

Relay Engine

Text Message Alert Management System

Background

In conversations with Day School, it became apparent that Day School could benefit from a flexible text message alert system for alerting Day School families and friends of things such as cancellations, delays, or even reminders such as "Picture Day." As Lieberman Technologies researched a solution, it became apparent that there wasn't a neat, tidy service that would meet their needs and fit within reasonable budget constraints. Lieberman Technologies has outlined such a system that could be used by Day School and other organizations that have a need for an affordable and flexible managed text message alert system. We came up with the name Relay Engine for such a service. We have decided to move forward with this system and would like to make Day School the anchor tenant with special pricing for helping us with it. This document outlines how Day School would use the system.

Relay Engine Overview

Relay Engine is a text message alert management system. It gives Day School the ability to create multiple alert lists. It also gives Day School the ability to create authorized users and then assign those authorized users the ability to send message alerts to designated lists (we also refer to these authorized users as 'senders'). Followers of Day School (families, friends, etc.) can then sign up for any or all of the lists.

As an example, Day School could create an alert list named "Day School Cancellations/Delays". It might grant sending rights to just the Head of School. It might also create another alert list named "Upper School Sports" and grant sending rights to all of the coaches of upper school sports. Day School could create any number of alert lists and assign sending rights as they see fit.

Followers of Day School would go to the URL <http://RelayEngine.com/dayschool> to sign up for lists. They would enter their cell phone number, first and last name, and check the lists they're interested in. RelayEngine would then send a short text message to the follower. The follower would then enter the code on the website to prove it was their cellphone.

Followers could update the lists (including removing themselves from all lists) at any time by returning to the website. Day School could also remove users from any list and could also clear the entire list (perhaps at the end of the year).

Sending text message alerts (SMS messages) with Relay Engine is based on a token model. Day School would purchase a bundle of tokens. Each message sent to a follower would take one token. Tokens never expire. When the number of tokens gets low, Day School just purchases more tokens. Token use is described in greater detail at the end of this document.

Text Alert Registration Page

Those interested in receiving Text Message Alerts would be given the URL:

<http://RelayEngine.com/dayschool>

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Select each list for which you wish to receive alerts. You may select more than one list.

To update your lists, just come back to this page and reregister. Your new selections will replace your old selections.

To remove yourself from these lists, just come back to this page and enter your cell phone number and click "Remove All". This will remove you from all lists.

SMS Text Alert Lists

- ☐ School Cancellations/Delays
- ☐ Upper School Sports
- ☐ Lower School Sports
- ☐ Upper School General Announcements
- ☐ Lower School General Announcements

Cell Phone Number

First Name

Last Name

Organization Security Code

Submit

Remove All

Cancel

[Sender](#)

[Admin](#)

Clicking "Submit" will take the user to a confirmation page. Clicking "Cancel" will return the user to the home page. Clicking "Admin" will take the user to the Admin sign-in page. Clicking "Sender" takes the user to the "Send Message" page. Note that the Organization Security Code is a semi-secret code that Day School would give the Day School community and which could be changed as often as necessary. A

user would have to know this Organization Security Code in order to add their phone number to one of the Day School lists. This code would not be needed to remove their number from all lists. See below in the Admin section for a further explanation of the Organization Security Code.

Confirmation Page

Cellphone number: 812-459-5274	
First Name: Pat	<div>Please note: you will not be able to respond to text message alerts. Replies to text messages are not received by anyone.</div>
Last Name: Heck	
Alert Lists	
<input checked="" type="checkbox"/> School Cancellations/Delays	
<input checked="" type="checkbox"/> Upper School Sports	
We've sent a confirmation code to your cellphone. To complete your registration, enter this code and click Submit. You must complete this step to be registered.	
Confirmation Code	<input type="text"/> <input type="button" value="Submit"/>
I changed my mind!	<input type="button" value="Cancel"/>

The user is then taken to the Registration Confirmation page, which tells the user if the confirmation has been successful. If the user clicks "cancel" they will be returned to the Text Alert Registration page. If the user did not select any lists or if the user had clicked "Remove All", this page will also state that the user will be removed from all lists upon confirmation.

Admin Page Sign-in

Admin Sign In	
Username	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Login"/>	

Successful login will take the user to Organization Management.

Organization Management

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Update Logo	
Manage Lists	
Manage Senders	
Organization Security Code	
Account Information	

Each link will take the user to the indicated page.

Update Logo

Current Logo:

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Browse

Upload New Logo

Cancel

Once the new logo is uploaded, the user will be returned to Organization Management. Selecting "Cancel" will also return the user to Organization Management.

Manage Lists Page

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Alert Lists

New List

Save

Current Lists

School Cancellation/Delays

Delete

Lower School Sports

Delete

Upper School Sports

Delete

Lower School General Announcements

Delete

Upper School General Announcements

Delete

Return to Organization Management Page

Clicking on the list name will take the user to the Manage List Page. Clicking on "Delete" will remove the text alert list.

Manage List Page

The list name is editable and the recipients will remain on the list if the list name is changed. Clicking "Delete" will remove a phone number from the list. Clicking on "Last," "First," or "Number" will sort the list by that column.

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List

Lower School Sports

Update

Total Subscribers: 45

<u>Last</u>	<u>First</u>	<u>Number</u>	
Abel	Steve	812-555-1234	<div style="border: 1px solid black; padding: 2px 10px;">Delete</div>
Adams	Joseph	812-455-2222	<div style="border: 1px solid black; padding: 2px 10px;">Delete</div>
Baker	Jane	812-555-1235	<div style="border: 1px solid black; padding: 2px 10px;">Delete</div>
Baum	Donna	812-455-3333	<div style="border: 1px solid black; padding: 2px 10px;">Delete</div>

▲

▼

Need to clear the entire list? Enter 987 in box and hit Clear:

Clear

Note: When you delete a user, a confirmation text will NOT be sent. If you want a confirmation text sent to the user's cellphone, check this box. This also applies to clearing the entire list, so think carefully about what you are doing. : ☐ send confirmation text

[Return to Manage Lists Page](#)

Manage Senders Page

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Sender Management

New/Edit

Email address

5-digit PIN

Generate

Save

Current Senders

Edit	joe@dayschool.org	Delete	Lists
Edit	amy@dayschool.org	Delete	Lists
Edit	tom@dayschool.org	Delete	Lists

[Return to Organization Management page](#)

If you create a new Sender, you'll then need to assign them to lists. Once the Sender has been created, the email address will appear under "Current Senders."

Clicking on "edit" moves the Sender to the New/Edit area and fills in the current PIN. Clicking "Save" creates or updates the Sender and sends an email to the Sender with Text Alert Management information. The user can enter a PIN or click "Generate," which will create a random 5-digit PIN.

Clicking "Delete" deletes the Sender. Clicking "Lists" takes the admin to the Sender List Management Page (which is where you grant rights to Senders for sending alerts to lists). Note that when a new Sender is first created, he/she does not have rights to send alerts to any lists. You must then click on "Lists" to grant rights to the Sender.

Sender List Management Page

Sender: amy@dayschool.org

Alert Lists

- ☐ School Cancellations/Delays
- ☒ Lower School Sports
- ☒ Upper School Sports
- ☐ Lower School General Announcements
- ☐ Upper School General Announcements

Update

[Return to Manage Senders page](#)

[Return to Organization Management page](#)

Clicking "Update" will save any changes and leaves the user on this page.

Organization Security Code Page

As an additional level of privacy for Day School community, Day School can optionally assign an Organization Security Code. Users wanting to sign up for SMS Text Alert Lists would have to know the Organization Security Code in addition to the website URL. This Organization Security Code could be changed as frequently as Day School desired. Day School would need to communicate this code to the Day School community and could do so in any manner desired. It may be that learning the code requires calling the School office, it could be listed on the Day School website, or it could be shared with users via email.

☐ Active (Organization Security Code Required to Sign Up for Alerts)

☐ Inactive (Organization Security Code Not Required to Sign Up for Alerts)

Organization Security Code

Note: The Organization Security Code must use letters and number only. Spaces, punctuation and special characters are not allowed. It can be from 2 to 8 characters long. Changes are effective immediately.

Save Changes

Cancel

Account Information Page

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Custom URL: <http://SMSManagelt.com/dayschool>

Tokens: 450 [Buy More](#)

Recent Messages

Date	Time	List	Sender	Recipients	
8/10/2011	4:55pm	Upper School Sports	coach@dayschool.org	42	MSG
8/11/2011	7:00am	Lower School Announcements	lsadmin@dayschoo.org	250	MSG
8/25/2011	2:40pm	Upper School Announcements	usadmin@dayschool.org	96	MSG

Clicking "Buy More" will take the user to the Add Tokens page. In the Recent Messages area, the word "MSG" is an icon. Hovering over the icon will display the sent message.

Add Tokens Page

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Tokens: 450

Choose Token Amount

- | | |
|------------------------------|------------------------|
| <input type="radio"/> 100 | \$10.00 (\$.10 each) |
| <input type="radio"/> 250 | \$20.00 (\$.08 each) |
| <input type="radio"/> 500 | \$35.00 (\$.07 each) |
| <input type="radio"/> 1,000 | \$60.00 (\$.06 each) |
| <input type="radio"/> 2,000 | \$110.00 (\$.055 each) |
| <input type="radio"/> 5,000 | \$250.00 (\$.05 each) |
| <input type="radio"/> 10,000 | \$450.00 (\$.045 each) |

Purchase

Note that Day School would receive special pricing described further down in this document.

Send Message Page

This is used by senders to send text message alerts.

Email address	<input type="text"/>
PIN	<input type="text"/>
<input type="submit" value="Submit"/>	

Successful sign-in takes the user to the text message page.

Text Message Page

User: amy@dayschool.org	Tokens remaining: 305
Lists	
<input type="radio"/> Lower School Sports (16 recipients)	
<input type="radio"/> Upper School Sports (43 recipients)	
Message (160 characters max)	0/160
<input type="text"/>	
<input type="submit" value="Submit"/>	<input type="submit" value="Cancel"/>

Clicking “Submit” takes the user to a sent message confirmation screen. Clicking “Cancel” logs the user out.

If there is an insufficient number of tokens available to send to the entire list of recipients, the radio button will not appear and the message, “Insufficient number of tokens to send this message. Click [here](#) to learn more” will appear under the name of the list. Clicking the link will take the user to a page giving an explanation.

Relay Engine URLs for Day School

<http://RelayEngine.com/dayschool> - used by the Day School community to sign up for alert lists.

<http://RelayEngine.com/dayschool/sender> - used by Senders to send out alert messages.

<http://RelayEngine.com/dayschool/admin> - used by the Day School admin person to manage the organization’s lists and create and assign senders to those lists.

<http://m.RelayEngine.com/dayschool> - a smartphone-friendly version for use by the Day School community. This would be detected automatically when users are accessing Relay Engine from a smartphone (iPhone and Android specific).

<http://m.RelayEngine.com/sender> - a smartphone-friendly version for use by the Senders. This would be detected automatically when users are accessing Relay Engine from a smartphone (iPhone and Android specific).

Pricing

We propose giving Day School 50,000 tokens for \$1,500 which equates to \$0.03 per message in exchange for Day School’s commitment to use it generously. After the first 50,000 tokens, we would commit to pricing future tokens at a price of \$.04 each regardless of the amount purchased.

Token Use Description

Every text message sent to a cellphone will use one token.

- User Registration (including “Remove All”) – a confirmation code is sent to the user’s cellphone – this uses 1 token.
- Text Message Alert – one token for each user on the list. If there are 10 users assigned to a list, then 10 tokens will be used if an Alert is sent to the list.
- Manage Lists – If admin checks “Send Confirmation” then tokens will be used for each recipient that is deleted from the list.