One Call Now™ Case Study

"Hurricane Server and SocketLabs provided One Call Now™ with a great software tool that was easy to setup and integrate into our existing platform. It gives One Call Now™ a great competitive advantage by providing real-time delivery status. The sales and support teams both have extensive email deliverability knowledge, which helped us to quickly create our new email product and provide a new way for our clients to communicate with their members."

**Jerome Hill, Technical Manager
One Call Now™**

Industry
Real-time Messaging

Key Benefits
-Increased Email Throughput
-Real-time Email Tracking
-Fast Systems Integration

Product
-Hurricane MTA Server

Development Environment
- Microsoft Windows .NET

Building a Reliable New Communications Service

More than 35,000 clients across North America rely on One Call Now™ phone messaging service for delivery of automated phone messages, making them the largest phone notification service in the United States. Schools, churches, synagogues, camps, youth sports teams and clubs, as well as businesses, emergency crews, military units, and communities, use their reliable high-speed auto dialer service to automate their phone trees and get their messages to everyone, everywhere, every time. As the market grew and communications behaviors changed, One Call Now knew that they needed to add an email communications product to their offering to stay ahead of their competition.

The Challenge

One Call Now offers an important service to their customers and they rely on the delivery of time sensitive communications to their community members. It is critical that their new email functionality be as fast and reliable as their automated phone messaging service. Emails are used to alert customers and are often time sensitive. Not only do email alerts need to go out quickly, but delivery of each message must be tracked so that customers know who did not receive the alert.

Why Hurricane MTA Server?

One Call Now chose Hurricane MTA Server because the product provided them with a platform that they could grow into. The SocketLabs team provided considerable knowledge in the area of email communication and presented ideas of how to integrate Hurricane Server into the One Call Now system. In addition, the ability of Hurricane MTA Server to support .Net plug-ins for managing email delivery gave One Call Now the ability to immediately get feedback when an email had delivery issues.

•High Throughput
•Fast Time-to-Market
•Real-time Status

High Throughput

A critical component to the One Call Now system is enabling their customers to alert their communities and customers to time sensitive events such as school closing notifications. One Call Now chose Hurricane MTA Server for its ability to efficiently handle large email blasts and quickly process and deliver the email. Patent pending queuing technology and the ability to separate customer email blasts onto separate virtual MTA servers enables Hurricane MTA Server to maximize throughput and deliver email very quickly.

Fast Time-to-Market

Critical as well to One Call Now was the ability to get email functionality into the product quickly to both meet the demand of several current customers and to stay ahead of their competition. Hurricane MTA Server and its unique real time .Net plug-in API enabled One Call Now to very quickly integrate with its existing communications platform built in .Net. One Call Now was able to deploy in a matter of weeks instead of months enabling them to retain key educational customers and provide an enhanced service to the rest of their customer base.

Real-time Status

One Call Now can now get instantaneous results back whenever an email is delivered or a failure such as a bounce occurs. This is important to One Call Now™ as their clients depend on them to provide real time statistics regarding message delivery. They provide their clients with a tool on their website that allows clients to look at the status of an email message and see who they were able to reach and who were not. Hurricane MTA Server's API gives them this advantage for providing real-time results. Hurricane MTA Server now gives One Call Now real time status as to when an email failed so they can mark these email addresses for follow-up by their clients.