

# ANNOUNCING *PING ALERT*

Desktop Alert Inc.



**Groundbreaking Hybrid Mass Notification  
Platform**

**When lives are at stake, seconds count**

**Revolutionary and unrivaled redundancy**

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# *Ping Alert*

## **S U M M A R Y**

Cloud-based solutions, while prevalent, may not always be the most reliable or beneficial for emergency alerting systems. The inherent risk of internet disruptions can occasionally interrupt cloud services, which is critical during emergencies. Relying exclusively on cloud technologies might not provide substantial benefits for urgent notifications and alerts. Therefore, it's prudent to explore alternative or supplementary technologies.

Desktop Alert recommends considering our Ping Alert Hybrid notification platform. This system combines our cloud notification platform with a redundant, on-premise instance installed behind your organization's firewall. This dual approach ensures more consistent and reliable alert delivery, even if internet issues affect the cloud component.

The Hybrid PING Alert release is currently only available for use in-premise in tandem with Azure Networks. Our AWS release will be complete in 2Q 2025.



# THE NEED FOR PINGALERT

## SHIFT FROM ON-PREMISE TO CLOUD SOLUTIONS

The shift from on-premise to cloud-based solutions has revolutionized the alert system industry by offering scalability, flexibility, and cost-effectiveness. Cloud-based solutions provide easier access to data, real-time updates, and remote management capabilities. Companies can benefit from reduced hardware costs and improved disaster recovery options with cloud-based solutions. Furthermore, this shift allows for seamless integration with other cloud services and applications, enhancing overall functionality and performance.

## RISKS

View and edit this document in Word on your computer, tablet, or phone. You can seamlessly save the document to the cloud from Word on your Windows, Mac, Android, or iOS device. Internet cloud outages present significant challenges such as service disruptions, data loss, and potential security vulnerabilities. Companies must have contingency plans in place to mitigate the impact of cloud outages. Regular monitoring, implementing redundancy measures, and disaster recovery strategies are crucial to minimize downtime. Collaborating with reliable cloud service providers can help address and prevent potential outage issues, ensuring the continuity of alert systems.

***“WHEN LIVES ARE AT STAKE, SECONDS COUNT”***

**HOWARD RYAM, CEO DESKTOP ALERT INC.**

## IMPORTANCE OF REDUNDANCY WITH ALERTING PLATFORMS

Redundancy in alert systems is crucial for ensuring reliability and continuity during system failures or emergencies. Measures such as backup power sources, duplicate data storage, and multiple communication channels enhance system resilience and minimize downtime. Regular testing and updating of redundancy mechanisms are essential for optimal system performance, safeguarding critical functionalities and maintaining operational efficiency.

## HYBRID ALERT SYSTEM AND INTEGRATION WITH MICROSOFT ENTRA ID

**PING ALERT** is a Hybrid systems combining on-premise and cloud-based alerting to deliver enhanced performance. Integration with Microsoft Entra ID provides seamless access control and authentication capabilities, improving security measures and simplifying user management processes. The hybrid approach allows for customization, scalability, and improved response times, ensuring that alert systems can adapt to evolving needs and provide timely notifications when it matters most.

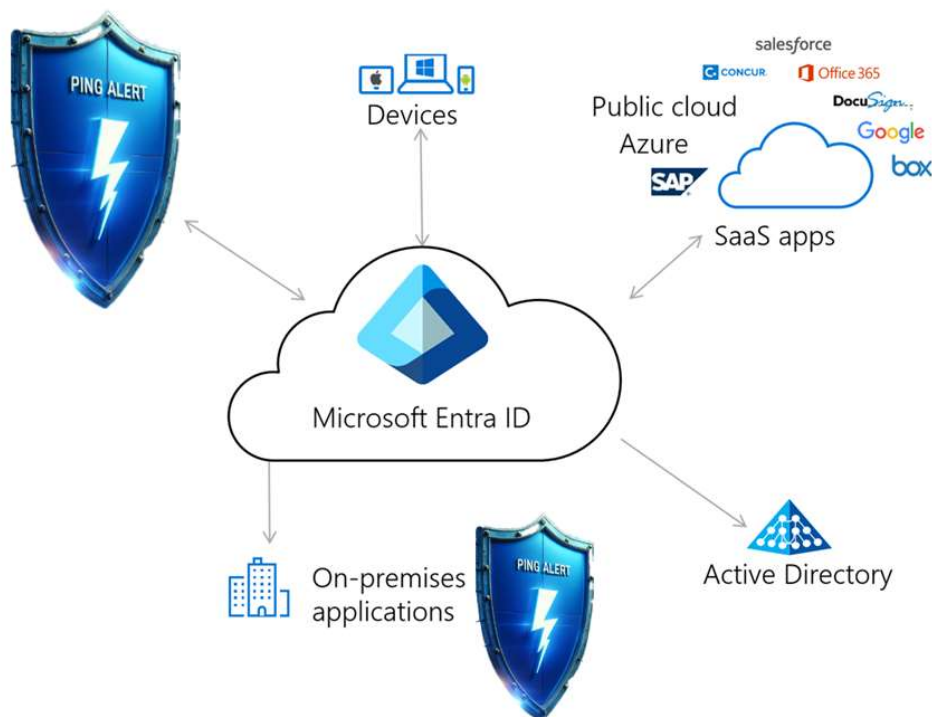



Figure 1: Ping Alert Hybrid



### Cloud Solution vs On-Premise Application Downtime Chart

Metric	Cloud Solution (Internet Outages)	On-Premise Application (Reliability)
Uptime	95%	99.9%
Downtime	5%	0.1%
Average Outage Duration	30 min	5 min
Average Recovery Time	45 min	10 min
Frequency of Outages	Twice a month	Once a quarter

Figure 2: Uptime Chart On-Premise and Cloud

Metric	PING Alert
Uptime	99.99%
Downtime	0.5%
Average Outage Duration	0.5 min
Average Recovery Time	1 min

Figure 3: Ping Alert Hybrid On-Premise and Cloud Tandem

## **Introducing Ping Alert: A Revolutionary Hybrid Mass Notification System**

In the dynamic realm of mass notification services, the introduction of **Ping Alert** marks a significant advancement. This innovative product distinguishes itself through its hybrid deployment, combining cloud-based flexibility with robust on-premise reliability, ensuring uninterrupted service even during internet outages.

### **Hybrid Deployment for Unmatched Reliability**

Ping Alert operates seamlessly across two platforms: a cloud-based system and an on-premise version that runs securely behind a firewall. This dual approach allows Ping Alert to offer continuous service by switching to the local version automatically via Daisy chain technology whenever the internet connection falters. This feature is critical in scenarios where every second counts, such as during emergency notifications where reliability can save lives.

### **Advanced Integration and Flexibility**

The on-premise version of Ping Alert does not require access to Active Directory behind the firewall. Instead, it integrates directly with Microsoft Entra ID (formerly Azure AD), enhancing security and simplifying deployment. Despite its power, the on-premise system does not demand a dedicated server and can run efficiently on a shared virtual server, offering organizations flexibility and cost savings.

### **Seamless User Experience**

Ping Alert ensures a fluid user experience. The client application, which operates on all desktops within the network, intelligently interacts with both the cloud and on-premise versions. It provides real-time status updates by changing the taskbar icon color to indicate whether the local or cloud platform is active, thereby keeping users always informed.

### **Built on Robust Technology**

The backbone of Ping Alert is built on Microsoft.NET technologies, integrated with Microsoft SQL Server, and the entire source code is developed in C#. This robust technological foundation ensures that Ping Alert is not only reliable but also scalable and secure, making it an ideal choice for organizations looking for a comprehensive mass notification solution.

## Conclusion

Developed over three years with insights gained from real-world challenges faced by mass notification systems, Ping Alert is poised to set new standards in the industry. By combining advanced technology, user-centric design, and dual deployment options, Ping Alert offers an unmatched level of reliability and efficiency, ensuring that it stands out in the fast-evolving mass notification market.

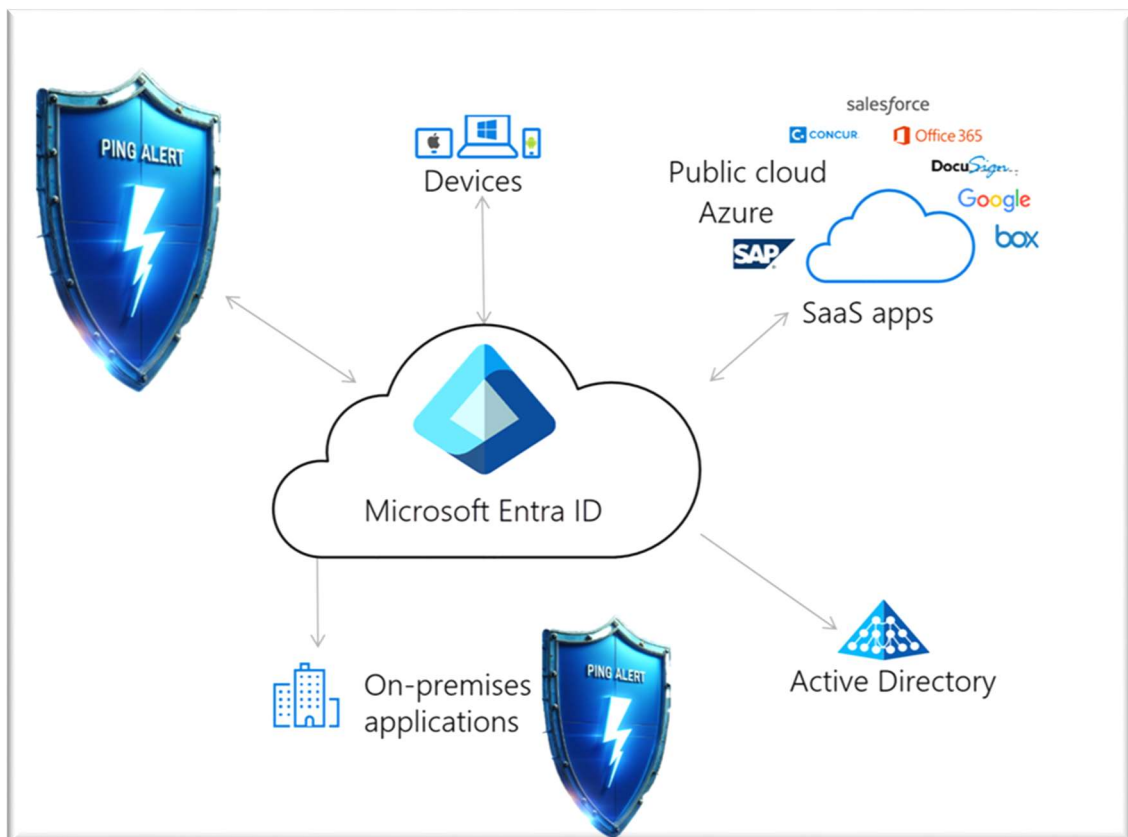


Figure 4: Ping Alert Typical Deployment

# PING ALERT OPERATIONAL

## SPEED

Ping Alert provides the fastest all-around end-to-end alerting solution because of Pings Hybrid architecture. Whether for one, some or many thousands of endpoints, Pings AI distribution engine optimizes on-the-fly with automatic scaling capable of standing up hundreds of micro services instances in seconds.

## RELIABILITY

**Daisy Chaining in Software:** Daisy chaining refers to a method where multiple devices, components, or software modules are connected sequentially or in a series. This connection means that data flows from one device to another in a linear sequence, which can be used for communication or power supply purposes. In software, daisy chaining can refer to methods where functions or processes are linked together, so that the output of one function becomes the input of the next. Simply stated: Ping Alert ensures a near 100% uptime of the alert platform sans administrative assistance. In just about all cases any outages will go unnoticed. All outages alerts are sent to system admins.

