

# Infoways: Sending Critical Messages with 100% Reliability Using SAP® Intelligent Notification 365



Infoways Pty Ltd. specializes in communications. The Brisbane, Australia-based consultancy **develops and supports internal and external communications** for high-profile organizations. For customers, reliable communications keep residents safe and parents informed about their children. Schools and emergency services rely on Infoways when seconds count and safety is a priority.





## Executive overview

### Infoways Pty Ltd.

Brisbane, Australia  
[www.infoways.com.au](http://www.infoways.com.au)

### Industry

Professional services –  
IT consulting services

### Products and Services

Systems and software  
development

### Employees

25

### Revenue

AUD 1.2 million  
(US\$1 million)

### SAP® Solutions

SAP® Intelligent  
Notification 365  
mobile service

Learn more ▶

### Before: Challenges and Opportunities

- Provide fast, reliable, secure notifications when seconds count
- Reduce time spent manually entering data into school enrollment system
- Maintain compliance with national government messaging requirements

### Why SAP

- Enabled the SAP Intelligent Notification 365 mobile service with help from the SAP Digital Interconnect group
- Provided a means for customers to send thousands of two-way, SMS, and e-mail communications in less than a minute
- Gained a global footprint connecting to more than 1,000 operator networks through the global mobile network

### After: Value-Driven Results

- Tripled customer base with ease
- Established communications in multiple customer environments that are more reliable than phone, radio, or the Internet
- Achieved government compliance

**“We tripled our client base in **three months.**”**

Brent Welch, Director, Infoways Pty Ltd.

**90%**

Time savings for some clients

**50,000**

SMS sent per day on average

**5,000**

E-mails sent daily on average

**589,000**

Messages sent during  
school emergencies



# Ensuring fast, reliable communications

Good communications are as important as books for schools and life jackets for emergency agencies. To specialize in both education and saving lives, schools and high-profile agencies turn to Infoways Pty Ltd. to manage their communication needs.

These organizations are always in contact with parents and their workforce, and they rely on Infoways to send and track every communication. In the Queensland School District, for example, parents receive a text every time their child is absent.

Communications vary for each Infoways customer. Sometimes, they are informational only; at other times, they relay life-threatening information. Intelligent alerts address both needs, letting customers send SMS, voice, or e-mail messages over a reliable, secure, fast interconnect.

“Our previous e-mail solution wasn’t 100% reliable,” says Brent Welch, director at Infoways. “It was only e-mail, and it wasn’t evolved. A human still had to be involved, and we couldn’t guarantee that the e-mail reached the client device.”

At the schools, parents had often said they did not receive a message about a student being absent. That had to change. Infoways wanted its customers to trust that the communications they sent reached their destination. Emergency service employees wanted to make sure all emergency information was relayed as quickly as possible.

In addition to reliable notifications, customers wanted a solution that integrated with their existing systems and streamlined business operations. School staffs were spending too many hours entering absentee data from parents, not always accurately. Integrating incoming messages with existing school systems would free up a significant amount of time.

Executive overview

**Company objectives**

Resolution

Business transformation

Future plans

# Communications portal for anytime, anywhere notifications

Infoways provides customers with a seamless communications environment for sending and receiving intelligent notifications from any location at any time. For more than a decade, Infoways has relied on the SAP® Intelligent Notification 365 mobile service as its infrastructure. Company developers build customized online portals for each customer.

Infoways connects to SAP Intelligent Notification 365 through a robust set of APIs. As a cloud-based solution, SAP Intelligent Notification 365 allows Infoways to get new customers up and running quickly without waiting for hardware deployment or for operators to configure new infrastructure. Once connected, Infoways customers can send their notifications through the secure carrier-grade infrastructure that interconnects with more than 1,000 operator networks in more than 220 countries and territories.

## 10 seconds

Needed to collect message data

Many customers request a mobile interface so they can connect from their smartphones or tablets to send their notifications, and Infoways is happy to oblige. Customers often have unique requests that the Infoways team fulfills promptly. One school, for example, wanted a generic e-mail address for parent responses and got it.

“The SAP Digital Interconnect group was quick to work with us and provide the technical support we needed to fulfill our customer’s request,” says Welch. “SAP Digital Interconnect configured the system and set up a subdomain with us, and our customer loves it. Our services are stronger because of the support SAP Digital Interconnect provides.”

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# Building a communications command center

With SAP Intelligent Notification 365, Infoways created a fail-safe communications center for its customers. It was instrumental in communicating with parents when a cyclone ravaged the northeast coast of Australia. Other systems failed during the bad weather. SAP Intelligent Notification 365 handled the huge spike in messages – an increase from 50,000 a day to more than 550,000 – without a hitch.

Schools rely on SAP Intelligent Notification 365 every day to track student absenteeism. Due to government requirements, schools in the Queensland district must notify parents when their child is absent. All absentee messages are sent through SAP Intelligent Notification 365. Responses are automatically entered in to the school's internal systems.

## Tripled

Customer base in 3 months

Eliminating calls and manual updates saved schools as much as three hours each day. SAP Intelligent Notification 365 ensures that schools remain compliant with national regulations to encrypt messages, to prevent them from traveling over overseas networks, and to send them from an Australian carrier. "Our customers are confident they are in compliance because all messages are sent over the operator network provided by SAP," says Welch.

The Queensland emergency services agencies also rely on SAP Intelligent Notification 365. Police, ambulance, and air departments use it to request support and identify specific skills to fill out emergency response teams, not to mention to send out workforce scheduling notifications and operational updates.

## 4x

Savings of sending notifications over calling

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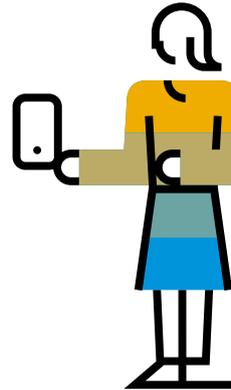
# Global expansion and workforce scheduling

Infoways expects to add location-based features to its SMS notifications. For the company's emergency services customers, this will be a welcome enhancement. "Location will help them pinpoint where people are in order to understand who is available to respond during an emergency," Welch says.

Infoways wants to add text to voice as well. "Our more remote areas in the outback may not have mobile coverage, and they need voice services to keep parents informed," Welch explains. The new feature will convert a text notification to voice and call the recipient's landline.

Chat apps, social media, and other communication options are also interesting to Infoways. As more popular services come available, the company will adopt those that best suit its user population.

"SAP Digital Interconnect is always adding features and services that make our offering better for our customers," says Welch. "SAP Intelligent Notification 365 ensures we can provide our customers with the superior communications services they expect."



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