InformaCast® on AXP: Consolidation and Optimization

Consolidation and optimization of your network is important to reducing complexity and improving your total cost of ownership (TCO). InformaCast, Singlewire Software's IP broadcasting solution, is now available on Cisco's Application eXtension Platform (AXP), allowing you to provide the powerful notification and messaging properties of InformaCast while promoting branch optimization, increasing manageability, and improving regulatory compliance through an open, Linux-based platform where you can develop and host custom and third-party applications directly on the Cisco Integrated Services Router (ISR).

InformaCast

Singlewire's InformaCast revolutionizes organization-wide communication. You can simultaneously send an audio stream and text messages to any combination of Cisco IP phones, InformaCast-compliant IP speakers, and PCs. With the push of a single button on the phone or a single click from a PC, a user can send a live, recorded, or scheduled broadcast to one or more paging groups.

InformaCast's flexibility allows it to fit in with many diverse environments. Some real-life uses of InformaCast include:

- **Notifications.** Tell an employee that he/she has a call on Line 1 or tell employees that email is down.
- **Selective communications.** Organize groups of phones, speakers, and PCs to send different messages to different groups.
- **Organizational notices.** Give the CEO the ability to send a message to the entire company while the Marketing Director can only send to the Marketing Department.
- **Zoned paging.** Page all of the Branch Managers across your company.
- **Education.** Consolidate all paging, bells, and clocks at the district office and IP speakers with clocks at the schools.
- **DORA and contact closures.** Use DORA software to integrate building systems doorbells, security cameras, and other contact closure devices with InformaCast.

Cisco Application eXtension Platform

Organizations of all sizes share an ongoing goal of increasing employee productivity and reducing costs through technology. Businesses can cost-effectively meet their office communications and application integration needs by using Cisco integrated services router platforms to deliver data, voice, security, wireless LAN, switching, and video services on a single converged network.

The Cisco integrated services router has been instrumental in integrating the networking infrastructure together and reducing operational costs significantly. Cisco's AXP provides a powerful and flexible environment to extend this concept. It enables hosting and integration of custom applications and network services into the Cisco integrated services routers. The AXP solution consists of:

- Application runtime network module, providing dedicated resources to host applications

- AXP hosting environment, providing the infrastructure to securely host, install, upgrade, and manage third-party applications and services
- Cisco IOS software integration APIs, allowing the application to integrate and use the features of the router
- Software developer kit (SDK), allowing you to develop applications and services
- AXP Partner Program, providing the collateral, extended technical support, and online resources to help you develop, deploy, and market your AXP-based solution

The AXP provides a Linux-based integration environment to host custom applications and services. The features of the platform include:

- The complexity of managing software for multiple devices is provided as part of the core platform offering. AXP provides full appliance functionality, allowing the application developer to focus on the application and not worry about the underlying infrastructure.
- Through the virtual instance manager, AXP supports the ability to host multiple applications or components, which can be independently installed, upgraded, or removed. In addition to resource controls, the developer can fully control a segmented Linux OS instance, allowing for custom libraries and binaries that are built for different Linux distributions.
- AXP allows you to extend the interface of the Cisco module by adding custom command-line interface (CLI) commands to administer and monitor an application. By extending the supported Cisco interface, you have a consistent and integrated experience.
- You can use all programming technologies supported by Linux. To ease integration, Cisco provides prepackaged and certified libraries to implement C, Python, Perl, and Java applications.
- AXP protects against rogue software by enforcing that all software is authorized. This ensures that all AXP-based solutions are of the highest quality and reliability. AXP infrastructure also provides a layer of protection between Cisco IOS Software and itself, helping ensure that a misbehaving application cannot compromise the security and performance of Cisco IOS Software.

For more information on InformaCast, or to learn about other Singlewire IP Telephony applications, contact your local Singlewire representative.

For more information on Cisco's AXP, contact your local Cisco office: http://www.cisco.com/web/siteassets/contacts/offices/index.html

About Singlewire

Singlewire Software develops and supports innovative voice applications centered around secure, fast, and reliable mass notification capabilities. Our main application offerings: InformaCast, InformaCast CK, PushToTalk, and DORA allow our customers unprecedented control in designing mass notifications, assigning them to specific recipients, and determining the medium for dissemination—IP phones, IP speakers, email, etc.—all with the peerless capacity for customization to our customers' specific environments. Singlewire is devoted to maintaining the agility and imagination needed to fulfill our customers' needs and fostering an environment for successful partnerships between our customers and our company.