

## **GEMATECH LAUNCHES NEW TELECOMS BUSINESS CONTINUITY SOLUTION TO PROVIDE EARLY WARNING IN THE EVENT OF DISASTER**

**- 'Rapid Call Out' system can send up to one million messages per minute to employees, customers or suppliers to notify them of disruptive events -**

**28 March 2007** - Telecoms technology specialist, GemaTech, has further enhanced its suite of Telecoms Business Continuity products, with the launch of a 'Rapid Call Out' system. This new offering provides a company's employees, customers and suppliers with early notification of major events and outages which have disrupted them, a key element of continuity planning if organisations are to prevent complacency in the adoption process.

The 'Rapid Call Out' (RCO) product is a web-based application that can issue up to one million messages per minute, designed to instantaneously notify employees, customers and suppliers about disruptive events that have occurred at their place of work - whether it be a fire at, say, 3.00 a.m. in the morning, where the employer needs to pass on information regarding how the company intends to operate the following day; or a terrorist attack which requires a conscientious employer to make every attempt to quickly trace all of their employees to ascertain their well being in the aftermath.

Graham Chick, Chief Executive at GemaTech comments, "Whilst many companies now have comprehensive business continuity plans in place which provide for the relocation of employees to alternative locations (recovery sites) where business operations can continue, these plans assume that all employees are aware of the problem or event which has resulted in Management electing to invoke their business continuity plan. But what happens when the disruptive event occurs in the middle of the night, or, like the Buncefield disaster, where 15,000 employees turned up to work on the Monday morning, some 24 hours after the explosion which occurred on the Sunday morning, only to be sent home again unable to work. In addition, what happens when certain employees are travelling on business or otherwise away from the office?"

Chick continues, “What is needed is the ability to quickly inform all employees, as well as company customers and suppliers of the event that has occurred – and more importantly, the action that is being taken by the affected company to ensure that their business continues as seamlessly as possible in the aftermath.”

GemaTech’s RCO system, which also includes a number of Unique Selling Points (USPs) over stand alone competing products essentially enables information to be delivered through a choice of multiple media resources – including a traditional telephone call, SMS e-mail, a web page or VoIP, – whilst maintaining, monitoring and providing feedback to key personnel throughout the potential situation. The service also provides the ability for recipients to acknowledge receipt of the message with the option of feedback of vital information being readily available.

The ability to notify any number of individuals or companies instantaneously and simultaneously of an event, such as a defective or contaminated product, a storm warning or other major occurrence has huge benefits by informing people at the earliest opportunity, thereby minimising the risk of unnecessarily escalating the effects of the problem.

Chick concludes, “Whilst similar, stand alone solutions have been available for the past decade, no one to-date has integrated a notification system into a more substantial telecoms continuity package, leaving organisations with no option but to build up a solution from the various components available – a costly and time-consuming process. However, through the effective combination of products such as the RCO and GemaTech’s BCM<sup>LITE</sup> and SVR<sup>LITE</sup> modules, our core business continuity offering, companies can now achieve a complete continuity system without incurring the associated costs of developing a bespoke solution.”

**- Ends -**

#### **About GemaTech**

GemaTech designs and develops products and solutions which deliver telephony business continuity and secure voice recording by obviating telecommunication failure and aiding dispute resolution respectively.

GemaTech has over 10 years expertise in developing niche applications for the telecommunications industry. Founded in 1995, and headquartered in Guernsey, GemaTech also has operations in Basingstoke, and San Diego.

GemaTech specialise in delivering cost effective, scalable solutions ensuring that organisations, large or small, can benefit from the deployment of GemaTech’s innovative technology delivering measurable and quantifiable returns on investment.

GemaTech's unique business continuity products and services are capable of ensuring the instantaneous, seamless and total recovery of 100% of an organisation's incoming calls, the lifeblood of any company, by intelligently re-directing any number of individual DDIs to any number of alternative destinations – and activated in seconds after an invocation.

GemaTech's secure voice recording product, available as an additional module to enhance the business continuity products, enables all re-routed calls to be call recorded, as well as a stand alone product delivering a number of unique features including dual channel or "stereo" recording of all calls, ideal for dispute resolution.

GemaTech has customers across many vertical sectors, including financial services, banking and insurance and the travel industry. Some of GemaTech's key customers include, Travel Councillors, Regency Mortgage Brokers, Kudos Research, Access Accounting, Message Labs, Ultimate Insurance and Richmond Corporate Services.