



salamanca
SOLUTIONS INTERNATIONAL

MAKING THE DIFFERENCE



TERA

TRILOGY EMERGENCY RELIEF APPLICATION



SECURE AND COST EFFECTIVE COMMUNICATION PLATFORM BETWEEN NGOS AND THE COMMUNITY

One of the biggest problems faced by Rescue and Aid organizations in natural disaster areas is the limited communication services available after these disasters are immediately congested.

TERA is a fast, secure and cost effective SMS based communication platform between NGOs and the Community. It makes low use of telecommunications services by delivering geographically targeted aid-related messages to disaster affected people. TERA was developed in cooperation with the world's largest humanitarian organization, the Red Cross and has proven to be the most effective technological initiative that came out of Haiti 2010 earthquake.

It allows both Mobile operators and NGOs to coordinate the appropriate delivery of vital messages (Early warning, Alerts, Logistics, General Information) to the community and assist the NGOs to reach as many geographic zones as possible and to coordinate aid-related activities in those areas. TERA is a service free of cost to affected people.

Salamanca and the Red Cross have worked together since 2010 on rolling out the system in many mobile operators around the world.

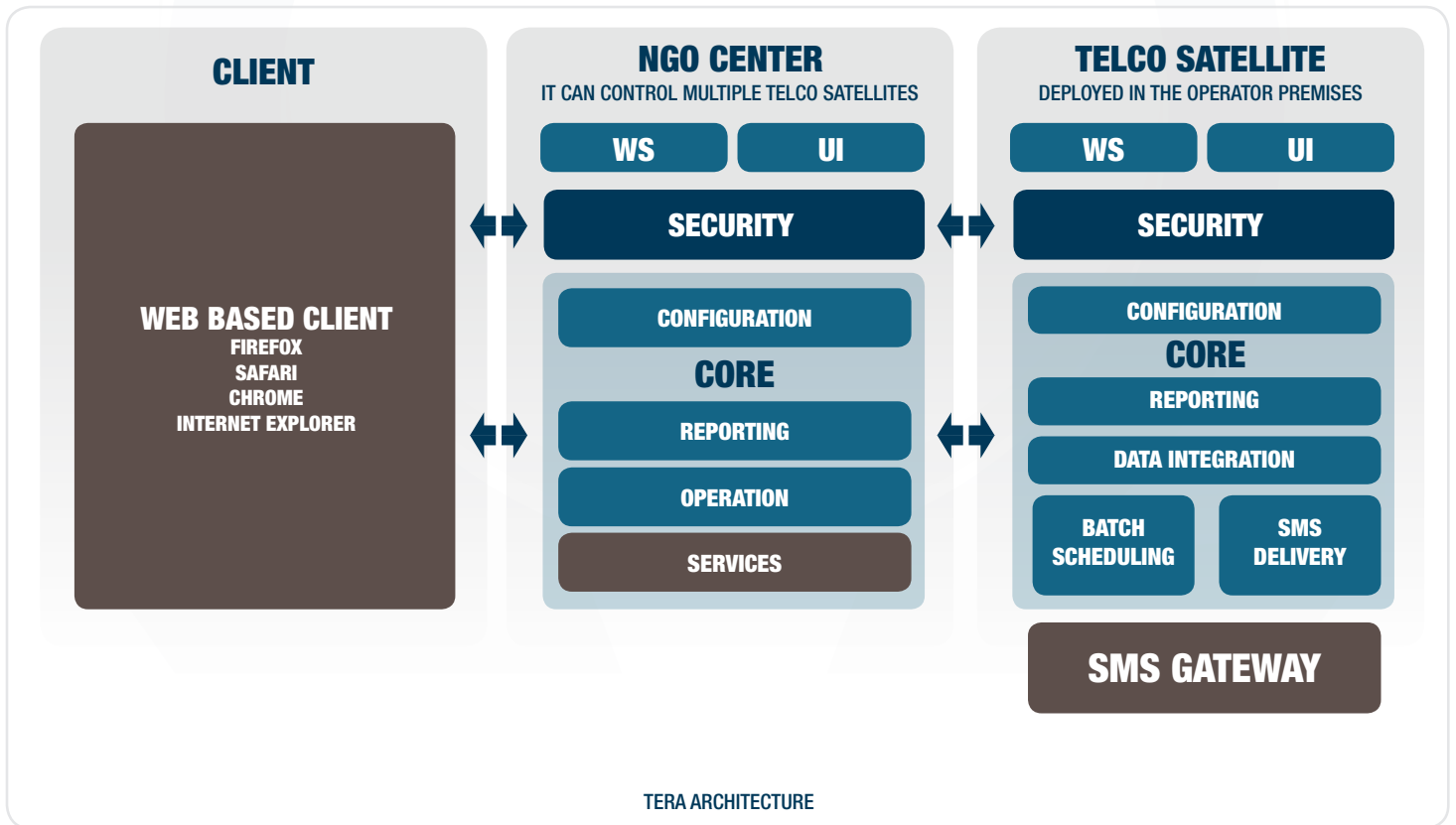


Omega TERA is a location-based messaging solution designed to deliver – with just a click – aid-related text messages to people affected by disasters.

KEY BENEFITS

- TERA uses SMS which is a basic GSM service. It is available on any handset. It is also one of the first services to be restored after a network outage.
- SMS messages use very little network bandwidth, minimizing the stress on the mobile network.
- SMS messages are stored on the handset. Recipients can show these messages to other people or they can forward them to people who are registered on another network.
- TERA can achieve online monitoring of a mobile operator network to seamless update subscribers location.
- Privacy of subscriber data: Project deployment does not involve the IFRC or any NGO gaining access to confidential subscriber information.

MODULES





TECHNICAL SPECIFICATION

VERSION

- VERSION 2.5

OPERATING SYSTEMS

- RED HAT ENTERPRISE LINUX 5.5

DATABASE ENGINE

- ORACLE 11G
- PostgreSQL 9.2.1

APPLICATION SERVER

- APACHE TOMCAT 6.20

MAIN FEATURES

EARLY WARNING NOTIFICATION

For predictable disasters, TERA includes a feature to deliver SMS notifications on the fly. This allows NGOs to include TERA on their prevention activities agenda.

SMS NOTIFICATION TO NGO GROUPS

Capability to deliver SMS messages to a list of people (NGO Personnel).

STOP SERVICE ON REQUEST - OPTOUT

In order to avoid the delivery of unwanted messages to certain subscribers, TERA includes a feature to stop sending them through a Special List, which can be self-activated by the subscriber via a predefined keyword.

GIS BASED USER INTERFACE

The TERA system includes an integrated portal with GIS capabilities. Most functionality can be directly accessed from this GIS interface, allowing the user to perform important tasks related to a specific geographic location.

REPORTING WITH PDF, EXCEL AND CSV EXPORT CAPABILITIES

Dynamically displayed information is valuable, but having the same information in a document is equally important. TERA has built-in support for exporting reports to leading formats, such as PDF, EXCEL and CSV.

KEYWORD BASED AUTOMATIC REPLIES

TERA is capable of interpreting SMS messages sent by subscribers and reacting to them by automatically replying with customized SMS messages.



AKNOWLEDGEMENTS



NOMINEE

**BEST USE OF MOBILE IN EMERGENCY OR
HUMANITARIAN SITUATIONS**

In contrast to other systems, TERA has been built with Humanitarian input, which is why TERA is one of five nominated this year (2013) to the Global Mobile Awards 2013, in the Best Use of Mobile in Emergency or Humanitarian Situations category.

Please follow: <http://www.globalmobileawards.com/nominees-2013>

TERA technology and contribution to society was acknowledged by the Red Cross itself and other worldwide prestigious organizations like TED and TechRadar. Please see following links.

- Paul Conneally (Head of Media and Public Communication - IFRC) – TEDx Geneva. Talking about how new technologies are transforming humanitarian aid for the better:
<http://www.youtube.com/watch?v=Ouug-laNO8E>
- International press coverage regarding TERA supporting to prevent diseases like Ebola spread in Africa:
 - <http://www.ifrc.org/introduccion/beneficiary-communications/tera/>
 - <http://www.bbc.co.uk/news/technology-29610865>
 - <http://communicationsafrica.com/mobile/british-red-cross-launches-tera-in-fight-against-ebola>
 - <http://connectingafrica.net/tag/red-cross-red-crescent-ebola-tera/>
 - <http://www.headlinenewstoday.net/anti-ebola-text-tech-set-to-expand.html>
 - <http://www.infordiss.com/Pages/IFRC-mobile-companies-TERA.aspx>
 - <http://healthfolk.net/news/10902/anti-ebola-text-tech-set-to-expa>
 - <http://www.newctzen.com/index.php/11-news/877-airtel-boosts-red-cross-revenue-drive-to-fight-ebol>
- Referenced on TED and TechRadar:
 - www.techradar.com/news/world-of-tech/two-years-on-haitis-tech-legacy-1054165
 - www.ted.com/talks/paul_conneally_digital_humanitarianism.html
 - http://wn.com/tedxgeneva_paul_conneally_digital_disasters

Or just “Google” us: TERA + IFRC



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