

EMERGENCY NOTIFICATION

Defne is dedicated to providing communication solutions for public warning purposes. Defne's two flagship products, CBC (Cell Broadcast Center) and E-SMSC (Emergency SMSC), have made Defne an important player in the industry. CBC is designed to communicate sudden events to the public, making it an essential tool for authorities during emergencies. E-SMSC handles post-emergency or upcoming emergency cases, ensuring that people can stay informed and prepared. Defne's innovation and commitment to customer satisfaction are further reflected in E-SMSC, a solution that meets the need for A2P SMSC of operators, making it easier for businesses to communicate with their customers.

Defne's cutting-edge products have proven to be invaluable during emergencies, helping keep people informed and prepared for whatever might come next. Defne's solutions have also helped businesses communicate better with the customers, saving them time and money. Through Defne dedication to innovation and excellence, Defne has become a significant player in the industry of public warning.

Dealing with Sudden Emergencies

Pre-emergency : If an emergency will occur suddenly, a warning message is sent over the CBC, this warning message audibly warns the people in the area and quickly reports the situation.



CBC

Cell broadcast centers are capable of making loud warnings through the use of emergency alerts. Emergency alerts are messages that are sent by authorized government agencies, such as the National Weather Service, Emergency Management Agencies, or local law enforcement agencies, to mobile devices in a specific area.

When an emergency alert is sent, it is broadcast to all mobile devices within range of a particular cell tower or set of cell towers. The alert is usually accompanied by a loud tone or vibration, which is intended to get the attention of people in the affected area.

The purpose of these emergency alerts is to provide critical information to people who may be in danger or need to take immediate action, such as evacuating an area due to a natural disaster or responding to a public safety threat. The loud warnings are meant to ensure that people receive the message and take the necessary precautions to stay safe.

Preparing for Emergencies: Dealing with Future Threats

Pre-emergency : If an emergency is expected to occur in the upcoming days, a warning message is sent via E-SMSC to inform people. By using SMS, instead of CBC, people can be notified without causing panic.



Upcoming/Post-Disaster Notifications should be sent via E-SMSC

In the wake of a disaster, a few activities can help mitigate the situation for the better: deploying assistance to regions in need and keeping the public informed on a regular basis about the status of the disaster. It's unnecessary and irritating to be constantly bombarded with loud cellular alerts for post-disaster notifications. The value of these notifications can't be denied, however, they should not be overbearing to people as it can ruin their day. Therefore, upcoming or post-disaster notifications should be sent via SMS.

Staying on Track with Post-Crisis Recovery: Get Notified with Recovery Alerts

Post-emergency : Providing information after a disaster is crucial, particularly for people to know and locate meeting areas post-earthquake. SMS is considered a more reliable and permanent means of communication compared to CBC, which makes it a preferred method to inform people. By using SMS, the information can be disseminated more effectively, and it allows people to receive the information directly on their mobile devices, providing quick access to essential information.



Future-Proof Your Messaging Infrastructure with E-SMSC's Advanced A2P SMS Function

Defne's emergency notification platform is a versatile solution that provides a range of functionalities to meet the needs of organizations looking to send urgent and critical messages to their employees or customers. One of the key features of this platform is its ability to serve as an A2P (Application-to-Person) Short Message Service Center (SMSC).

As an A2P SMSC, the platform enables organizations to send high volumes of SMS messages to their customers or employees in a timely and reliable manner. In addition to its A2P SMSC capabilities, Defne's emergency notification platform offers a range of advanced features for sending and managing SMS messages via SMPP or Web Services, including:



Silent SMS: This feature allows messages to be sent without alerting the recipient.



Priority-based Sending: Messages can be assigned a priority level, with higher-priority messages being sent first to ensure that urgent messages are delivered quickly.



Binary SMS: This feature allows messages to contain binary data, such as images or other types of multimedia content.



Flash SMS: This feature allows messages to be displayed on the recipient's screen immediately, without the need for the recipient to open the message.



UCS2: This is another character encoding scheme used for SMS messages that supports a wider range of characters but is limited to 70 characters per message.



GSM 7-bit: This is a character encoding scheme used for SMS messages that allows up to 160 characters per message.

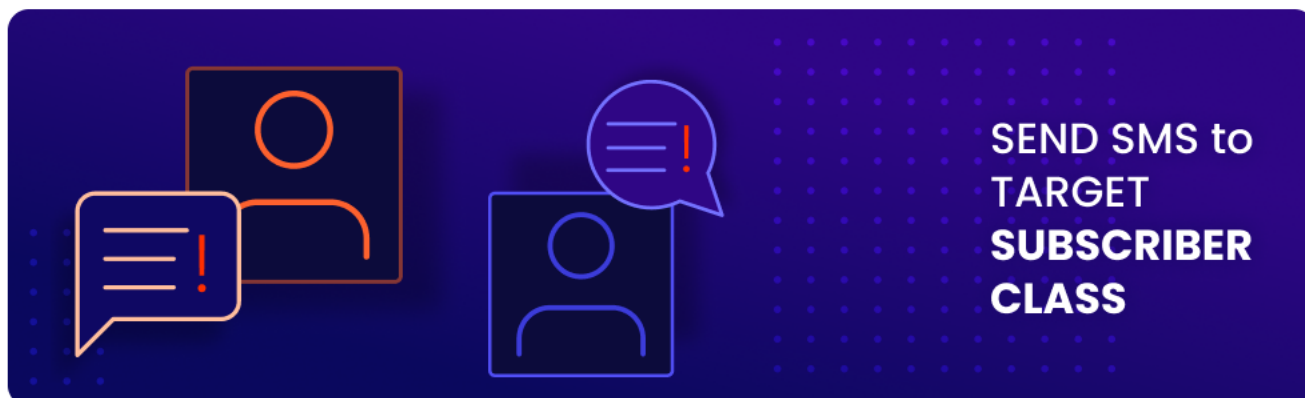


Locking Shift & Single shift: These are encoding techniques used for languages that require special characters, such as Turkish or Polish.



Concatenated SMS: This feature allows messages to be split into multiple parts and reassembled on the recipient's device, allowing for longer messages to be sent.

Overall, Defne's emergency notification solutions offers a comprehensive set of features for A2P SMS messaging, providing organizations with the flexibility and functionality they need to communicate effectively and efficiently with their customers and employees.



**Defne Telekomünikasyon AŞ,**

headquartered in Istanbul, Turkey, established in 1996, is a leading global provider of telecom solutions, software products, and services for communications networks. Defne's solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing the subscriber experience.

Backed up with professional and managed services, Defne offers solutions in call completion, messaging, value added services and roaming business lines of telco. Expertise in IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.



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