

Cell Broadcast & Location-Based SMS



MASS NOTIFICATIONS AT SCALE

The widespread use of mobile phones globally presents a significant opportunity for public authorities to enhance emergency communication. Various bodies, including ETSI, BEREC, EENA, ITU, CAP..., describe Cell Broadcast and location-based SMS as the most effective options for implementing public warning systems.

REACH

- Compatible with all handsets
- No handset configuration needed
- Language selection
- Cell location accuracy

DELIVERY

- Delivery per minute
- Not impacted by network congestion
- Delivery confirmation

ADVANCED FEATURES

- Targeting
- Can be used for other use cases

| | CELL BROADCAST | LB-SMS |
|---|--|---|
| REACH | <ul style="list-style-type: none"> ✗ ✗ ✓ ✓ | <ul style="list-style-type: none"> ✓ ✓ ✓ ✓ |
| DELIVERY | <p>Millions</p> <ul style="list-style-type: none"> ✓ ✗ | <p>100s of thousands</p> <ul style="list-style-type: none"> ✗ ✓ |
| ADVANCED FEATURES | <p>Geographic</p> <ul style="list-style-type: none"> ✗ | <p>Geographic, device...</p> <ul style="list-style-type: none"> ✓ |
| <p>COMBINE BOTH AND GET</p> <ul style="list-style-type: none"> ✓ Optimized alert dissemination ✓ Increased reach ✓ Advanced alerting methods ✓ Contextualized notifications ✓ Real-time situational awareness | | |

Intersec recommends a multichannel approach to reach up to 100% of the population and leverage advanced preparedness and response capabilities.