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RAYMOND-COX CONSULTING, LLC
BUSINESS CONTINUITY & EMERGENCY PLANNING

Emergency Notification Systems

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Agenda

- Introduction
- The Basics of Emergency Notification Systems
  - Uses & Terminology
  - Hosted vs. Onsite
  - Features
- Trends
- How These Systems Pertain to Your Industry
- Q&A

Introduction

Benefits of an Emergency Notification System (ENS)

- Messages can be sent to any size audience almost instantaneously
- Responses to messages can be tracked in real time
- At time of crisis, they have proved to be a valuable asset for crisis communications and saving lives
- Swift message distribution can facilitate the successful recovery of business functions

Source: www.citywatch.com

Emergency Notification System Uses

- Alert management/employees/tenants of a crisis, security incident, or weather emergency
- Execute a phone tree
- Manage communications during a crisis
- Contact related parties about scheduled maintenance/repairs
- Solicit and track responses to a survey
- Notify tenants of a new product or service offering

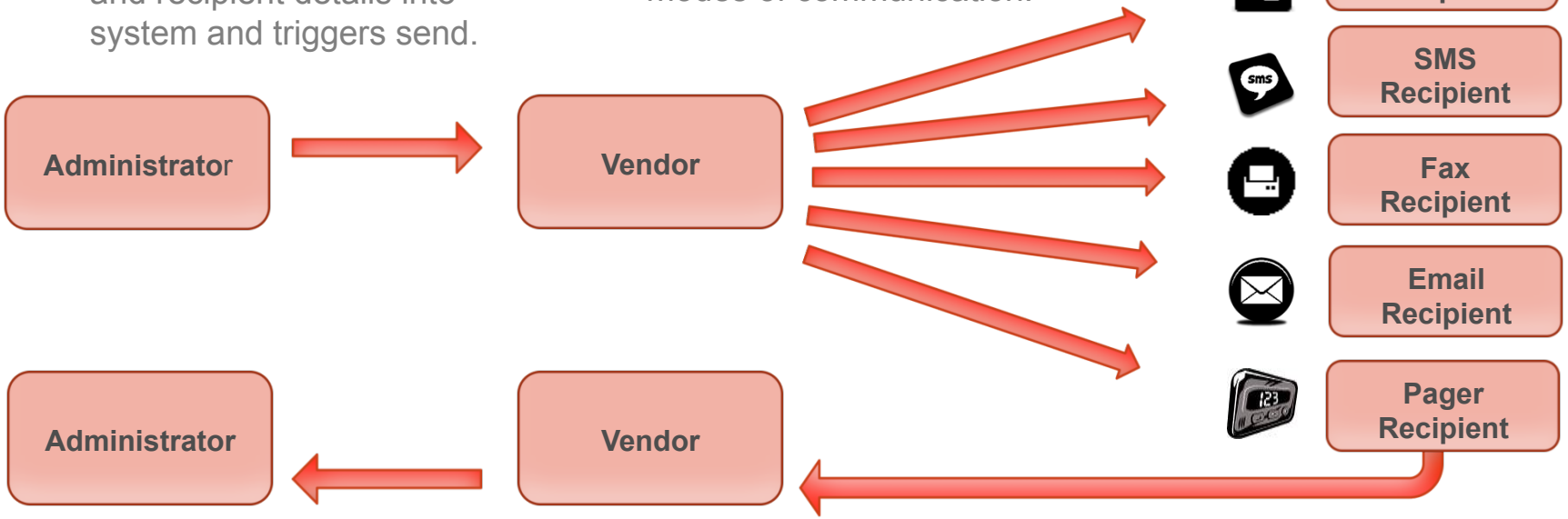
Common Terminology

- Sender
  - Administrator, User, Client, Subscriber
- Content
  - Message, Notification, Broadcast, Call-Out
- Receiver
  - Recipients, Contacts

How a Hosted System Works

1 Administrator subscribes to ENS service, inputs message and recipient details into system and triggers send.

2 Vendor system sends message to desired recipients through many modes of communication.

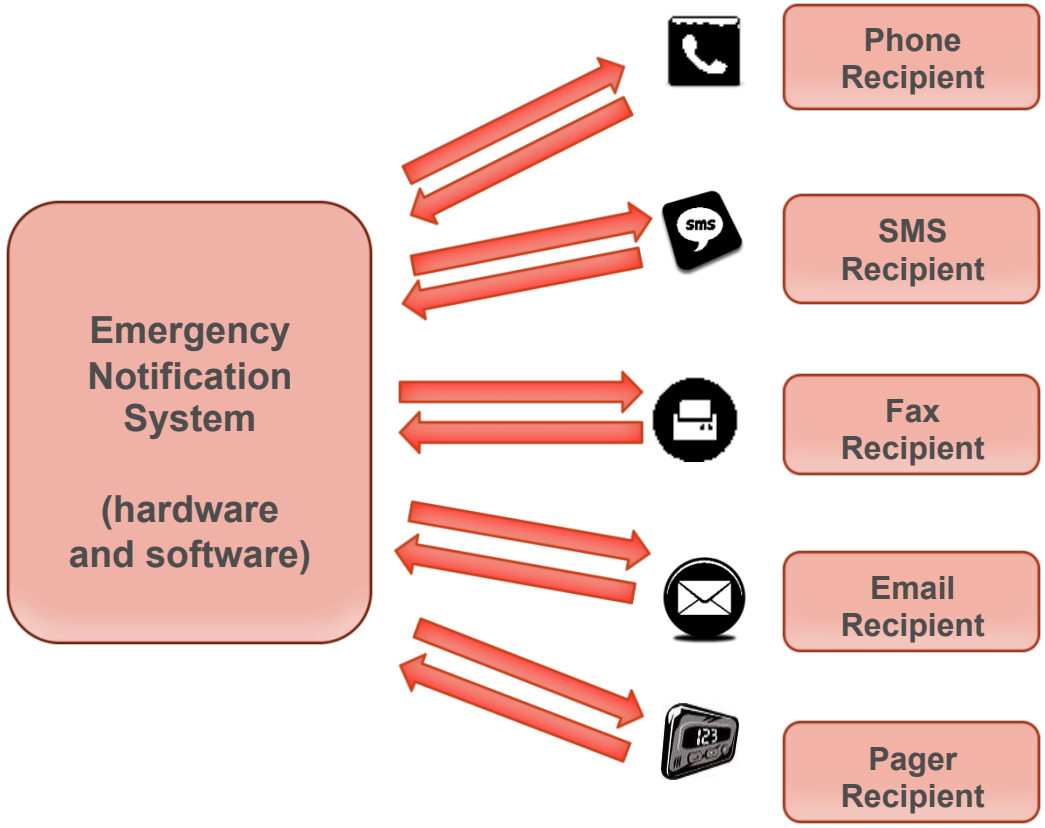


3 Recipients confirm receipt of message and, if applicable, respond with touch tone or voice response.

4 Vendor system delivers report to Administrator detailing confirmed message receipts and polling responses

How an Onsite System Works

1. Administrator purchases ENS, including computer hardware and software.
2. Administrator integrates ENS with computer and phone network, ensuring appropriate contact information is configured.
3. Administrator initiates message using onsite system and sends to desired recipients. Administrator accepts incoming communication from recipients when appropriate.
4. Administrator produces reports detailing message receipt confirmation and, if applicable, touchtone and voice response.



Hosted vs. Onsite Systems

	Hosted	Onsite
Pricing structure	▪ Annual subscription fee based on # of recipients, level of usage. ▪ Initiation fee.	▪ Capital investment for hardware and software of system. ▪ Additional expenses for training, phone lines, upgrades.
Technical expertise	▪ No technical expertise required. ▪ Free training and customer service.	▪ System must be integrated with phone lines, servers, applications. ▪ Technical experts needed to operate system, install upgrades, troubleshoot.
Risk of unavailability	▪ Vendors maintain redundancy to ensure system availability. ▪ Phone or internet required to utilize service.	▪ System dependent on local power grid and phone lines. ▪ Disruption of worksite could render system unavailable.

Product Selection Process

- Adopt a collaborative approach
  - Involve all interested parties in the decision making process.
  - Clearly define roles and responsibilities before implementing a system.

- Document requirements
  - Define intended use for the system, number of recipients, and anticipated number of messages to be sent per year before reaching out to vendors.

Product Selection Process

- Integrate emergency notification system with existing programs
  - Ensure product selected is suitable for emergency response, crisis management, business continuity activities.
- Do your due diligence
  - Evaluate each vendor offering to ensure it will meet your unique requirements.
- Arrange product demonstrations
  - Request a demo or free trial from each proposed vendor before making a decision.

Minimizing System Set-up Errors

- Product integration
  - Wherever possible, integrate system with existing applications and programs, including those with contact information of your desired recipients.
- Recipient services
  - When possible, allow recipients to access the system directly to update/verify contact information.

Crafting Messages

- Establish messaging guidelines
  - Establish guidelines for using the system, including what types of events warrant sending a message, who can create a message, how many must approve the message, etc.

- Draft messages ahead of time
  - Prepare several pre-scripted messages for likely emergency situations. Some vendors have templates to use as a starting point.

- Use the 3-3-30 rule
  - To keep messages short and direct, use the following rule:
    - ✓ An emergency message should contain no more than **3** sentences containing **3** concepts in **30** words or less.

Crafting Messages (cont.)

- Determine if bi-directional functions will be necessary
  - Establish if you need the recipient to take some form of action and respond to your message.
- Identify when the message is an emergency
  - For emergency messages, highlight that the message is urgent.
  - If applicable, include a source to get additional information.
- Determine if the message needs to be sent in another language
  - Use the text-to-speech function.

Crafting Messages (cont.)

- Vet messages
  - Validate the content of the message with another person before it is sent out.
- Create divisions and dynamic groups
  - Customize the message for the recipients to let one group know one thing, and another group something else.

Recording and Sending Messages

- Record messages
  - Ensure the message is recorded by someone with a clear voice and calm manner or use the automated voice feature.
- Vary methods of communication
  - Emergency messages should be sent in a variety of formats such as SMS text, email, and phone call.
- Establish notification escalation
  - Set up automatic procedures for message forwarding and escalation.

Tracking Sent Messages

- Keep track of emergency messages sent
  - In an emergency, more than one message will most likely be sent. Number messages or state the date and time at the beginning of each message to avoid confusion.

- Reporting
  - Use the reporting feature to track who received the message, which message failed.

Practice and Prepare

- Create a training program
  - Train designated personnel.
  - Develop “how to” manuals and checklists; make available as hard and electronic copies.
- Test the hosted emergency notification system
  - Surprise the recipients.
  - Make sure the vendor can handle the call capacity.
- Conduct real-time tests
  - Ensure all are familiar with their roles and responsibilities.
  - Train as you will execute. Practice in a simulated emergency situation.
  - Take note of all issues that arise and follow up all remedial action items.

Misuses

- Overuse
  - Some organizations use an emergency notification system for more than just crisis communications.
    - ✓ If the message is regarding an emergency, be sure to highlight its urgency each time.
  - Over-messaging can upset recipients and cause them to not listen when a real emergency message is sent.

- Over-reliance
  - It is always dangerous to rely too heavily on technology. During an emergency, phone lines can fail and the internet can be disrupted.
  - Maintain the capability to use other forms of communication should all else fail, such as blow horns, using loudspeakers, and setting fire alarms.

Trends in the Marketplace

- Increased vendor capability
  - Vendors are increasing server and port capability, establishing geographically dispersed data centers to avoid possible service interruptions, and using “the cloud.”
- Hybrid systems
  - Many subscribers are opting for a combination of an onsite and hosted system.
- Elastic infrastructure
  - Delivering to an infinite scale with the ability to expand/contract as needed.
- Mobile applications
  - Apps for iOS, Android and Blackberry are fully developed to augment the system, providing another robust method of contact from an alternate location.
- Social networking
  - Another important variable in emergency preparedness with a huge capacity for being integrated into existing procedures.

March 2012 Findings

- **Continuity Insights:** Crisis Communications 2012: Social Media & Notification Systems (3/07/2012)[1]
  - 250 respondents surveyed
  - 22% use internal social media tools to communicate with employees.
  - 66% use an emergency notification system.
  - Common channels for messages:
    - ✓ Email - 91%
    - ✓ Phone – 83%
    - ✓ SMS - 73%
  - 70% use two-way communications to gather information from message recipients.
  - 82% have documented protocols for message content and deployment.
  - 75% use templates for notification messages.

- **Gartner's Magic Quadrant:** U.S. Emergency/Mass Notification Services (3/08/2012) [2]
  - 50+ vendors in the marketplace
  - 13 vendors recognized for leadership

1. www.continuityinsights.com/articles/2012/03/crisis-communications-2012-social-media-notification-systems
2. www.gartner.com/technology/reprints.do?id=1-19Q6C7Z&ct=120316&st=sb

Sampling of Systems in the Marketplace

How Does this Pertain to Your Industry?

- Delivering the message
  - Typically, most acquire information via PA system, email, 1-800 employee hotline number, manual call tree.

- Legislation
  - All high-rise buildings in San Francisco are legally required to conduct annual "floor warden" training.
  - In the not so distant future, all building owners/managers will be required by law to have an approved, comprehensive emergency plan of action

- "Right to know"
  - Given the evolution of technology, tenants and employees expect the flow of information pertinent to them promptly, accurately, and verified.

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How Does this Pertain to Your Industry? (cont.)

- Advantages for BOMA members
  - Used to communicate upcoming events and track responses in real-time.
  - Used to announce incidents, e.g., road closures, demonstrations.
  - Used by members to create their own groups so they can communicate to their staff and help to defray costs of the system.

- Competitive advantage
  - System could be presented to prospective tenants as an added amenity.

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Discussion

- Questions?

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