



**Elertz Technology for corporate  
clients**

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## Enhance Key Applications

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### Improve Communication

Many organisations increasingly utilise browser based applications to deliver their enterprise systems. The benefits of this strategy include much easier application software control and client environment independence. This trend in browser based applications anticipates the forecast rise of cloud computing. However, web browser based applications, by the nature of their sandbox conformity are visible only when the user has the browser open and is on the relevant web page. Therefore to overcome this restriction and to maximise the effectiveness of browser based applications, a communication tool is required that is desktop based but integrated with the browser based applications.

Step forward Elertz, which is a generic desktop alerting and messaging system which is designed to bridge the gap between today's web based applications and the users desktop. When integrated to an intranet application elertz will immediately inform users of any type of event or work flow message that occurs.

Integrating into powerful workgroup and collaboration software such as Microsoft's SharePoint server or Oracle's Bee Hive as well as all popular Content Management Systems and many web based CRM's.

### Secure Channel Communication

Elertz has strong security on three fronts. No content is sent only a summary notification letting you know new content exists. Security is encrypted end to end and finally of course elertz is external to e-mail.

All of these factors make elertz an implicitly secure communications system whether the message you are sending messages is to one recipient or to millions of recipients. This makes elertz useful when sending notifications regarding financial or other sensitive information.

### Achieve greater system availability

IT departments can benefit from elertz - it is simple to set up so notifications can be sent from key systems when the event such as hardware or service failure occur. Using elertz

for this kind of system will add real value and benefits to internal communications.

## Key Features

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### Delivery

#### Reliable Delivery

Every intended recipient will receive the message.

#### Instant

Time critical information with confidence - no spoolers or queues.

#### Rich Multimedia Content

Can be delivered to subscribers without fear of being blocked, Video clips, live video feeds, streaming radio, MP3's, PDF's can be sent.

#### Audit / Traceability

Trace the delivery and opening of your messages through Elertz statistics or observe it through your own web analytics packages.

#### Communicate securely beyond the enterprise

Use elertz as a secure reliable communication channel to those entities outside the enterprise like suppliers, distributors and even corporate customers. Large PDF's can be delivered without fear of being blocked by mail servers.

## Corporate Identity

#### Branded Desktop Client

Corporate Identity is easy to maintain as the desktop client can be branded with the organisation's colours and logos.

#### Customisable Client Buttons

For public websites customisable buttons can be used as sponsored links, for intranets as direct access to specific web site pages.



fig 1.0 bbc branded widget.