# 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 as 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 <a href="http://RelayEngine.com/dayschool">http://RelayEngine.com/dayschool</a> 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



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**

	<u> </u>
Cellphone number: 812-459-5274	
First Name: Pat	Please note: you will not be
Last Name: Heck	able to respond to text message alerts. Replies to text messages are not received by anyone.
Alert Lists	
√School Cancellations/Delays	
√Upper School Sports	
We've sent a confirmation code to your cellphone. To complick Submit. You must complete this step to be registered.	
Confirmation Code Subr	nit
I changed my mind!Cancel	

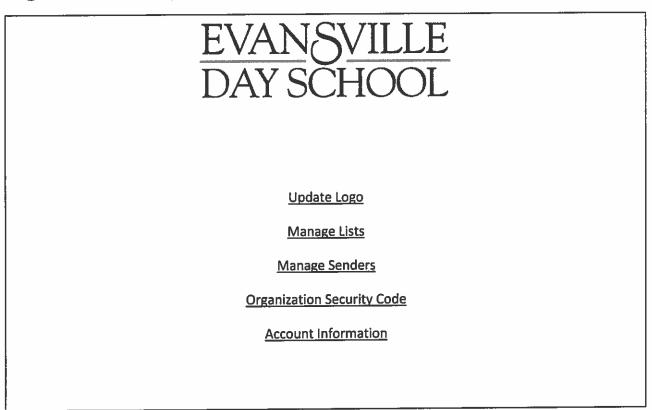
The user is then taken to the Registration Confirmation page, which tells the user if the confirmation has been successful. If the user clicks "cancel" they will be returned to the Text Alert Registration page. If the user did not select any lists or if the user had clicked "Remove All", this page will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

## **Admin Page Sign-in**

	Admin Sign In
Username	
Password	
	Login

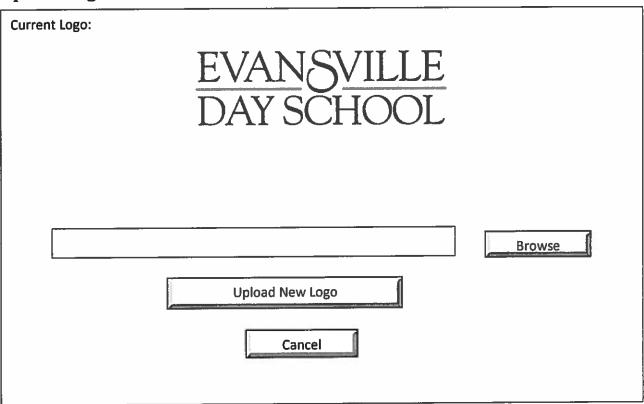
Successful login will take the user to Organization Management.

## **Organization Management**



Each link will take the user to the indicated page.

## **Update Logo**



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**

	EVANSVILLE DAY SCHOOL	
	Alert Lists	
New List		Save
Current Lists		
	School Cancellation/Delays	Delete
	Lower School Sports	Delete
	<u>Upper School Sports</u>	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.

	EV. DA	ANSVII YSCHC	LLE OOL
List	Lower S	School Sports	Update
Total Subscriber	rs: 45		
Last	<u>First</u>	<u>Number</u>	
Abel	Steve	812-555-1234	Delete
Adams	Joseph	812-455-2222	Delete
Baker	Jane	812-555-1235	Delete
Baum	Donna	812-455-3333	Delete
Need to clear th	e entire list?	Enter 987 in box and hi	t Clear: Clear
Note: Who	en you delete to the user's co	a user, a confirmation tellphone, check this bo	text will NOT be sent. If you want a x. This also applies to clearing the entire :   send confirmation text
		Return to Manage Li	sts Page

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### **Manage Senders Page**

EVANSVILLE DAY SCHOOL
Sender Management
New/Edit  Email address  5-digit PIN Generate  Save
Current Senders
Edit joe@dayschool.org  Edit amy@dayschool.org  Edit tom@dayschool.org  Delete Lists  Lists  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 L	ists
	☐ 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.

O Act	ive (Organization Security Code Required to Sign Up for Alerts)
O Inac	ctive (Organization Security Code Not Required to Sign Up for Alerts)
Organiz	ation 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 letters are effective immediately.
	Save Changes Cancel

## **Account Information Page**



Custom URL: <a href="http://SMSManagelt.com/dayschool">http://SMSManagelt.com/dayschool</a>

Tokens:

450

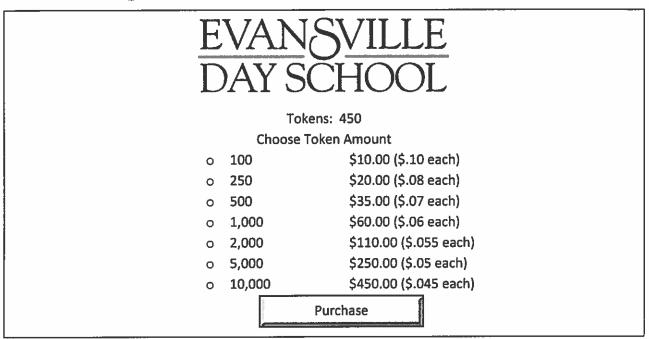
**Buy More** 

#### **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	V

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.

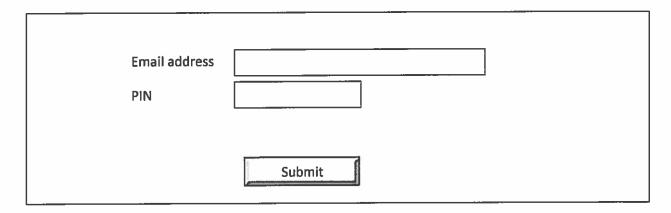
## **Add Tokens Page**



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.



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

## **Text Message Page**

<u> </u>

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 <a href="here">here</a> 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**

<a href="http://RelayEngine.com/dayschool">http://RelayEngine.com/dayschool</a> - used by the Day School community to sign up for alert lists.
 <a href="http://RelayEngine.com/dayschool/sender">http://RelayEngine.com/dayschool/sender</a> - used by Senders to send out alert messages.
 <a href="http://RelayEngine.com/dayschool/admin">http://RelayEngine.com/dayschool/admin</a> - 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).

<u>http://m.RelayEngine.com/sender</u> - 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.