

BRIGHTARROW TECHNOLOGIES, INC.

Letter from the President – January 2020

A new decade is now underway, and what an exciting time for it to arrive. When we reach calendar milestones as significant as a new decade, it gets me thinking about the big picture – where we've been, and where we're going.

How people communicate is going through significant changes, yet the tools and techniques do not always adapt as quickly. Many organizations frequently find themselves needing to review their communication services and methods to make sure they are in tune with how people receive and send information. For us, that's what makes this industry so much fun – we embrace change and take pride in making sure we provide the broadest range of functionality with maximum reliability.

We are the only major mass notification supplier whose original technology innovators remain with the company. Our competitors' solutions have been sold, resold, and in many cases resold again. For those of you who understand how complex software systems works, the ability to significantly change the code base written by former employees is at best slow and clumsy, and often impossible. In our case, we have been adding engineers as we grow, but our original designers are here to help navigate through the more complex subsystems. The net result is that we can update and make significant changes at a pace much faster than any of our competitors. In an industry where underlying methods of communication are constantly evolving, this ability to adapt to the changing world quickly is proving to be quite useful.

2019 year was a very eventful year for us. Here are a few examples of what has changed:

I. New Functionality

I'm proud to say that we have added over 30 new features into the BrightArrow system. Almost all of them have been as a result of requests by customers like you. I am going to point out a few of them here:

New List View

We now offer this List View to everybody – if you are using our legacy List View, you can try out the new one by choosing *Select an Action* -> "Change to new list view." It features a modern and interactive interface where lists can be organized in folders, moved around with clicking and dragging, and searching. If you would like us to change all the users in your organization to New List View, let us know and we can change everybody in a single step.

Long Texts

Automated text messages are typically limited to 160 characters. We have added functionality to allow you to send much longer text messages by making use of a link at the end of the 160 characters to see the rest. We were able to introduce this feature in conjunction with Short

Code Texting (see below) – which is a change we also made to respond to the changes in how carriers manage text messages.

II. *Capacity/Infrastructure/Reliability*

Many of the changes we have made this past year are somewhat invisible to you because they are behind the scenes. When you send a notification message, particularly one that is urgent, you rely on the fact it reaches its destination quickly. As we grow our customer base, we also grow our data centers and infrastructure to so that our capacity can handle peak usage times.

Significantly Increased Call/Text/Email Capacity

We have added yet another data center, thus provided even more redundancy and geographic distribution of our notification servers. Over the past twelve months we have more than doubled our peak capacity for quickly sending out voice calls, text messages and emails. We also have broadened the scope of our failover mechanisms amongst our various data centers.

Short Code Texting

Due to changes in how wireless carriers and the FCC interact, the long code texts that we have used for years suddenly became unreliable in the U.S. Therefore, we moved our U.S. customers to short code – moving from texts that used a 10-digit originating phone number to our dedicated 87569 texting number. We realize that the extra step of needing to opt-in phone numbers creates more work for you, but it is critically important that you have a texting mechanism that you can rely upon. Immediately upon the change in how carriers filter, we implemented and transitioned almost everybody in the U.S. to short code texting using the number 87569. We worked hard to streamline the opt-in process as much as possible and have found that for people who have opted-in the texting is very fast and reliable. We pay more for using short code for texts, but it is a small price to pay for this increased level of message reliability. We thank you for your help and patience during the transition process to short code.

Email Bypassing SPAM Detections

It wasn't just wireless carriers who have been blocking messages at an accelerated pace. The major email providers have also been adding, at a fast pace, many more SPAM filtering algorithms. Many of these mechanisms affected how we were doing emails. Therefore, we have been working diligently to keep ahead of these SPAM filters to ensure that your emails are delivered. This is certainly an ongoing process as carriers take unusual and creative approaches to combat SPAM, which sometimes can affect legitimate mass emails. As a result, we remain nimble and responsive to these changes to ensure reliable delivery of emails, and as always appreciate your feedback throughout the ongoing changes.

What's coming in 2020?

This past summer we brought in four interns who attend the universities from which most of us are alumni (MIT and SPU). This team was to design/development Version 2.0 of our notification app that I described briefly the 2019 overview.

What happened once the team started working together, however, was magic. Not only did they finish a beautiful new app, but they blew past the specs and got us a few generations further than planned. Here are some of the new items that are arriving in 2020:

- (1) **Push Notifications:** Our system does Voice Calls, Emails, and Text Messages, but it can also send out Push Notifications to cell phones. The Push Notification functionality is available now. Please reach out to me if you want to setup your configuration to support this feature.
- (2) **Two-Way Chats (Instant Messaging):** Our team also proceeded to develop the upcoming BrightArrow Mobile 3.0. This version includes a fully managed two-way “chat” communication between your users and their constituents.

For example, customers can reach out to their constituents and initiate a two-way chat where the group can be communicating back-and-forth via a managed instant messaging interface. We tap into our rich database integration to deliver synchronized roster information and provide a fully managed interface that keeps the conversations private amongst the groups.

The Two-Way Chat app is nearing completion, and if you would like to try it out early, please reach out to me and I can get you on the beta list.

- (3) **Further Database Integrations:** We are doing a lot of work in the area of event reminders, particularly for organizations who are doing fund-raising. Just let us know what areas you find valuable for expanding your communication to your constituency – we may well be working on features that will benefit your initiatives.
- (4) **Training Videos:** Customers have asked us for ways to self-learn the quickly expanding functionality of the BrightArrow notification system. In response, we have started creating a series of self-learn videos that will help novice users as well as share with you the many special features we have added in the past few years that may not even be visible to you at this point.

Summary

From the day I started the company over 22 years ago, our unwavering focus has been to make automated communication to people as streamlined, efficient, reliable and economical as technology will allow. Each year has been more exciting and eventful than the last. We are proud of our ability to grow and adapt our solutions at a pace much faster than competitors, partly because of the talent of our team, but also because of our unique position of having the originating innovators still with the company as key contributors.

Our most important and valued resource, however, is our thousands of customers. On a daily basis we hear requests and suggestions that guide our upcoming features and enhancements. Although we cannot implement every request, when we see patterns emerge, or a great idea that is easy to implement, we are on it.

We love what we do, and we hope you appreciate the changes we make. One thing that is unique about BrightArrow is that we don't spend the kind of money our competitors do into sales and marketing campaigns or buying into pay-to-play partnerships. Instead, we rely upon you to let your colleagues in other organizations know about our solution. Whether you subscribe to a regional or industry chat group, or even have friends or colleagues who might benefit from the BrightArrow solutions, would you mind taking a few minutes to mention BrightArrow to them? The more organizations who use the system, the faster we can adapt and grow our solution to this fast-changing communication needs. Always feel free to reach out to me directly with ideas or suggestions. We stand by to grow our solution to fit your ever growing and changing needs.

With Bright Regards,

A handwritten signature in black ink that reads "Raymond Bily". The signature is written in a cursive, flowing style.

Raymond Bily

Founder and President
BrightArrow Technologies, Inc.