SwiftReach Successfully Delivers 7 Million Messages in Less Than 9 Hours During Winter Storm Niko

Mahwah, NJ – SwiftReach Networks, a leading provider of emergency notification and incident management solutions, announced it successfully delivered more than seven million messages in less than nine hours on behalf of customers in the Northeast impacted by Winter Storm Niko.

SwiftReach is the only emergency and mass notification provider that physically owns and operates a complete telephony network, the SwiftReach Notification Delivery Network (SwiftReach NDN™). This highly secure and fully-redundant network employs four data centers across North America and provides industry-leading control over every aspect of the notification process.

"The capacity of our network is central to its success, especially in extreme weather situations," said Kevin Alward, CEO of SwiftReach. "It helps us facilitate the successful delivery of critical messages for our customers with the utmost reliability and speed."

Last year SwiftReach announced its acquisition of Alert Solutions, a global provider of cloud-based multi-channel messaging and communication solutions. Alert Solutions' customers also utilize the SwiftReach NDN™ and were able to experience its unparalleled speed during Winter Storm Niko.

"The product worked flawlessly during Niko," shared Brian Sullivan, Technology Director at Sizer School in Massachusetts. "Our director made three clicks and the alert went out instantly to our staff, families and outside providers."

In 2016 SwiftReach also acquired Kall8™, a fully-integrated toll-free service provider offering both traditional 800 service with online call management and tracking. These acquisitions support SwiftReach's corporate strategy of leveraging its proprietary platform and network to create a wide-ranging portfolio of complementary products and services.

About SwiftReach
Established in 2001, SwiftReach provides emergency notification and incident management solutions to over 1,500 organizations in government, education, enterprise, utilities and healthcare. Swift911™ is SwiftReach's web-based, hosted emergency notification system used to deliver alerts for emergency situations via voice, text, email, fax, and social media.   SwiftReach delivers all emergency notifications via the Notification Delivery Network (SwiftReach NDN™), a fully redundant, geographically dispersed network owned and operated by SwiftReach. For more information, visit www.swiftreach.com.

Contact: Kevin Alward

Phone: (800) 794-3891

Email: kalward@swiftreach.com