ALERT CASCADE FEATURE COMPARISON

Feature	Alert Cascade	Other vendors
csv data upload with field mapping	☑	☑
Secure File Transfer Protocol data upload	☑	SOME
API integration	☑	SOME
Self registration portal via web sign up or SMS short code	☑	☒
Customisable field labels for all contact and data fields	☑	☒
Unlimited contact and data fields per user	☑	SOME
Automatic reformatting of phone numbers to international carrier standard	☑	☒
Automatic duplication scanning during all import processes	☑	SOME
Responsive interface allowing access to full feature set on all internet enabled devices without an app	☑	☒
Permission profiles fully compliant with role segregation protocols, current DPA requirements and future GDPR requirements	☑	☒
Ability to send messages to whole contact database	☑	☑
Ability to refine contact list based on single criteria (role, location, attribute)	☑	☑
Ability to refine contact list based on multiple criteria using advanced operators (AND, OR, NOT)	☑	☒
Intuitive GUI using question and answer structure to minimise training needs	☑	SOME
Ability to send a message with 3 clicks/taps on central dashboard	☑	SOME
Integrated media library with unlimited storage capacity	☑	☒
Ability to enforce permission settings on media library files, including limiting access to sensitive documents	☑	SOME
Ability to add media library files as attachments to email messages	☑	SOME
Ability to add links to media library files within SMS text messages	☑	☒
Ability to create a new message and "send it now" from within one screen	☑	SOME
Responsive graphical overview reports available on any internet enabled device	☑	SOME

ALERT CASCADE FEATURE COMPARISON

Feature	Alert Cascade	Other vendors
Detailed reports, down to individual device level, available on any internet enabled device and exportable to .csv or PDF	☑	SOME
Carrier delivery reports available for all contact channels, confirming messages delivery to handsets or email inboxes	☑	☑
Ability to resend a message to people who haven't replied, direct from the reports page	☑	☒
Ability to create new messages to a bespoke list based on responses to the original message, direct from the reports page	☑	☒
Ability to leave a different message when an answering service is detected	☑	SOME
Ability to choose a different text to speech voice on a per message basis, including UK regional accents	☑	☒
Ability to use dedicated Caller Line Identifiers (CLIs) for outbound calls, including local geographic area codes and international numbers	☑	SOME
Option to require your recipients to enter a PIN before playing your sensitive voice call content	☑	SOME
Detailed and overview reports available for the duration of your contract	☑	SOME
Detailed and overview reports exportable to PDF and .csv	☑	SOME
Detailed and overview reports printable via pre-formatted A4 print ready button	☑	SOME
Full help and support centre available online as standard, including FAQs, screenshots and example use cases for features	☑	SOME
UK based support centre staffed by team members with cross sector operational experience	☑	☒
24/7 live person phone support available, including "live assist" where support team will send a message on your behalf	☑	SOME
Annual platform upgrades plus quarterly "mini-releases" included with annual subscription fee as standard	☑	☒
Headcount banding payment structure giving you flexibility in how you use the account	☑	SOME
Unlimited support and webinar training included within annual subscription fee	☑	SOME
Unlimited storage within the media library included within annual subscription fee	☑	SOME
Flexible payment options available including monthly direct debit and credit/debit card online payments	☑	☒
Unlimited voice calls, SMS text messages and emails included within annual subscription fee	☑	SOME