Intelligent communications

Empowering smart business

OPTUS | (x) matters®
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It's insights that matter

In today’s world of unlimited connectivity and information growth, access to data is a major source of competitive advantage. Modern businesses invest in sophisticated solutions to analyse information from every operational touch point. Yet to gain value from these findings, they must communicate these insights quickly to relevant stakeholders and drive business processes with timely decisions. Unfortunately, most companies miss this opportunity, letting critical insights and issues slip through the cracks. It’s time for businesses to place the same level of importance in communicating insights as they do in extracting them. Optus and xMatters are working together to help you achieve this.

xMatters is an intelligent communications platform that connects insights from your systems to the people that matter in order to accelerate essential business processes. It integrates with your business solutions and enables you to stay abreast of notifications, whether it’s a major incident handled by IT or a manufacturing line slow-down requiring attention from the on-duty manager. Intelligent communications, powered by xMatters help ensure that the appropriate individuals and groups for each situation are identified, notified, and taking action. To close the loop, xMatters manages and drives forward the underlying workflow from originating systems.
Get people involved quickly

IT management
Reduce mean time to resolve (MTTR) with targeted communications
Automated but flexible, the xMatters platform puts you in control to resolve incidents fast. Communicate across the enterprise to targeted individuals and groups through any channel from text to email to in-app, on the preferred device. Even leverage solutions you have already invested in, including IT Management (ITM) tools, chat applications, and automation utilities. Use flexible templates to share technical information with resolvers and business language with executives, customers, and partners.

Business continuity management
Bring control to chaos
Tailor emergency communications to your business. Efficiently create situation-specific messages to communicate with resolvers as well as those affected by critical situations. Connect with the right experts immediately to help resolve critical IT incidents and lead people to safety during physical emergencies such as cyclones and bushfires. Dynamically pull information about your groups, contact teams, and employee skill sets so you don’t have to stop and refresh data during a crisis or business disruption. Collaborate instantly and from anywhere when every moment counts.

Internet of things
The internet of things is calling. Will you pick up?
Today’s fully connected world produces data at unprecedented, even overwhelming levels of volume, variety, and velocity. xMatters rules and triggers allow you to make sense of information so you can engage the appropriate stakeholders. Whether a restaurant freezer reaches unsafe temperatures or a windmill stops producing energy, xMatters helps to track down the right constituents to minimise business impact and protect customers. Collaborate with experts and engage customers from anywhere.

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ICaaS - Intelligent Communications

xMatters
Refrigerator 28A impacted.
Please review and repair coil.

xMatters
Refrigerator 28A Running Hot

Follow our evacuation procedures and relocate to headquarters to continue working.

Power Outage Building No.1
Relocate Employees to Headquarters.

Obstruction on tracks ahead

xMatters
Please explore alternate route due to track issues.

Join the conference bridge now
Will Join
Unavailable
Proactive communications

Stay one step ahead when effective communication matters

Cut through the noise of day-to-day operations to deliver customised messages to the right individuals. Connect with Active Directory, HR systems, and service desks to target individuals belonging to the appropriate departments, groups, reporting structures, or even customer segments without the hassle of managing distribution lists. Dynamic user profiles isolate required skill sets, locations, languages, certifications, and customer attributes. Sophisticated businesses can stay on top of potential breach alerts and help prevent them from becoming major incidents.

Business operations

Keep your business running smoothly

Sometimes issues just can’t wait. Whether an assembly line stops working or a pharmacist has to replace a pill counter, xMatters will help track down the people who can maintain your business. Send communications with “just-in-time” situational context. Communication templates and trigger-based workflows facilitate quicker and more efficient responses. Fill sudden staffing needs by connecting with employees and contractors based on skill sets, role, location, and on-call schedules. Configure escalation rules to ensure there is a backup plan for each business scenario. Enterprise grade reliability supports your complex operational schemes.
Intelligent capabilities

Keep your business running wherever you are
When business issues can’t wait for you to get back to your desk, we have you covered. Two-way communications let you collaborate around business processes or system events on your mobile device, all in one app. See who’s on call, receive and respond to notifications, launch communication plans, or initiate conference bridges from wherever you are.

Unify your disparate business systems
The xMatters Communication Centre gives you a unified view for situational awareness across your service desk, application performance monitoring system, CRM solution, and more. Track business processes and observe inbound and outbound communications in real time.
Customise your view through a simple interface that lets you drag and drop relevant widgets. A powerful cloud infrastructure backed up by global data centres provides real-time information, data protection, and advanced security.

Keep your business in the loop with subscriptions
Notifying technical teams is only part of the communication process during an incident. Subscriptions let key stakeholders such as executives opt in to notifications they care about. Send notifications in business language to everyone that needs to know, allowing your resolvers to focus on tackling issues vs. sending updates. Enable leaders to subscribe team members to notifications that matter, regardless of whether they belong to the original communication plan. Strike a balance between management and autonomy by controlling the people and access levels for subscriptions to any event.

Assemble your team with one-touch conferencing
Conference bridges can be tedious when they’re unstructured and out of context, but there’s really no better way to mobilise people when you need information and action fast. One-touch conferencing gathers the appropriate team members on a bridge in a matter of minutes, so you can collaborate immediately when time is of the essence. Start conferences wherever you are with the xMatters mobile app.

Establish personalised communications at scale
Help to ensure consistency in corporate communications through templates and forms while helping users save time. Use clicks rather than code to design messages and notifications for your business. Help to deliver mobile-friendly communications in any language with the appropriate level of context based on an individual’s role and authorisation level.

Connect with purpose to people who are available
Don’t waste time looking up who’s on duty or calling employees manually - only to get no answer. You can easily set up your oncall schedules and manage exceptions for leave, public holidays and sick days. Define escalation paths so business issues don’t get dropped. Simple self-service interfaces help drive accountability within your teams. Subscriptions empower stakeholders to receive relevant notifications.

Draw insights and manage business processes
An intuitive graphical interface connects relevant data sources so you can stay on top of any business insight. Plug
Let us guide the way

At Optus we believe to be agile, to transform, to stay relevant and to thrive in today’s fast changing environment, businesses need to be connected to, engaged with and trusted by customers and employees.

**Connect** to the right people and see the full picture in one convenient place, making the information more visible, more understandable, and more actionable.

**Engage** employees and other stakeholders through mobility, sending the information they need more quickly and enabling them to provide you with realtime input and feedback from the field.

Build **Trust** using a reliable platform that enables you to communicate when you need it most – sending relevant messages, helping people to be more aware, more productive and more efficient.

To stay one step ahead with effective communications, there’s one simple call to make. Together, we’ll uncover the opportunities xMatters can deliver. The Optus Mobility Applications team has personnel trained and certified to work on the xMatters platform, ready to work with you today.

**Intelligent Communications as a Service**

Optus’ Intelligent Communications as a Service suite powered by xMatters can provide intelligent communications for your entire enterprise – combining cloud flexibility with enterprise grade reliability.
Give us a call

To discuss how Optus can help you through innovative communications, contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937.

Join the conversation

1800 555 937 optus.com.au/enterprise @optusbusiness yesopt.us/blog bit.ly/OBLinkedIn