# Comparing the Zipit® Enterprise Critical Messaging Solution™ to Traditional Messaging Systems

## Solution Overview

The Zipit Enterprise Critical Messaging Solution was specifically designed to address underlying communication and workflow challenges commonly found in organizations in healthcare, state and federal government, hospitality, education, and other sectors due to the reliance on texting and antiquated paging systems, which are typically unreliable, not secure, and do not provide a closed loop of communication.

These common communication challenges include:

**- "I didn't get the page"** (No message acknowledgment/visibility) - Zipit addresses this by recording all communication that is sent and received using any of the tools in the solution: mobile apps, dedicated messaging devices, secure web apps. This also means the solution surpasses federal minimums of HIPAA compliance and is uniquely capable of empowering managers to keep their teams accountable.

**- Normal messages do not prompt action –** The Zipit solution's priority message feature enables organizations, operators, dispatchers, and other users to set priority levels for messages which change the behavior of the message or device itself to require a response from the recipient before ending the alert or allowing the user to use the device/app in any other way. High-priority messages cannot be silenced otherwise. In this way, the solution is uniquely equipped to serve as the primary alerting platform when used in an emergency response capacity.

**- Inefficient Communication workflows -** Zipit Smart Message™ communication workflows can be customized according to an organization or team's particular communication needs. Smart messages can be rerouted, escalated, can be assigned timeouts, and can be handed off among team members to facilitate improved efficiency in operations.

**- Communication speed & reliability –** Zipit priority messages have an average confirmed delivery time of less than 10 seconds for all messages sent across the country since the solution went live in 2011. This is especially crucial for organizations like Hospitals and EMS providers, whose business is



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directly affected by the time it takes to receive and act upon messages. In addition, Zipit servers have an uptime of 99.99%.

**- Integration and Security -** The solution is capable of, and has already been integrated with, systems across the country like nurse call, EMR, telemetry, fire alarm, and other alert and management systems. All communication through the Zipit solution is encrypted end-to-end. All four points of the HIPAA regulation controls are not only met, they are exceeded. Communication is stored and readily available for viewing by authorized customers. All communication can be exported and attached to medical records and usage reports (including device status).

In addition, Zipit is the sole provider of a comprehensive critical messaging solution that includes smartphone/tablet applications, a secure cloud-based management portal, and specialized devices. This is important because not all organizations allow BYOD (Bring Your Own Device) policies and/or do not have company-owned smartphones available for their employees. This could be due to any number of reasons including budget restraints.

So in summary, Zipit distinguishes itself by being a comprehensive, simple-to-use solution that improves organization and team communication by addressing the common technical and operational challenges that often occur in enterprises.

The Zipit Enterprise Critical Messaging Solution, comprising of the dedicated Zipit Now™ TS device, Zipit Confirm™ mobile application and Zipit RAP™ (Remote Administration Portal) contain several unique features not found in traditional devices like pagers or cell phones, specifically:

## Elimination of "Send and Pray" Paging and Messaging

Traditional over the wall paging or messaging is eliminated by providing full tracking of message delivery, acknowledgement and forced response to the originator of the message. A dispatcher knows immediately (**in seconds**) if the message has been delivered or if they have to take alternative actions to locate another person without delay. Instead of waiting for 5-7 minutes on average to conclude that a person has not received a message, the Zipit solution immediately informs the user of a device's status, such as if it is powered off causing delivery to not occur.



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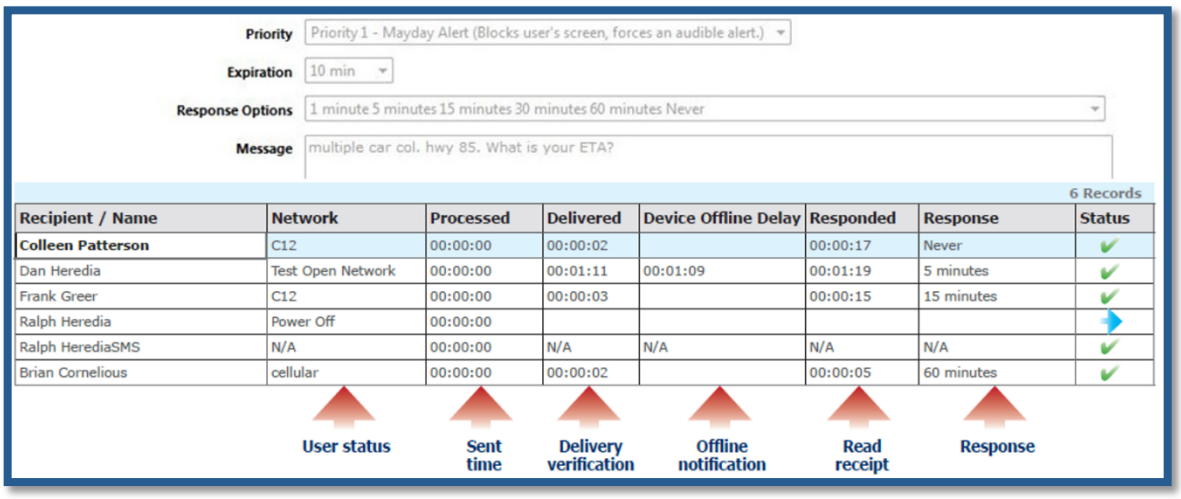


Message status in the Zipit RAP™

## Forced Responses

Traditional pagers and other devices can generate a noise indicating a message has been received. The Zipit solution is the ONLY platform that can force a user to select an answer in order to silence the alert. That alert can continue for up to 7 days or until the user acknowledges the critical message.

With traditional forms of communication, including pagers, email and texting, you send someone a message but cannot force them to respond to that message. Messages could be forgotten or ignored and the sender would have no knowledge of this.

## Raised Accountability Levels

Included in the solution are extensive reports that show not only the state of message delivery as described earlier, but also the state of each device. For example, a sender would know if the Zipit device a user is carrying is powered off at the time the message is sent. These reports help organizations keep employees accountable and also improve the ability to get a hold of someone, **at the time of the event, i**nstead of losing precious minutes before realizing the message was not acknowledged.



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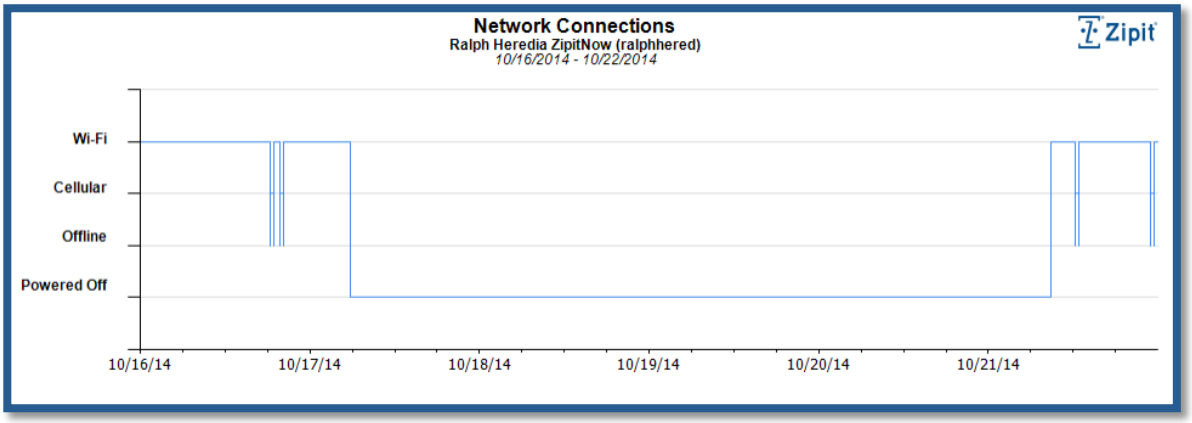


## HIPAA / HITECH Compliance

Traditional 1-way and 2-way pagers are NOT HIPAA or HITECH compliant. The Zipit solution is encrypted "at rest" on the device and in the cloud, as well as "in transit" using SSL/TLS technologies. In addition, the Zipit solution authenticates both the device and the user in the communication with the Zipit cloud infrastructure.

In addition to knowing device status, all communication is recorded on the Zipit RAP to enable full compliance with HIPAA and HITECH regulations. This includes communication between two Zipit devices, two mobile apps, or even communication between a Zipit device and a traditional cell phone using SMS. ALL CONVERSATIONS are securely logged in the secure Zipit cloud infrastructure.

## Use of Modern, Trusted Technologies

The Zipit solution was designed to address decaying and eliminated paging infrastructure by leveraging an organization's internal Wi-Fi network as well as the Verizon Wireless Nationwide 3G network. This provides coverage both inside and outside buildings. Because Zipit devices are intimate with both networks, it has the ability to dynamically switch between the two for maximum network coverage. If an employee is walking the halls of a building and runs into Wi-Fi "dead zones", the Zipit device will automatically switch to the Verizon Wireless 3G Network within 30 seconds giving you redundancy that no single pager network can offer. The Zipit RAP is built on a completely hosted, secure cloud-based infrastructure, eliminating any need for on-site installation and maintenance of servers and proprietary paging consoles.



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