



ENTERPRISE OMNI-CHANNEL NOTIFICATION MIDDLEWARE

Omni-Channel Alert Platform

One platform. Every channel. Zero missed notifications.

IRIS Alert+ is an enterprise-grade notification middleware that enables organisations to deliver critical alerts through SMS, WhatsApp, Email, Voice, Microsoft Teams and Mobile Push — from a single unified platform with full API support, template engine, approval workflows, and dynamic PDF generation.

- SMS
- WhatsApp
- Email
- Voice
- Teams
- Push

LIVE NOTIFICATION FEED

- WhatsApp · Banking Alert** Delivered
AED 5,200 debited · A/C ****4891
- SMS · OTP Authentication** Read
Your OTP is 847291 — expires in 5 min
- Teams · IT Operations** Pending
Server CPU threshold exceeded
- Email + PDF · Statement** Sent
Monthly statement with secure PIN

99.9% UPTIME	1M+ MSGs/DAY	<2s DELIVERY
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NOTIFICATION CHANNELS

Reach Your Audience Everywhere

 <p>SMS</p> <p>SMPP-based bulk & transactional SMS with Unicode & Arabic</p>	 <p>WhatsApp</p> <p>Rich-media messages via WhatsApp Business API</p>	 <p>Email</p> <p>HTML emails with dynamic PDF & secure PIN attachment</p>	 <p>Voice</p> <p>Automated voice calls with text-to-speech delivery</p>	 <p>MS Teams</p> <p>Instant alerts & adaptive cards to Teams channels</p>	 <p>Mobile Push</p> <p>iOS & Android push via native app integration</p>
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PLATFORM CAPABILITIES

Everything You Need in One Platform

 <p>Excel Upload & Bulk Send</p> <p>Import from Excel/CSV, merge dynamic fields and dispatch personalized messages at scale.</p> <ul style="list-style-type: none"> • Drag-and-drop file upload • Field mapping & data preview • Scheduled bulk dispatch 	 <p>Approval Workflow</p> <p>Built-in maker/checker process ensures governance before any campaign goes live.</p> <ul style="list-style-type: none"> • Multi-level approval chains • Instant reviewer notifications • Full audit trail of all decisions 	 <p>Message Preview</p> <p>Real-time preview of every notification exactly as the recipient will see it.</p> <ul style="list-style-type: none"> • Per-channel rendering • Dynamic variable substitution • PDF attachment preview
 <p>Template Library</p> <p>Design and manage reusable per-channel templates with English & Arabic support.</p> <ul style="list-style-type: none"> • HTML & rich-text editor • Variable placeholder system • Bilingual EN / AR templates 	 <p>Intelligent Routing</p> <p>Auto-escalate or switch channels based on delivery status, time or business logic.</p> <ul style="list-style-type: none"> • Condition-based failover • Priority routing per campaign • Multi-SMSC load balancing 	 <p>Reports & Analytics</p> <p>Full visibility — delivery status, open rates, campaign performance & activity logs.</p> <ul style="list-style-type: none"> • Real-time delivery dashboard • Per-user credit reports • Exportable audit trails

HOW IT WORKS

Notification in 5 Simple Steps



INDUSTRY SOLUTIONS

Built for Real-World Scenarios

BANKING & FINANCE
Transaction Alerts & SMS Banking

- ✓ Real-time debit / credit transaction alerts
- ✓ Low balance, overdraft & large withdrawal alerts
- ✓ OTP and two-factor authentication
- ✓ Credit card & out-of-country activity alerts
- ✓ Maker/Checker registration approval workflow
- ✓ Monthly e-statement with secure PIN-protected PDF

DOCUMENT DELIVERY
Dynamic PDF Generation & Secure Delivery

- ✓ HTML-to-PDF conversion with branded templates
- ✓ PIN-protected PDF encryption per recipient
- ✓ Bank statements, invoices & compliance reports
- ✓ Automated delivery via email with SMS notification
- ✓ Per-customer dynamic data injection
- ✓ Delivery confirmation and read receipts

DATA-DRIVEN NOTIFICATIONS
Database-Connected Dynamic Alerts

- ✓ Direct ODBC/JDBC database connection
- ✓ Scheduled SQL queries to trigger notifications
- ✓ Condition-based alert firing (thresholds, status)
- ✓ Multiple database interface configurations
- ✓ Supports Oracle, MSSQL, MySQL, PostgreSQL
- ✓ Campaign-linked database lookups

ENTERPRISE INTEGRATION
API-First Notification Middleware

- ✓ RESTful API for application integration
- ✓ Core banking system integration via XML/JSON API
- ✓ ERP, CRM and HRMS notification triggers
- ✓ Webhook support for delivery callbacks
- ✓ SDK available for .NET, Java and Python
- ✓ Inbound message routing to back-office systems

ADVANCED CAPABILITIES

Intelligent Document & Data Features



Dynamic PDF Generation

Generate fully customised, data-driven PDFs using HTML templates. Each document is personalised with recipient-specific data and can be PIN-protected for secure delivery — ideal for bank statements, invoices and compliance notices.

- HTML Templates
- PIN Encryption
- Per-Recipient Data
- Email Attachment
- Custom Branding



Database-Driven Notifications

Connect directly to your enterprise databases. Define SQL queries that run on a schedule or event trigger, automatically fetching recipient data and dispatching personalised notifications — no manual intervention required.

- ODBC / JDBC
- Scheduled Queries
- Condition Triggers
- Multi-DB Support
- Stored Procedures



DEVELOPER-FIRST DESIGN

Integrate in Minutes via REST API



RESTful API

JSON/XML API with auth, rate limiting & full Swagger docs



Delivery Webhooks

Real-time delivery status callbacks to your application



SDKs Available

Native SDKs for .NET, Java & Python



Secure Auth

OAuth 2.0, API key, IP whitelist & TLS 1.2+



Template API

Reference templates by ID with dynamic variables



Reporting API

Pull delivery reports & audit logs for BI tools

PLATFORM ARCHITECTURE

Enterprise-Grade, Scalable by Design

