



# Case Study: Rave Wireless



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## Industry

- \* Business Services

## Key Benefits

- \* Delivers instant alert messaging
- \* Speeds customer acceptance
- \* Provides growth capabilities with MMS capabilities and global coverage

## Sybase Technology

- \* SMS Alert
- \* MMS Alert

Rave Wireless is the leading provider of safety applications for mobile users, providing the ability to rapidly notify individuals of critical events, respond faster to emergencies, and significantly reduce local crime. Relying on Sybase 365's broad network and seamless messaging delivery, Rave Wireless keeps over one-million individuals safe at over 125 organizations.

When events happen that can put lives at risk, time is of the essence. The ability to immediately alert those potentially in harm's way becomes of paramount importance. Rave Wireless leverages the ubiquity of mobile phones to provide an instant notification system for its customers. Rave's software-as-a-service (SaaS) allows organizations, universities and municipalities to send alerts faster, decreasing the likelihood of harm, and serving to reduce crime. Acting as a virtual guardian, Rave Wireless protects employees, students and citizens from harm. The common goal, as set forth by the company's founders, is to protect the lives of its customers' constituents through their mobile phones.



In the news!

**Rave**  
Where safety meets mobile.

Rave’s software implementations have won its clients numerous prestigious safety and technology awards, illustrating the solution’s efficiency. Keeping over one million individuals safe across multiple timezones and geographies, Rave sought out Sybase 365 to maximize throughput of text messaging, provide global delivery, and eventual migration to multi-media messaging service (MMS).

**Large Scale for Complete Coverage**

Reaching over 1,000,000 individuals with its alert capabilities, Rave Wireless required not only a broad and powerful system, but one that also provided the utmost reliability. The Linux-based system was roughly developed in six weeks, with a hybrid SMPP / SMTP messaging network. SMTP is used to reach 3rd tier carriers, and messages that fail via SMPP automatically fail over to be tried via SMTP.

With the Sybase 365-backed system, Rave can deliver up to 500 messages per second—92 percent faster than the competition—ensuring Rave’s customers have the fastest delivery to their end users. And in risk scenarios, those precious seconds can mean the difference between safety and harm.

In fact, Rave is so confident in its solution that prospective customers are offered the opportunity to conduct a performance challenge—a test against any other solution in the market. Every participant in this challenge has selected Rave, a true testament to the system’s capabilities. And, once in production with the Rave system, clients continue to be satisfied. “Our customers have been very happy with our message delivery throughput via Sybase. We are in the business of emergency notification, so our customers expect extremely fast burst rates, high throughput, and rock solid reliability. Our partnership with Sybase has been instrumental in delivering on this expectation,” says Tom Axbey, CEO of Rave Wireless.

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Where safety meets mobile.

**Adding Rich Content to Messaging**

Building on Sybase 365’s worldwide access and rich messaging content capabilities, Rave Wireless is now enhancing its industry-leading SMS to provide more global coverage as well as comprehensive alert messages with pictures and maps.

Says Todd Piett, VP of Product for Rave Wireless, “Sybase technology allows us to retain our leadership position by extending our applications internationally and allowing us to expand from text messaging to multimedia messaging.” This extension translates into safer areas and better prepared citizens across the world.

**About Rave Wireless**

Rave Wireless is the leading provider of mobile safety solutions for higher education institutions, government and enterprises. Rave builds, sells and supports an award-winning suite of safety applications including emergency notification systems and location-aware, personal safety tools such as Rave Alert, Rave Guardian and Rave Transit. More than 100 colleges and universities nationwide rely on Rave Wireless, including Montclair State University (NJ) who has won the Jeanne Clery Campus Safety Award and the Campus Technology Innovators Award for its implementation of Rave. Rave Wireless is headquartered in Framingham, Massachusetts. Investors include Bain Capital Ventures, Sigma Partners, and RRE Ventures.

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