

Cisco and SchoolMessenger announce notification system success, add SMS messaging

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US parental notification company SchoolMessenger and networking giant Cisco have announced that more than 50 US school districts have adopted their integrated notification technology.

In addition, the two companies announced that SchoolMessenger for Cisco Unified Communications now includes SMS text messaging to supplement voice and email notification to reach a large audience using a range of devices.

SchoolMessenger for Cisco Unified Communications is a web-based communications tool that integrates with a district's existing investment in Cisco Unified Communications. It is currently in use in 15 states, with the greatest concentration found in Texas and California.

Reports show that, when notification solutions are used in schools, parents report improved peace of mind, and truancy rates decrease by up to 13%. In addition, by managing a single, centralized solution, and using its existing telecoms investment, districts report that the solution pays for itself in less than two years when compared with annual subscription-based notification services.

"We live in a world of 24/7 access to news and information, and parents expect nothing less from their local schools, especially when it comes to the safety of their children," said Kent Lowry, CEO of Reliance Communications, the parent company of SchoolMessenger. "Over the last year we have partnered with more than 1,000 districts and schools, including the 50 progressive organizations that have moved to next-generation Cisco networks to lower their overall communications costs."

"Now that we have added true SMS text messaging, we have further increased the educator's ability to communicate quickly and effectively," Mr Lowry continued.