

## Case Study:

# SendQuick Alert & Respond SMS Text Messaging Server

### Client Profile

Established in 1989, Prudential Asset Management is a fund management company and the investment arm of Prudential's Singapore insurance operations. Today, PAM is one of the largest fund managers for investment-linked insurance products in Singapore managing over S\$3bn of investment funds.

### SendQuick Alert Server

For virtually any management system, SendQuick will translate an event into an SMS alert and transmit to a manager's mobile phone. In response, the manager can return a predetermined SMS reply via Talariax to instruct the system to take simple corrective action.

In the case of IT devices, SendQuick will create SMS alerts from all common outputs including email, syslog and SNMP. With an appropriate output, SendQuick will also respond to events on a vast range of environmental controls and building management systems.

In this way, SendQuick provides businesses and service providers with an exceptionally versatile solution for controlling business continuity, managing systems and maintaining service levels.

SendQuick is supplied as pre-configured hardware incorporating SIM access to all GSM networks. With no need for third party involvement, SendQuick allows the user to choose mobile network carrier for billing and management of SMS services.

Furthermore, SendQuick operates without mail server, Internet connection or hosting server, thereby eliminating points of failure present in other types of system.

*"SendQuick Alert enabled us to get a seamless integration of all IT monitoring activities from infrastructure to applications under one umbrella on a 24x7 basis. As this appliance has its own SMTP/SMS server, we did not have any dependency on our existing SMTP server. This appliance enabled us to provide pro-active IT support for the business lines."*

**R.Gopalakrishnan, Director of IT**

### Business Needs

Prudential Asset Management manages the IT infrastructure that supports the business operations of the group in Singapore and regional countries. The business demands continuous uptime, so Prudential adopted a simple email-to-SMS alert process to inform the technical staff when there is a failure. Email alerts from the infrastructure were routed to Prudential's mobile operator, where they were converted to SMS and sent out to the technical staff.

This approach had inherent weaknesses with potential points of failure at the Internet connection, through their dedicated leased line, and at the mobile operator. With a requirement for high reliability and stability of the SMS messaging, Prudential sought a better solution and chose SendQuick Alert to meet those needs.

### Technical Requirements

- Send SMS alert to the designated technical staff when there is a problem with the IT infrastructure.
- The alert messages will be sent via email, which are then converted to SMS.
- The system needs to be within the same LAN to reduce dependency on leased line and other networks.
- The system must be able to have continuous uptime (24x7x365) with minimal maintenance required.

### SendQuick Alert: Business Benefits

- Immediate SMS alert to the technical staff reduces response time and improves system uptime.
- SMS system within the LAN environment increases reliability (the SMS messaging is not dependant on other networks).
- Reduce support costs as SendQuick Alert is a zero maintenance system

### Success Story

SendQuick Alert has created the reliability required for Prudential's infrastructure alert system. SMS messages are sent without relying on availability of Internet, leased lines or mobile service provider. IT personnel are informed of problems immediately and improved response rate has reduced downtime. SendQuick Alert now plays a key role in Prudential's total IT planning and infrastructure.

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