Critical messaging trends for 2019

1.   Cutting through the noise

For many customers there is an increasing realisation that to ensure control of emergency alerts and critical messaging you need to control as much of the end to end communications process as possible. Continual upgrades of smart phone operating systems, control of smart phone IP addresses by the GSM networks and smart phone providers makes guaranteeing end to end communications almost impossible. When you then have to battle with all the other alerts being delivered to the phone for email, social media, and advertising – all using similar sounds, emergency alerts are lost from peoples' consciousness.

Focussing on differentiating emergency alerts and using dedicated systems to overcome these issues is coming to the fore and PageOne's hybrid paging solution using the latest two way pagers not only allows customers to control the end to end communication process but will cut across smart phone notification noise to ensure emergency alerts are heard and acknowledged.

2.   Resilience and reducing complexity

Communications systems that are relied upon for critical communications and emergency alerts must be robust and reliable, and that has in the past meant a duplication of systems and services to cope when things go wrong. These extra hardware costs and the associated 1 hour expert response to fix systems combine to become very expensive. PageOne has seen that the adoption of smarter pagers is helping to reduce system complexity and support costs by being able to switch radio channels to receive alerts much more cheaply than investing in the equipment's needed to support a resilient single channel. More and more hospitals and fire brigades are taking this approach; improving reliability whilst at the same time simplifying infrastructure and maintenance costs.

3.   IoT (Internet of Things)

The latest evolution of 2-way pagers using the GSM LTE protocols will help drive down the cost of 2-way communications in the future thanks to the IoT revolution. The concept of Internet of things has challenged the communications industry to come up with smarter and cheaper ways to connect devices together, and the roll out of Sigfox around the world has really challenged the GSM community. The latest GSM protocol offerings called LTE M1 and NB IoT will allow low data applications to really benefit by not only getting cheaper GSM access but use controlled radio spectrum rather than the Sigfox network that uses an unregulated spectrum. Critical messaging applications using the latest GSM LTE narrow band protocols will help drive the take up of hybrid paging networks.

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