

Choosing the Right Emergency Communication Software for Your Company

FEBRUARY 2019

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**Has built software and
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for 20 years**

In the disaster
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for 17 years



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Agenda

1. Find the Right Emergency Communication Software for Your Organization
2. Keep Your Needs in Mind
3. Six Essential Attributes of an Emergency Communication System
4. Choose Wisely: What to Ask a Potential Vendor
5. Common Buying Missteps—And How to Avoid Them

Poll

Do you have an emergency communication platform in place today?

- ☐ Yes
- ☐ No




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Find the Right Emergency Communication Software for Your Organization

Find the Right Emergency Communication Software for Your Organization

A woman with dark hair is shown in profile, looking at a computer monitor. The monitor displays a software interface with various charts and data. A large, semi-transparent circular graphic is overlaid on the image, containing the text 'NEARLY HALF'.

**NEARLY
HALF**

**of all organizations use
some form of emergency
management software**

**So, how exactly do you find the
right system?**

- Key features to consider
- What to ask potential vendors
- Consider which solution best suits your company's needs

A blue-tinted background image showing a group of business professionals in an office setting. A man with glasses and a beard is seated at a table, looking at a laptop. Other people are standing and sitting around him, engaged in a discussion. The text "Keep Your Needs In Mind" is overlaid in white.

Keep Your Needs In Mind

Keep Your Needs In Mind



GOAL #1

Select a system that addresses all of your organization's needs



GOAL #2

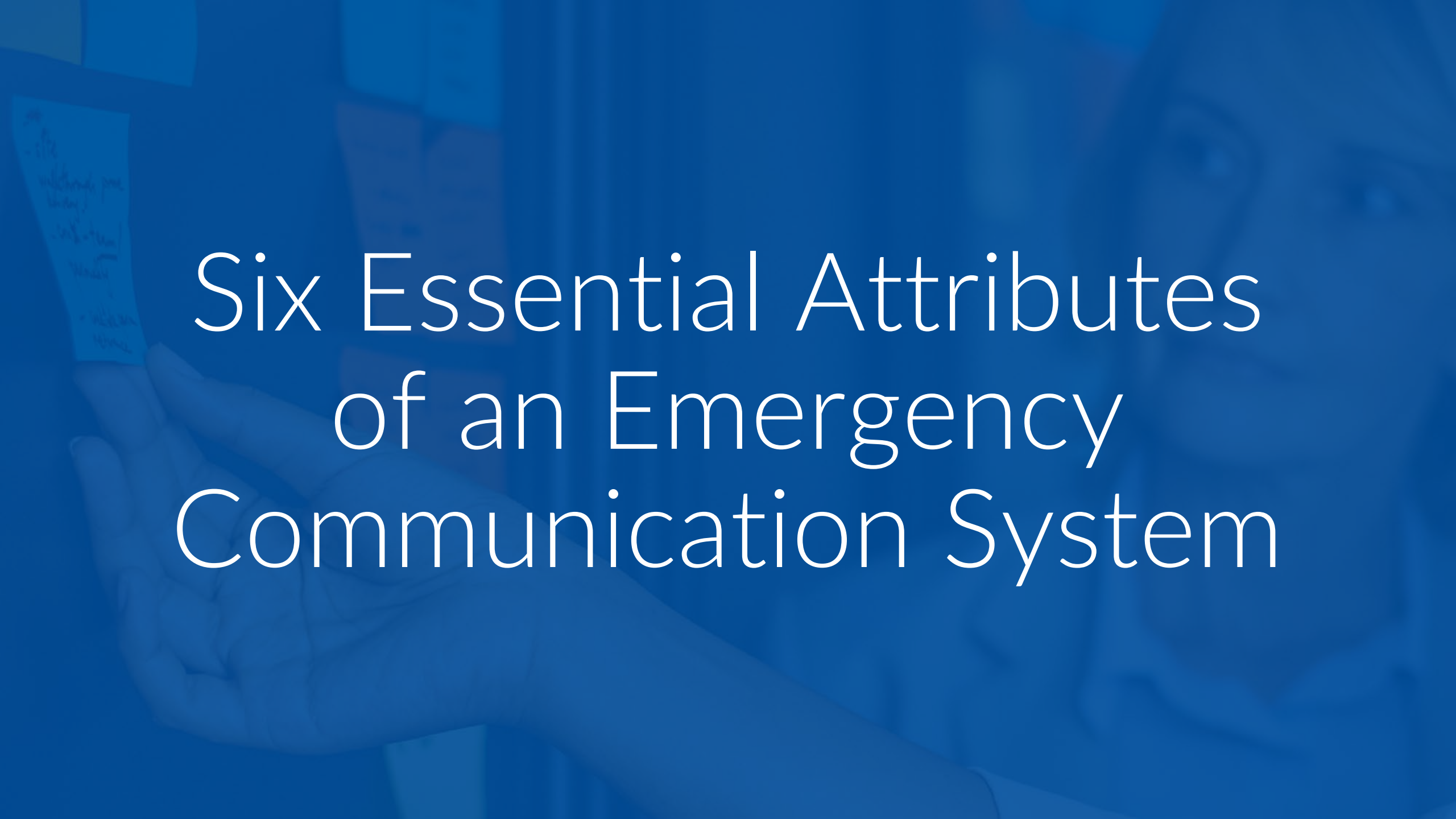
Select a system that is easily implemented and adopted

Keep Your (Long Term) Needs In Mind



**You don't want a
system you will
grow out of**

- Speed, reliability, and user experience
- A non-enterprise solution will limit productivity and put your people at risk

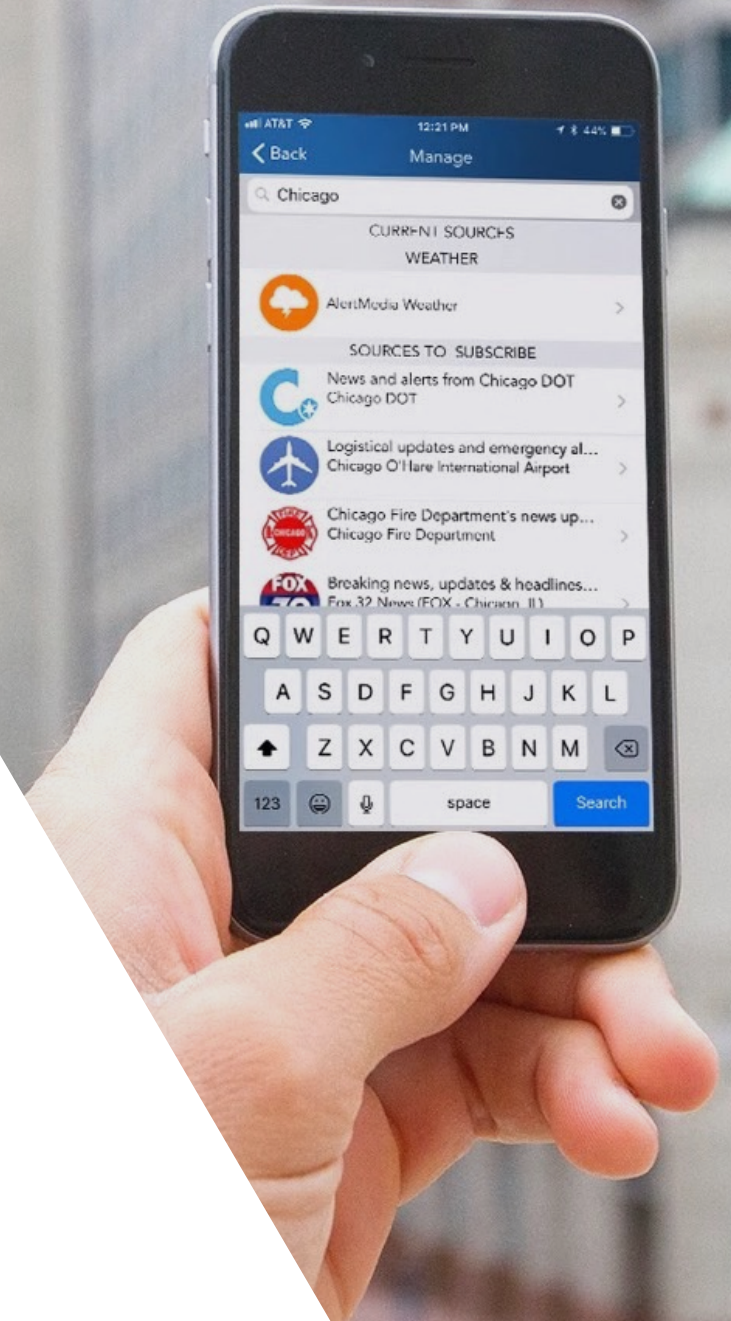
The background of the slide is a blue-tinted photograph. It shows a person's hand holding a small notepad with several yellow sticky notes attached to it. The person's face is partially visible in the upper right corner, looking towards the camera. The overall image is semi-transparent, allowing the text to be clearly visible.

Six Essential Attributes of an Emergency Communication System

#1

Simplicity

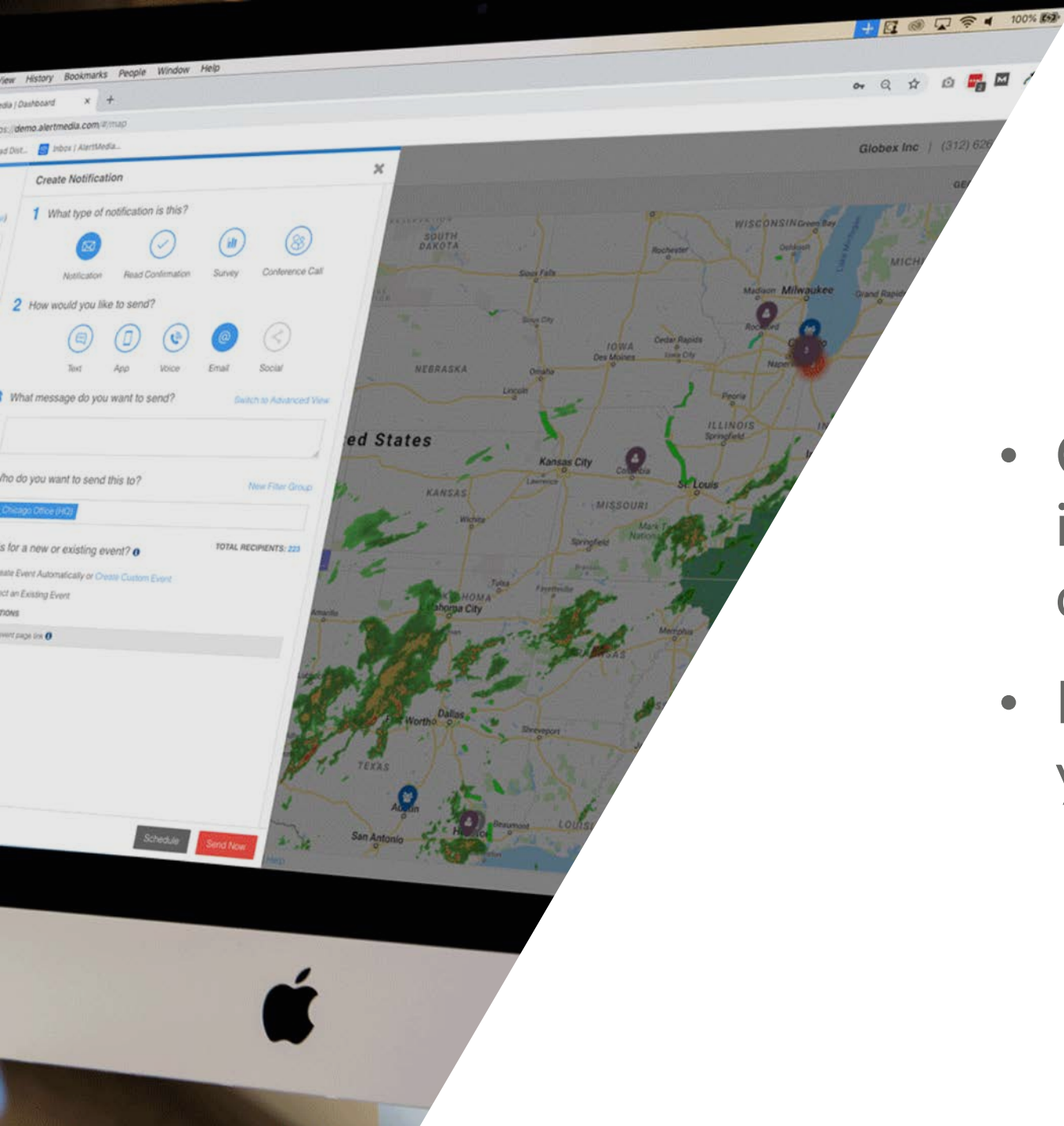
- Complexity is your enemy
- Intuitive, requires minimal training
- Every interaction should be simple, painless, and hassle-free



#2

Modern Capabilities

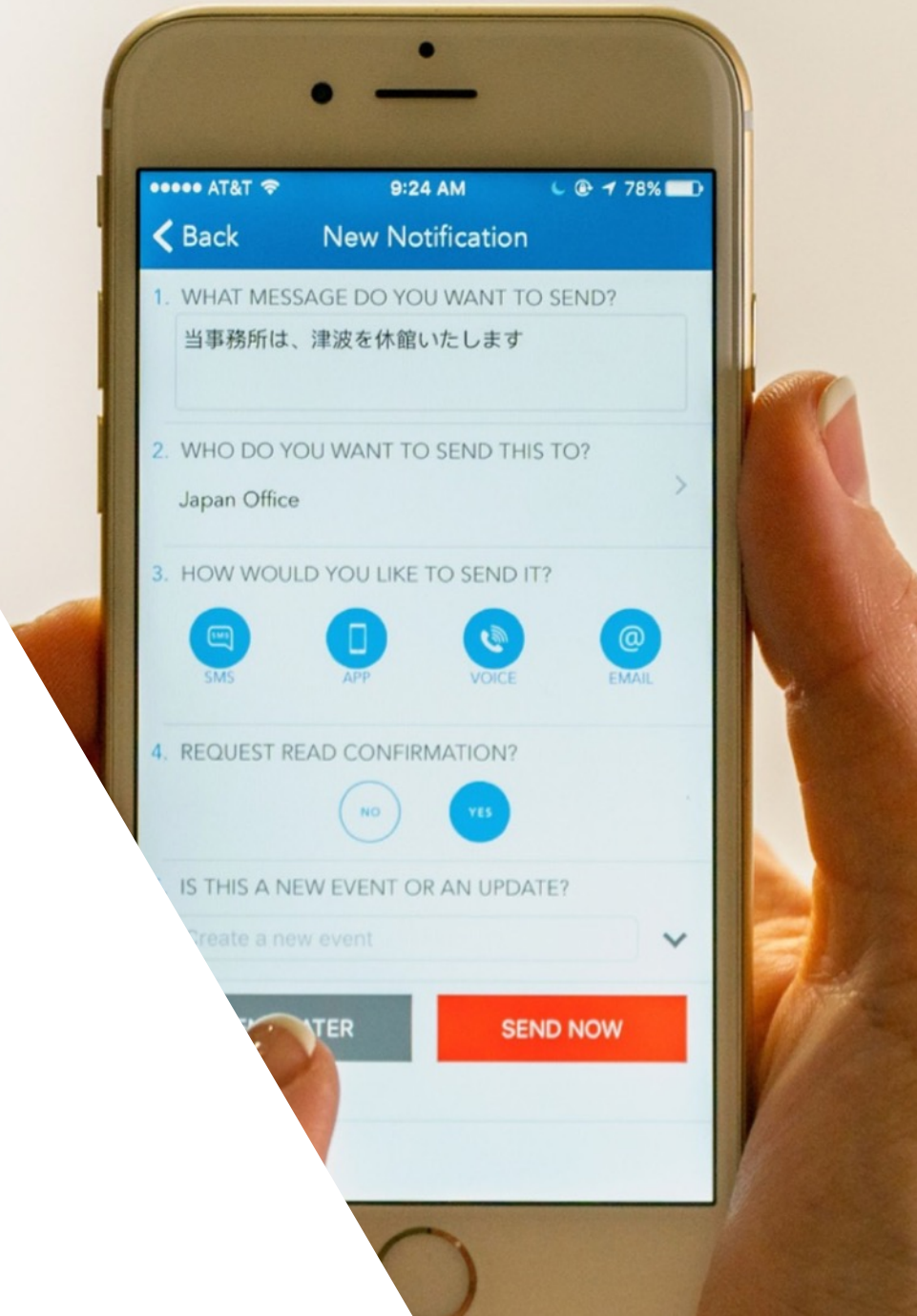
- Committed to continuous innovation - some solutions are out of date, lacking key features
- Leverage location data to protect your people



#3

Efficiency and Adaptability

- Streamlines necessary processes to save time
- Automates manual, time-consuming tasks



#4

Reliability

- One failure is too many
- Reliable and robust software should be a top priority



Reliability In Action

System failures leave your people at risk



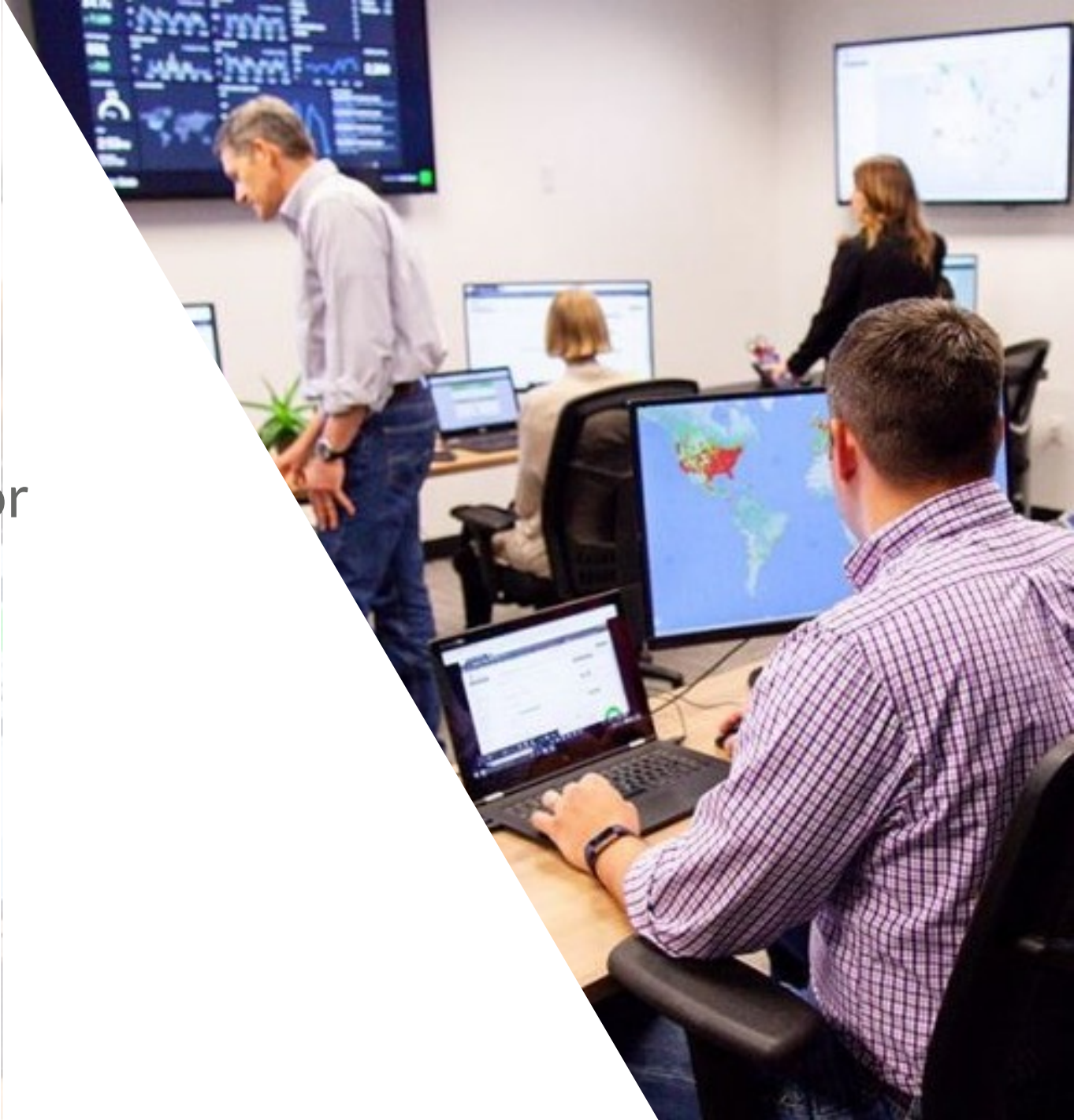
“We had a situation where we sent out a mobile communication but half of our employees didn’t receive the message because the provider had an unplanned outage. Once you lose confidence in your emergency communications solution provider, you need to find a new one.”

- John Hargrove, CIO and VP of IT at Franklin Mint Federal Credit Union

#5

Customer Success Expertise

- Customer success can make or break your experience
- Expert technical, tactical, and strategic support



A man and a woman in business attire are looking at a laptop screen in an office setting. The man is pointing at the screen, and the woman is holding a document. They are both smiling and appear to be engaged in a collaborative work activity.

#6

Easy Implementation and Training

- If it's difficult to implement, it will impact adoption
- Technical expertise shouldn't be necessary to get up-and-running




Choose Wisely: What to Ask a Potential Vendor



CHOOSE WISELY:

What to Ask a Potential Vendor

- What does **implementation** look like?
- Will I receive **training**?
- How will my **people** be added to the system?
- What **other organizations** use your system?
- How often do you **innovate**?
- What is your **Net Promoter Score**?



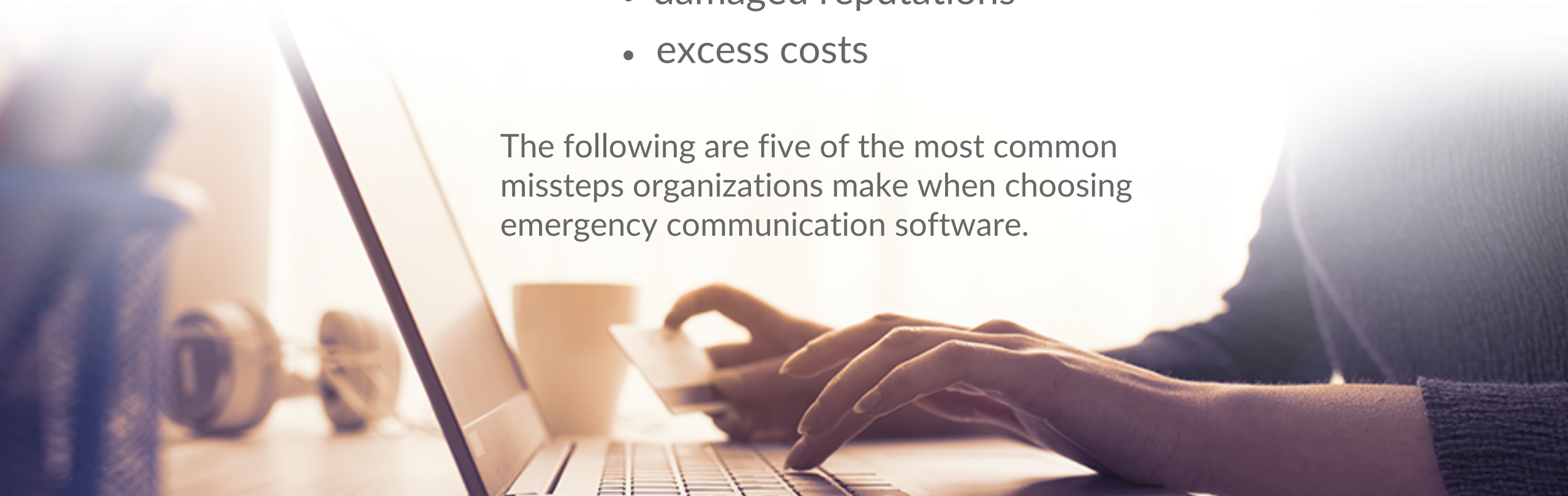
Common Buying Missteps—And How to Avoid Them

Common Buying Missteps— and How to Avoid Them

Choosing the wrong solution can lead to:

- wasted efforts
- damaged reputations
- excess costs

The following are five of the most common missteps organizations make when choosing emergency communication software.



MISSTEP #1

Letting price bulldoze other interests

- “You get what you pay for”
- Compare features side-by-side





MISSTEP #2

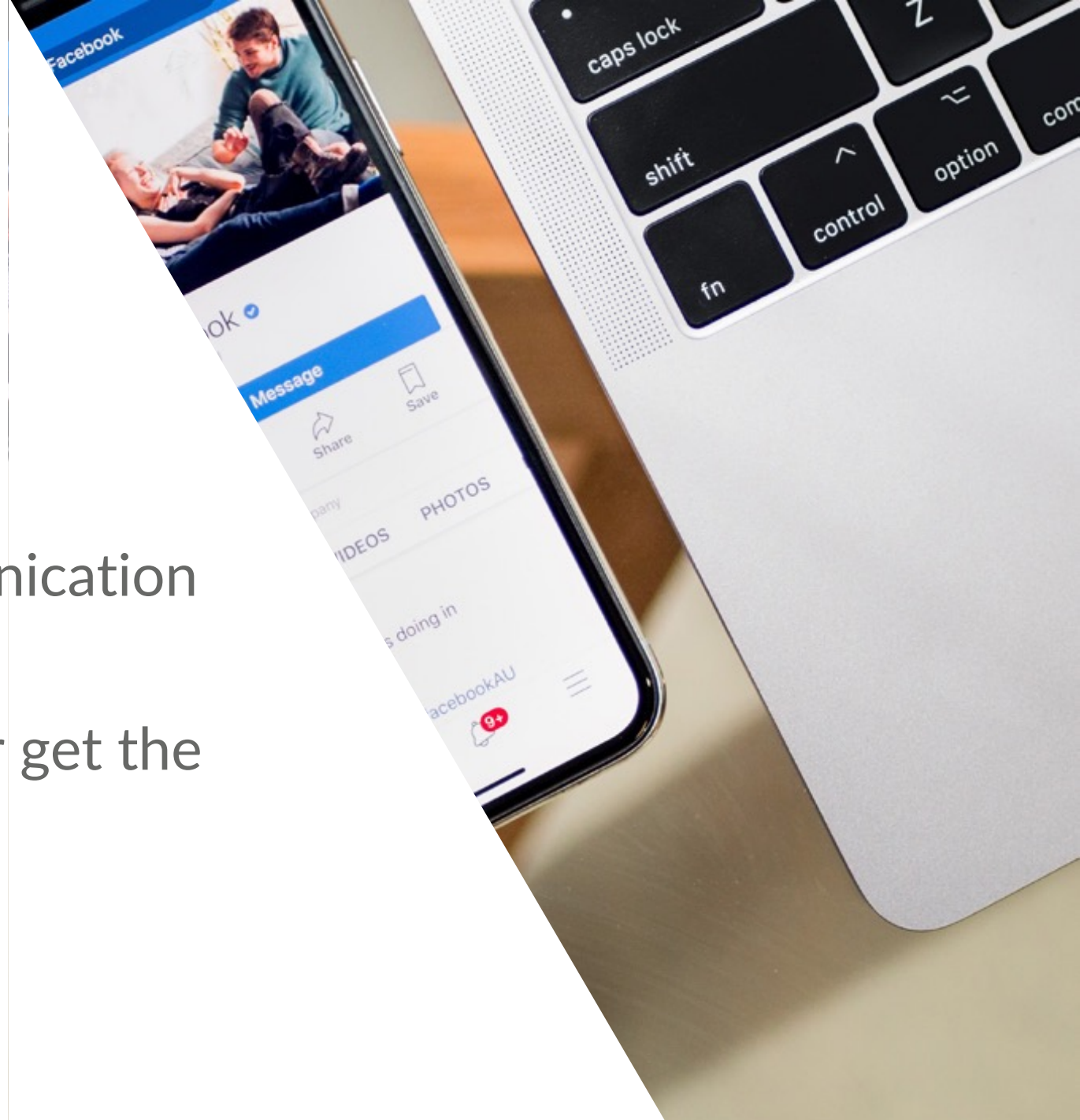
Avoiding change for the sake of change

- Sticking with the status quo is often more costly than switching
- An out of date solution causes problems

MISSTEP #3

Relying on a single communication channel

- Don't rely on a single communication channel
- Many employees might never get the message



A close-up, slightly blurred photograph of a person's hands working at a desk. The person is wearing a white sweater. Their hands are holding a pen and pointing at a document with a bar chart. On the desk, there is a laptop, a clipboard, and several yellow and orange sticky notes. The background is out of focus, showing a modern office environment with large windows and other desks.

MISSTEP #4

Selecting a system you'll outgrow

- A growing company will have growing needs
- Invest in a flexible, scalable emergency communication system

MISSTEP #5

Dismissing the importance of location data

- Location-based Services
 - GPS tracking
 - Map views
 - Geofencing
- Location is a primary factor in determining who is at risk



Location Data In Action

Emergencies are location-based: your software should be too



“We now plan to use it in many situations, such as active shooters or chemical spills. These events impact only a small number of employees, but segmenting employees by location drastically speeds communications.”

— Tom Porter, former Director of Human Resources & Administration, Kawasaki

Poll

Would you like to learn more about how you can use technology to protect your employees?

- ☐ Yes
- ☐ No



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Questions



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Thank You