



WHAT IS

ENTERPRISE-CLASS

**EMERGENCY
NOTIFICATION?**

Business continuity, disaster recovery, and crisis management professionals understand the many reasons for an effective emergency and incident notification solution. There are many names for an Emergency Notification System (ENS) such as – Crisis Communication System, Incident Notification, Alert Notification, and sometimes Mass Notification. And there are many different vendors to choose from, but not all stand up to the rigorous requirement of large organizations.

Regardless of what it's called, what makes an ENS solution enterprise-class – versus simple mass outbound messaging?

Enterprise-class solutions are **comprehensive, flexible, resilient, private, secure,** and **provided by service-oriented vendors.**



erms module

method

& supported delivery devices

information flow



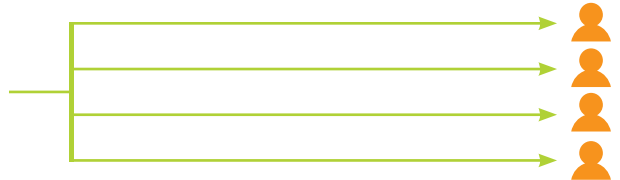
Messenger

Powerful, secure, and flexible mass emergency messaging



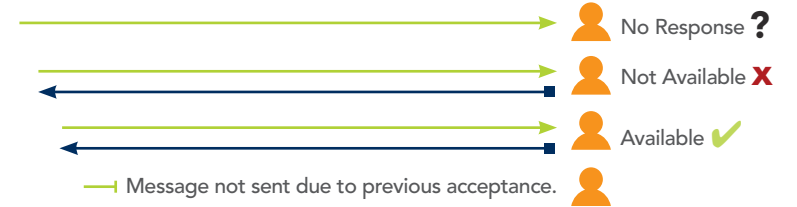
mass notification

Send notifications to all or custom groups



first to respond

Contact selected stakeholders in sequence from the top until one responds



polling (yes/no)

Simply receive yes or no answers from your stakeholders



Mapper

Visual location-based recipient list selection



custom geo-targeting

Notify only those within your custom drawn targeted area on your computer. Filter selection further if needed and use Messenger, Roll Call or Crisis Manager to send your notification.



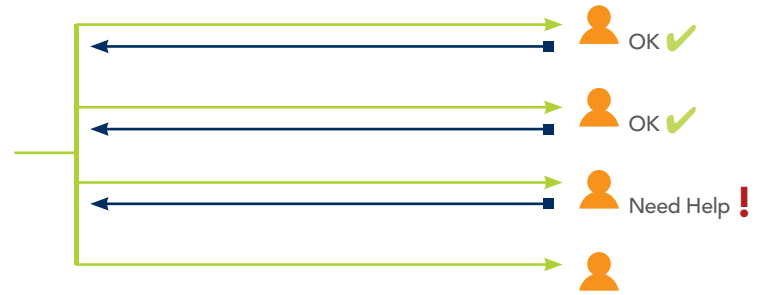
Roll Call

When you need to know if your stakeholders are safe



status check

Account for your employees after a crisis by determining their status



Library

Critical documents available when you need them



centralized data

Access crisis-related documents and share your critical information with trusted team members



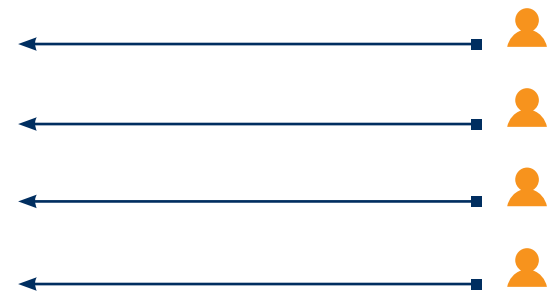
HotLine

Incident status for notification recipients



e-message boards

Central location to post current crisis related messages for the appropriate notified stakeholders to access



Crisis Manager

Incident team communication and collaboration tool



central online collaboration center

Central location for incident teams to collaboratively create, post, review, edit and export crisis data



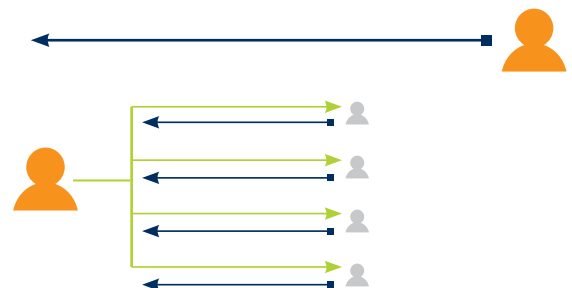
myAdvantage

Individual user mailbox, profile settings & personal communicator



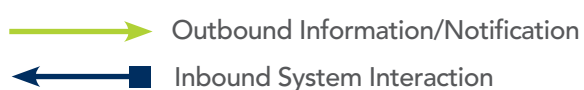
personal dashboard

Manage your personal profile, mailbox, contact preferences and personal communicator messages from one central location



Advantage

Advantage Legend



- phone (landline, mobile or satellite)
- computer
- text message
- mobile phone / browser
- email
- fax
- pager
- PBX



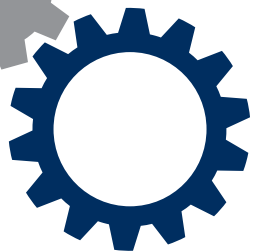
OUR SYSTEM SECURITY

An enterprise-class system provides the confidence that when you need your ENS the most it will be there and not affected by the same disaster.

The Advantage system, and related data, is stored in facilities with the most-up-to-date technological and physical security – combined with automatic failover should a facility be affected by physical threat or disaster. Our system is both locally and geographically redundant with an active-active SaaS based system and elastic infrastructure model that rapidly grows with our customer's requirements.

Our enterprise-class cloud based infrastructure is backed by ITILv3 framework, SSAE 16 Type II compliance, and certified to the ISO 20000-1 standard.

- **Local and Geographical redundancy**
- **Automatic failover**
- **24/7 physically monitored and firewalled facility**
- **Active-active SaaS based system**
- **Elastic infrastructure model**
- **Dedicated servers**



ADVANCED FLEXIBILITY & ADMINISTRATOR FUNCTIONS

Large organizations need flexible solutions that support existing processes, a system that can integrate (when required) with existing databases through comprehensive APIs, and a system that has advanced functionality provided as a complete cohesive solution – not sold piecemeal.

Additionally, an enterprise-class ENS should be configurable in a manner that aligns with an organization's continuity and recovery plans and not how their vendors tell them it should be used.

During implementation, any Advantage module can be activated or deactivated. Powerful administrator functionality provides business continuity professionals with the ability they need to ensure their ENS behaves in the way that suits their organization best.

With Advantage Administrator organizations can control:

- **Stakeholder security role names and settings, activation options and reminders, as well as stakeholder reports, group types, names, and aliases**
- **Modules accessible to stakeholder members**
- **Audio library content to allow for the development of pre-recorded messages**
- **System defaults including device order as well as notification message acknowledgement, call transfer, message, voicemail options, and strong password management**
- **System-wide lexicon defaults to ensure the most accurate pronunciation possible**
- **Creation of reminders, reminder recipients, reminder delivery method, and delivery time(s)**
- **User interface by uploading multiple organizational logos and the language to associate with each logo, as well as choose from 12 different color schemes to coordinate with your organization's brand**
- **How to import stakeholders database options include via manual entry, .csv import, or integration with existing databases through the most comprehensive emergency notification system API**
- **Export stakeholder database via .csv**