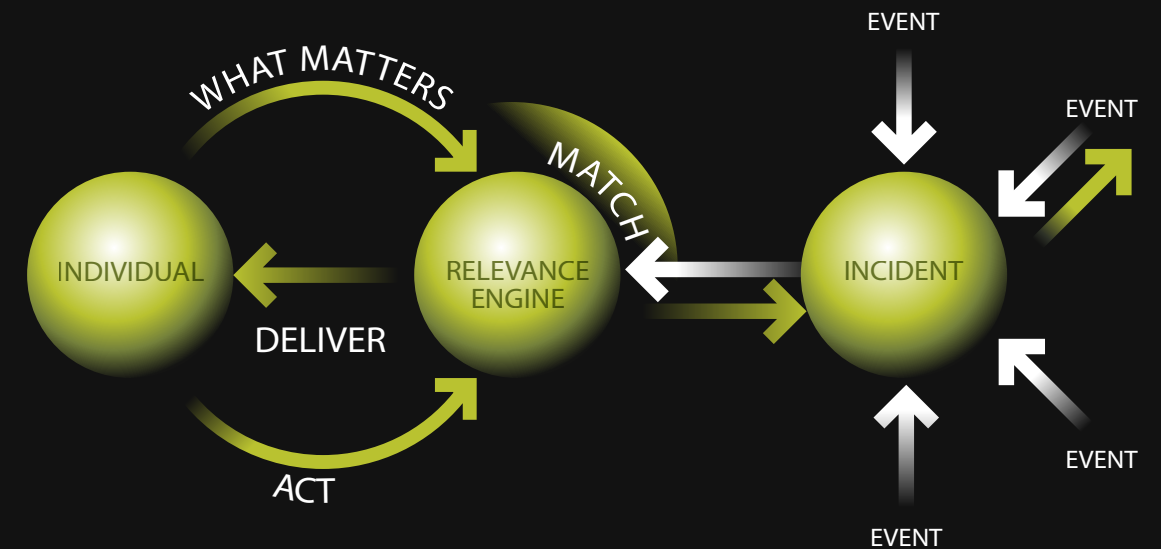
But external disasters don't have to wreak havoc on your organization: with the xMatters (*risk*) engine, you can protect your business from future disasters, and have confidence that your organization will keep running, growing, and thriving - even when the surrounding environment has been disrupted.

Our solution

The xMatters (*risk*) engine connects people with what they need to know, at the exact moment they need to know it - so they can act quickly and intelligently to move their business forward. It's a simple concept, but it means different things to different people depending on what role they play within an organization.

How a relevance engine works

The xMatters (*risk*) engine delivers information and choices to the right people, at exactly the right moment, revolutionizing the way you manage and contain a crisis by providing visibility across the organization and enabling you to communicate with everyone when it matters most.



Denver International

Airport uses a relevance engine to notify the right people in the case of severe weather or a security breach. They were able to move from sending 50 notifications in one hour, to 4,000 targeted notifications in just minutes.

A leading grocery chain

uses a relevance engine to handle product recalls, sending information to the people who need it when an issue with the merchandise arises.

Focus

When the unexpected happens, it often affects different people in different ways. How can you deliver exactly what matters to each person, without alarming others unnecessarily? A relevance engine allows you to communicate different information and choices to different people – depending on a variety of factors, such as who they are and where they are.

A relevance engine from xMatters also allows you to maintain control over vital business process, so your business will remain safe and available, no matter what:

- Lower brand exposure and minimize loss during times of crisis
- Communicate quickly and effectively to those who need to know
- Reduce customer support costs while increasing satisfaction

Mass Personalization

The xMatters (*risk*) engine is no run-of-the-mill mass notification tool. In fact, it's quite the opposite.

The xMatters (*risk*) engine enables mass personalization – the ability to deliver personalized information, instructions, requests and procedures to everyone – employees, teams, customers, and partners – automatically and within seconds. Each individual receives only what matters and nothing that does not.

Relevance engines

With an xMatters (*risk*) engine in place, you can know with certainty that if your organization is ever threatened, everyone affected will be notified at once. The engine will send immediate, ongoing, targeted communication to everyone involved – including employees, customers, vendors, partners, and neighbors. To accomplish that, we have developed multiple relevance engines that improve every aspect of your business, including:

- xMatters (*risk*) engine
- xMatters (*business continuity*) engine
- xMatters (*disaster recovery*) engine

About xMatters

In with the new

If you knew us as AlarmPoint, you may be wondering what changed. The short answer is: we're still doing what we did before; only now we're helping entire organizations become more aware and responsive. We still offer the same quality solutions you've come to expect, like alert management products, but we've realized that what businesses need most is relevance: a way to connect people with what matters to them, at exactly the right moment. A relevance engine completes the last mile of IT service delivery and makes businesses more effective, more agile, and more competitive. Right now.

xMatters

xMatters builds relevance engines that connect people with what they need to know at exactly the right moment – so they can take immediate action. Our relevance engines work with existing enterprise applications, technologies, and processes to help businesses run faster and smarter. Over 800 global firms use xMatters to make their products and services more valuable, both internally and to their customers and shareholders. Founded in 2000 as AlarmPoint Systems, xMatters is headquartered in Pleasanton, CA with European operations based in Woking, U.K. More information is available at www.xmatters.com or 1-800-861-3916 toll free or +44 (0) 1483 722 001 UK.