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EMERGENCY AND MASS NOTIFICATION SOFTWARE REPORT 2013-14

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Market analysis

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Time Magazine ran a story at the end of September detailing the National Disaster Preparedness Training Center at the University of Hawaii. Known as the Disaster University, it aims to share information relevant to disaster recovery, the point being that the key to saving lives is the speed and convenience of information flow.

With the almost universal adoption of mobile telephony, push email, dedicated apps and SMS messaging, now the UK government is running a trial of a mass notification system in parts of the United Kingdom this autumn.

New developments

According to Abbas Haider Ali, CTO of xMatters, the industry is seeing rapid growth of the cloud, mobile apps, smartphone push (email) as more commonly used communications channels. Says Ali: "There is broader use of mass notification technologies to not only push information to employees but to also gather information from employees to provide real-time situational awareness."

David Flower, senior vice-president, Europe, at Everbridge, says that the cloud and mass notification has brought "true scalability which has obvious benefits for customers when major incidents or emergencies take place." By way of example, he notes how the Everbridge platform – with cloud integration – handled over 13 million notifications over a four-day period during Hurricane Sandy.

But it is the proliferation of mobile devices and GPS that has changed the landscape. Greater personal mobility and freedom to use own devices has made the mobile device "the optimal communication vehicle for mass or emergency notifications," says Flower. GPS, he says, allows users to submit location data via dedicated apps and social media posts.

Trevor Wheatley-Perry, managing director at Vocal, says that firms want to streamline their continuity programmes by integrating their communication strategies with other critical response processes such as incident logging and plan management. He says that while the principles of EMNS haven't changed, it is how the technology is used that has changed.

Ian Hammond, CEO of Criticall, agrees to an extent but thinks that developments now are more about the acceleration of pre-existing trends. He sees the methods staying the same while the

Loud and clear

Significant growth potential in the mass notification market will create new and innoative uses of these technologies in the future. Adam Bernstein examines the opportunities

delivery mechanisms and front-end software change. "The most obvious is bring your own device (BYOD). In practice, this creates a challenge of integration which means devoting more development spend on just supporting the web and operating system products out there, rather than on core product functionality." Providers have to cope with a multitude of platforms and this is leading firms to either develop an app for their system, develop for specific web browsers or lock down full functionality to a desktop or laptop.

And this is something that Vocal also sees as being an issue. Says Wheatley-Perry: "BYOD is a challenge as each device is used differently by people for different purposes." The result is that Vocal has developed mobile friendly websites and now offers an iCard to replace the emergency card in a wallet.

At AIControlPoint, manager Andrew Carvell thinks the movement away from pure mass notification to using (notification based) smartphone apps for the monitoring of lone workers, for instance, has provided significant advantages for companies operating in high risk industries and environments. "From what we've seen, the biggest developments in the notification industry are being driven by retail marketing communications, but we've started to use this functionality and approach to deliver value to the business continuity and crisis management process."

xMatters' Ali agrees: "We see the mass notification market transforming from an insurance policy used to notify large sets of people under exception circumstances, to a system that becomes integral to how a company operates." He offers examples such as using notifications targeted at specific individuals that are part of business processes in the day-to-day operations of their business, handling product recalls, supply chain activity alerts, consumer alerts for from pharmacies and retailers, hospital-patient communications and others.

Retail illustrates how old and new technology can work together – Vocal work with managing agents looking after multi-tenanted sites with shops and public in one location. They need a system that allows the propagation of an incident quickly. However, as Wheatley-Perry notes, "the biggest challenge is staff turnover so [here] we rely on using voice and static lines."

The growth of social media has allowed EMNS

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to further entrench itself as a useable technology. "Twitter," says Flower, "can offer the first awareness of an incident, be a powerful tool to provide on-the-scene information, or indeed be used to identify targeted attacks or demonstrations… that allows incident managers to pre-empt and manage an issue." Readers will also have seen how Twitter was used in the Arab Spring uprisings to coordinate demonstrations.

Weather and natural phenomena are key drivers for EMN software. Global climatic risks are growing and Flower sees the impact on communities, staff, business and emergency services – "today we see weather driving over 60 per cent of all emergency notifications through the Everbridge platform…we will be introducing weather feeds for the UK and other markets in the near future."

Hammond points to EMNS deployment in the US. "There is widespread adoption of EMN services at a community and county level. We do not see the equivalent in the UK currently, but this is one to watch over the next decade." Indeed, EMNS does not necessarily change the way that people use the technology, after all, the UK doesn't suffer from tornadoes and even then, their paths don't respect geographical boundaries. Further, individuals don't like being tracked – people are sensitive about it in the UK – which is one reason Criticall found it difficult to sell geographic based EMNS.

New directions

Like many technologies, EMNS is ripe for greater propagation and xMatters' Ali believes that there will be "broad based growth across the board but we will start to see usage start to spread outside of large enterprises to smaller entities."

According to Flower, most sectors, and in particular insurance, retail, energy/utilities, transportation, professional services, finance, media and the public sector, will turn to EMNS technology over the next 10 years. "Drivers such as weather, mobility, safety/security, facilities management, integration with building management systems, usage with IT service management, staff scheduling provides significant growth potential."

Carvell notes some similarities. He sees retail having steady growth in the use of the technology, but he also thinks that there will be greater take-up by the leisure and service industries, which are already using mass notification to communicate service disruptions directly to their

customers. Vocal, for example, have system in a county council that informs parents of school closures. Cooper said that prior to the system being implemented, a coordinator took several hundred calls a season. Once the system had been deployed he effectively had a redundant phone line.

Criticall's Hammond sees the spread of the technology across more departments, not just business continuity and IT applications. "We

expect the wider adoption of EMNS offerings in smaller companies/country operations, particularly accelerated by the wider adoption of the ISO 22301 business continuity standard around the world."

At the same time, firms seem to be using EMNS for non-critical real-time reporting of events – say the progression of a store opening – to senior management.

The UK government is getting involved now,

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ing wide area incidents such 2010's ash cloud."

He notes that cell broadcasting has the potential to deliver emergency alerts even during periods of network congestion, so the possibilities for information sharing during incidents are considerable. That said, EMNS needs to be able to withstand attacks from hackers who may also wish to share information unsolicited on a large scale.

Laura Meadows, head of business continuity solutions at xMatters says that cell broadcast has been a long time coming. She notes that from an emergency point of view cell broadcast is very useful; while many register for alerts in their local area using other systems the process fails where individuals travel for work to a different location. "[Cell broadcast] will mean that individuals can be alerted in real-time based on [their true physical location]. Only time will tell on how successful the government tests are, however I do wonder whether this technology is worth the very large investment." She suggests that with smart phone usage increasing whether location based app messaging could be an alternative and better solution.

The government's role will depend on the communications being sent reckons Carvell: "In the US, EMNS was deployed in response to large scale events that occurred over the last five to 10 years and given the audience it is understandable to require the authorisation. In the UK the growth has been driven commercially and it is only in very recent years that we've started to see the growth in the public sector."

Ali believes that for public sector clients there will be the tight controls and authorisation as they exist today; while in private companies, the trend is going to move the opposite way. "More people are going to be able to initiate [notifications] on a smaller scale based on their role in the organisation." He also sees a move to allowing "employees at large to submit to business continuity teams for reporting or auto-routing for local assistance from building managers/facilities."

Understanding the limitations
Like any technology, EMNS does have its limitations. These vary according to the needs of each customer and buyers are advised to be check the functionalities of the many products available on the market, as they are all quite different. What it comes down to, of course, is resilience. "EMNS services involve lots of

component services all of which need to be working together all the time. If a supplier is confident of their service levels they will happily agree to hefty service credit penalties for non-performance," says Hammond. He notes what happened during the July 2005 bombings in London. The BBC was a client at the time and they found that voice communication didn't work and so switched to SMS. However, Criticall had to change carriers periodically to keep the messages flowing. Hammond says it costs the company three times as much to use three networks but offers flexibility in extreme circumstances.

By definition, transmissions have an inbuilt risk of failure which is why Flower says: "it is impossible to guarantee that one contact path will operate 100 per cent of the time, therefore [it is wise to] have a policy that recognises regional challenges (such as governmental restrictions in certain countries)."

He recommends that firms have a multi-contact path methodology (ie, voice, text, mail, push-notification and so on), to reach the contact. Cooper agrees: "While emergency notification providers employ a range of sophisticated protocols and processes to provide the most robust message delivery possible, users should remain aware of vulnerabilities within the mobile network, particularly in less developed countries."

For Ali, buyers should be aware of global marketplace restrictions and events that can impact deliverability of notifications. He points to certain jurisdictions that have been known to change their operating policies at short notice, which has direct impaction on mass notification systems. "Vendors with diverse communication channels and experience with handling these global events should be strong considerations."

Hammond suggests firms future-proof their systems which "involves selecting a system that does all that you want it to do now and all you might want it to do later – say in five years' time." Otherwise, he says, clients face the prospect of driving their enterprises into a technical dead-end.

And of course there's contact management and maintenance, which if not handled correctly means that the 'garbage in, garbage out' principle of data capture will become engrained leading to ineffective communication. But that's another story.

too, a welcome initiate to the suppliers in this market. "It is perhaps too early in the pilot to comment on how it will pan out, however the principle is sound for localised one-way SMS broadcasts," Flower says.

For Wheatley-Perry, the mass communication capabilities of cell broadcast technologies have been proven during incidents around the world. "We can see applications for this within the UK with the increase in weather disruptions and dur-

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The Internet has arguably generated the biggest transformation in business since the Industrial Age. The web's earth-shaking reverberations seem to have triggered an even bigger tsunami of change. In what IT analysts at Gartner Research term a 'nexus of forces', the perfect storm of social media, mobile and cloud computing and a data explosion seem to have thrown us, once again, into a decade where the only constant is change. For business continuity professionals, this provides a specific challenge. Given the nature of the job, predicting and planning for unknown scenarios, change requires hyper-agile adaptation. But with risk comes great opportunity, part of which can see business continuity functions as more relevant, to overall operations.

Clouds overhead

Cloud computing has taken business world by storm. Whiles its name conjures images of business applications magically appearing like wisps of vapour in the sky, the reality is that the cloud runs on a very physical, grounded network of copper, cables and fibre. But the cloud works, and works extremely well. Once widespread concerns about reliability have now quieted to nary a whisper.

The secret behind the cloud's reliability is the fact that the best companies assume failure and architect solutions with that in mind. The most fundamental lesson these providers can teach us is to assure any plans allow for no single point of failure.

With this very goal in mind, the engineering team at Netflix became well known for their Chaos Monkey – an internally launched piece of code that intentionally seeks to bring down the Netflix servers running in Amazon's cloud infrastructure. Released by the Netflix team as open source code in 2012, Chaos Monkey now allows for anyone with applications running in the cloud to test their services.

Successful business continuity teams operate in a similar way. They build redundancy on top of redundancy and eliminate any single point of failure. Much like cloud architecture distributes compute power across networks and continents, today's modern organisation sees employees – from telecommuting executives to

Mobilise the team

Teon Rosandić explores how the major shifts in IT impact business continuity, lessons these new paradigms can teach us, and the great opportunities presented by them

outsourced call centres – distributed across more geographic locations and time zones than ever before. In times of disruption, it becomes even more imperative that sound communication channels are in place. Command centres become virtual and need to accommodate for multiple communication methods, including text, voice and email, depending on a recipient's location, status or available technology at the time.

Mobile: The command centre in your pocket

Mobile, the second force in Gartner's Nexus, has expanded the reach of any given enterprise into pockets of employees, partners and customers, wherever they are. When it comes to business continuity, mobile wields a true double-edge sword. On the one hand, with an average 3.5 devices each, mobile workers can be reached anywhere at any time. On the other hand, those same 3.5 devices mean confusion in knowing which device to use, and when.

Too often organisations adopt the approach whereby they send multiple messages to the same individual. Bombarding can turn your critical message into the message that cried wolf. Workers may not know which message is the most current or applicable.

A closed-loop process enforces a two-way dialogue where response becomes a critical component of the communications. Responses might be as simple as 'message received', could tally of response teams that are 'on my way' or even prompt employees to share locations or call for help during emergencies. These responses should be able to feed into business continuity management systems that automatically escalate with responses are not received. Depending on the hour, incident or individual, messages might be delivered to one device or another. An executive halfway around the globe does not need a 2am text for smaller incidents but resolution teams required onsite might not see a standard email for hours. Preferences and profiles can be set ahead of time and then triggered depending on the type of incident at the time.

Business continuity teams benefit tremendously when systems go mobile. The launching of continuity plans no longer requires teams to be sitting in the office nor even have access to a computer. Planning documents can be stored in the cloud so that even interrupted corporate datacentres no longer become an obstacle for mobilising teams into action.

Customers, the ultimate endpoint in today's extended enterprise, are also more wired than ever before. Marketeers have made it clear to mobile customers that they know where they are at all times, distracting concerns about privacy with irresistible offers that appear as if by magic when one walks into a shop.

But this constant connection has birthed a new set of expectations among consumers where instant updates are part of standard service. Perhaps nowhere was this illustrated better than it was this summer in a suburb of New York City, when a cable outage occurred hours before the final season of Breaking Bad was due to be aired. Residents panicked, flooding the emergency operators with phone calls. The incident made national headlines. Today, mobile apps allow consumers to watch satellite image of a storm rolling through their neighbourhood, view an airplane crossing the continent or get an update the instant a prescription is ready for pick up. For today's customer, it has become unfathomable that they would not be informed immediately about a service interruption. For business continuity professionals, this means that plans need to consider outbound communication plans to end-customers in addition to internal stakeholders.

Social media: The belle of the ball

Social media has radically transformed communications both internally and among partners and customers. This hyperconnectivity means that your employees and customers may very well know about incidents occurring within your enterprise at the same time –or even before – key internal teams.

For business continuity teams this means that systems must be put in place to act and communicate more rapidly than ever before. Groundswell communication systems like Twitter can actually serve both as listening devices and triggers for noticing disruptions as well as channels for outbound communications

Just how connected do consumers expect to be? If Amazon is anything to go by, the answer is: very. The online retailer recently introduced a tablet with instant virtual assistant tool. While the result of its new Mayday function remains to be seen, it's clear that in order to remain competitive, companies are learning that they need to communicate rapidly with all stakeholders. When business operations become interrupted this means not only calling in resolution teams, but alerting executives, communicating with partners and reaching out to end consumers before call centres become inundated with requests for status updates.

Within enterprises, the widespread adoption of technologies like Salesforce.com's Chatter have provided social messaging capabilities to particular groups. Some companies have even gone to the extreme and adopted a 'no email' policy- relying on social media instead. While full-on email elimination may be extreme, social communications has managed to make more sense than more traditional channels in certain situations. For example, in countries where WiFi connections are more reliable than traditional Telco infrastructure, call centers might prefer to receive disruption of service notifications via systems like Chatter.

Data: Super-size me

We live in a world that is inundated with information. A vast amount of data is availiable to us at the touch of a button, on any given topic, at any given time. Business continuity professionals can harness the power of this information by using it to drive more targeted, relevant communications during times of business disruption. Databases provide context on everything from physical location to lists of employees with particular skills (CPR, technical, languages) to customers who have purchased recalled products. This eliminates the need for 'spray and pray' mass messaging and marries groups of stakeholders with both the most relevant message and most effective method of communication.

With so much of today's businesses run on systems (falliable systems) business continuity management plays a more critical role than ever before. For those professionals who manage to incorporate the key technologies driving global IT markets, the possibilities for value creation as 'big' as data, as pervasive as mobile and as sky high as the clouds.

Teon Rosandić is vice-president, EMEA, xMatters Inc.

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With over 1,000 enterprise customers globally, xMatters has a proven track record for providing communications during critical times. Be it in banking, insurance, aerospace or transportation, healthcare, manufacturing, retail or government, xMatters offers the flexibility to provide two-way alerting over any communication channel. Delivered as a SaaS solution or on-premise, xMatters BCM offers a 'drag and drop' interface for creating custom scenarios in minutes without the need forcoding.

Send messages Send messages on an ad hoc basis from the web or mobile apps, or send pre-saved scheduled messages. Users without access to the web or a mobile device can initiate messages over the phone through IVR or through an operator.

Enterprise-wide visibility and reporting
A real-time dashboard shows which messages were delivered, which were not, and how long processes were running. User and role based security and controls ensure the right people have access to the right information and processes. Audit reports ensure you always know what information was delivered, to whom, and when.

Customisation and development tools With tools for customisation and development, users can tailor the ad hoc messaging environment. The technology is so flexible users can alter interface fields and change screen work-flows.

Advanced features The advanced business continuity engine comes with several unique features. This includes mapping and map-based notifications so users can select recipient lists based on associated geographic sites; event based workflow creates tailor-made processes for specific incidents; context-driven content means the system will automatically suggest attachments or links based on initiated scenarios, single sign-on (SAML); and data such as contact information, groups and roles can be easily synchronised from the Active Directory or other sources. The advanced business continuity engine can also be synchronised with leading planning tools.

Communication channels Users will know messages are received with the business continuity engine as they are delivered across all communication channels. Users can also send iOS push message through a native app. Plus, they can deploy all these channels to instantly collaborate through a one-click conference call functionality that instantly bridges them.

BCM Relevance Engine Starter Pack The BCM relevance engine starter pack includes a standard communication template to help send simple messages quickly, and a saved communication template to store common notifications and reuse them as needed.

BCM Relevance Engine Power Pack The BCM Power Pack includes executive alerting templates for FYI notifications. It also includes natural disaster alerting templates, which provide guidance on language and use during severe disasters.

Getting users set up We spend extra time getting the right data into your business continuity engine. We'll load employee contact information into the system and if required, can automate data sync to Active Directory or add a data sync to a custom source. Because most organisations already have an EMNS system, we'll do the migration from your existing system to ensure a seamless transition.

Training xMatters provides a welcome session to ensure successful adoption of the system. We can also provide instructor led training for members of the business continuity team. And, we can provide online training sessions for various user types including administrators, group/call-tree supervisors, event initiators, and responders. We can also do this on-site.

Education One of the benefits of a subscription to an xMatters cloud service is frequent access to new features and technology. Once your business continuity engine is up and running we'll help ensure users are always up to speed. Users will receive a quarterly online refresher class and will also be able to access a community site at any time to interact with xMatters employees as well as other users.

Client assistance The business continuity engine includes 24/7 support for client support, as well as your own dedicated support contact.

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ALERTCASCADE
SAFEGUARD COMMUNICATIONS

Alert Cascade is an award-winning and easy to use message and notification service with clients across hundreds of industries serving both public and private sectors since 2007. Operating on 100% SaaS subscription model, Alert Cascade offers a fixed cost per employee per annum, coupled with three geographically dispersed UK datacentres and shared or dedicated broadcast capacity backed with a 99.999% service level guarantee.

Safeguard Communications says new clients can be provisioned and fully operational in hours. Messages can be initiated from any phone, mobile or Internet browser, smart apps for iOS/Android/Windows/Blackberry; as well as via robust and extensible API and Web Services. Key features include two-way voice, SMS, email and pager notification, integrated information hotline (for staff, media and public dial-in message updates), conference call, roll call, time of day call plans, staff shift patterns, incident management, incident logging and document management.

Charges are based on a low monthly subscription fee plus transmission fees (either in arrear billing or inclusive bundle).

safeguardcomms.co.uk

ECOBALT
COBALT

Cobalt aims designs technology for business continuity, crisis and emergency management.

By dynamically linking data from diverse disciplines in an easy to use web and mobile-based platform, this technology pushes business continuity management to its fullest potential and value, supporting the operationalisation and automation of procedures used to avoid the impacts of various incidents.

Cobalt aims to integrate all business continuity management data with risk management, supply chain management, test and exercise planning, emergency procedures, and communication.

Cobalt aims to eliminate silo-type processes by automatically linking inputted data and making it available to all relevant users through web and mobile devices, avoiding the necessity of meetings, calls, and email exchanges.

This in turn shortens response times and involves stakeholders that may have missed the opportunity to intervene in a crisis/emergency situation.

With a few clicks emergency management stakeholders can have easy access to automatically filtered plans, procedures, and contact information, as well as send out updates, mass communications or specific information to critical parties.

e-cobalt.com

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Criticall's EmergencyCall notification platform is a pure, cloud-based SaaS solution, chosen by blue-chip clients within the financial, retail, petrochemical and pharmaceutical sectors. Criticall also provides a cut-down 'lite' version for the SME market and offers unique, tight integration with ClearView's business continuity planning tool. EmergencyCall is distinctive in its audit and reporting capabilities, which incorporate second by second tracking of system user and recipient responses, including SMS delivery receipts and replies. It supports the ability to drill down into online reports in detail, or to extract spreadsheet files for further offline manipulation and presentation.

EmergencyCall can contact different categories and types of people to notify them of the same incident, but deliver a different message to each individual, or group, as required. Alert messages are delivered in voice or text, to any combination of phone, mobile, fax, pager or email – based on personal contact profiles. This permits the specification of where, when, how and in which language recipients should be contacted.

Criticall also offers enterprises the machine to machine alerting service XpressCall, enabling all of a client's internal digital systems to be connected directly to Criticall's global messaging network. SOAP and Perl-based application programming interfaces (APIs) mean Criticall's messaging platform can be further integrated with a client's existing business continuity software, along with various other building management, fire alarm and SCADA (industrial facility monitoring) systems.

Criticall has achieved international accreditation to both ISO 9001 and ISO 22301 standards and offers 100% service availability guarantees, backed by corresponding service credit penalty contracts.

criticall.co.uk/tour

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About xMatters, inc.
xMatters enables any business process or application to trigger two-way communications (text, voice, eMail, SMS etc.) throughout the extended enterprise. Our cloud-based solution allows for enterprise-grade scaling and delivery during time-sensitive events. More than 1,000 leading global firms use xMatters to ensure business operations run smoothly and effectively during incidents ranging from IT failures to product recalls to natural disasters to dynamic staffing to service outages to medical emergencies to supply-chain disruption and so on.

Cloud-based platform for rapid installation and instant scalability
Intelligent alerting routes specific messages to impacted parties: Response teams, Management, Employees, Customers, Partners
Easy integration with existing enterprise systems: employee lists, alerting systems, weather, CRM, dispatch etc.
Supports any form of communication- Voice, eMail, SMS, instant conference bridging
Mobile app and geo capabilities

No coding required. Business-friendly interface for rapid web or mobile communication app development.

Criticall
first for notification

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You can tell a lot about a person by the company they keep. The same goes for us.

KPMG, Commerzbank, Nomura, Standard Life, Man Group, Marks & Spencer, AstraZeneca, BP, ConocoPhillips and National Grid. Blue chip organisations who are best practice and thought leaders in their respective fields. They deploy our notification services for their respective national and international Operations. If you consider them good company, why not come and discuss your own enterprise notifcation needs with us. As you can see, we have a good track record of helping out. Many of our clients have stayed with us for over a decade, perhaps because we're the only company known to guarantee and deliver them consistent 100% service availability.

We're also ISO 9001 and ISO 22301 certified, so you can be sure your sensitive corporate data is safe in our hands. Contact our Vice President of Business Development, Justin Rhodes on 07960 197533, or email him at: justinr@criticall.co.uk . He'll be happy to arrange a personal demonstration. Alternatively, you can take your own product tour now at: www.criticall.co.uk/product_tours.html

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Safeguard Communications (UK) Ltd is one of the country's leading providers of automated emergency notification solutions.

Leading UK and international organisations across all industry sectors rely on our award winning solution Alert Cascade to deliver effective communications and response to business disruptions, crisis situations and incidents and is the optimal communication platform for delivering your messages by voice and/or text messages to tens, hundreds or thousands of people within minutes.

Quarter 1 2013 sees the launch of a new version of Alert Cascade with enhanced iPhone, iPad and android applications along with social media notification feeds. Early 2013 will also see the introduction of a new product line up, enhancing our communications portfolio to include such solutions as additional SMS tools, DR telephony and Cascade Up telephony solutions.

For more information contact: info@safeguardcomms.co.uk

EVERBRIDGE SOLUTION SUITE
EVERBRIDGE

The Everbridge Solution Suite allows organisations to employ a closed-loop communications strategy around critical activities such as life-threatening incidents, weather events, operational efficiency programs, staff resourcing and safety, and IT management. All Everbridge solutions are designed to work together seamlessly on a core platform.

Everbridge Mass Notification enables users to send notifications to individuals or groups using lists, locations, and visual intelligence. This notification system keeps all stakeholders informed before, during and after all events whether emergency or non-emergency.

Everbridge Interactive Visibility allows users to integrate recipient feedback, external data feeds, and social media in a single communications console. By providing users with simultaneous visibility and interactivity, decision makers are able to use real-time data gathered from multiple sources to make better informed decisions and manage the lifecycle of critical incidents with increased efficiency and speed.

Everbridge Incident Management enables organisations to manage operational incidents with targeted and automated incident communication. Designed to be highly configurable and customisable, Everbridge Matrix automates an organisation's current response plan for any incident type in any industry using built-in logic.

everbridge.com

FACT24
F24

FACT24 is a notification and crisis management solution used by over 550 organisations across all major industries and public sector entities. The FACT24 solution is a hosted, cloud-based solution and F24 is BS 25999 and ISO 27001 certified.

FACT24 delivers thousands of simultaneous two-way notifications across the globe with real-time reporting on each delivered communication. Alerts can be activated by browser interface, telephone or smartphone app. One touch activation, for telephone conference calls, enables key stakeholders to define actions and make time critical decisions. A telephone information hotline capability enables users to dial into FACT24 to receive the latest status update for an ongoing incident, with customisable IVR message content.

FACT24's incident management component, Case Manager, provides real-time virtual incident room reporting capability through any communication device including social media. All related actions and decisions are logged centrally to provide secure yet simple access for incident management and post incident audit and reporting purposes. F24 provides provision for regular testing and exercising of call cascades in line with business continuity objectives and ISO standards. FACT24 provides intuitive administration and simple activation of crisis alerts driven by a step by step wizard. The solution can be easily integrated via API interfaces to business continuity software, human resources systems or various facility/security management systems. Support for complex global organisations can easily be catered for with multi-lingual interface and messaging as well as dynamic time zone management to ensure local requirements are met throughout. F24 have recently launched a mobile app for iOS and Android which extends the ability on how customers can easily activate and manage their alerts and incidents where ever they are through smartphone devices.

f24.com

FEDERAL SIGNAL
FEDERAL SIGNAL CORPORATION

Federal Signal Corporation has supported the needs of public safety and emergency management personnel for over 100 years.

With over 2,800 employees worldwide, Federal Signal Corporation states its aim as dedicated to advancing security and well-being for communities and workplaces around the world. The provider is primarily focused on developing products and integrated solutions for municipal, governmental, educational, commercial, healthcare and industrial customers. The provider has deployed hundreds of warning solutions for various customers with unique features.

SmartMsg is a suite of applications specifically developed to promote secure, reliable, unified communication and collaboration solutions for mass alerting and notification; interoperable communications; incident scenario management; multi-agency coordination and data sharing.

This open system supports operational continuity through a user-friendly dashboard that integrates a full range of communication software tools. SmartMsg aims to address virtually any critical communications requirement using the client organisation's existing communication devices and infrastructure, strengthening and supplementing emergency systems already in place.

Federal Signal integrates hardware and software to deliver a comprehensive total solution. The Federal Signal solution has an easy-to-use interface that can activate outdoor warning sirens, indoor public address, strobe lights, message boards, third party equipment, PCs, social media, and personal devices that can give two-way status and two-way notifications.

The provider also has a quality management system in place that meets the requirements of ISO 9001:2008.

Additionally, Federal Signal offers customers either fully-hosted, premise-based, or hybrid solutions.

fedsig.com

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FLARE
PAGEONE

PageOne messaging solutions are PSN approved and ISO 27001 certified.

All PageOne systems are powered by the company's own flexible platforms and gateways to ensure seamless integration of messaging solutions across different networks and technologies.

Flare, PageOne's cloud-based notification system provides users with the tools to manage and coordinate staff and resources more efficiently.

Notifications can be sent to individuals and groups using any combination of SMS, email, pager, smartphone and landline. Features include powerful smart filters and smart group, multi-network broadcast capabilities, scheduled and templated messaging, escalation-based messaging and location-based services for asset management and proximity-based notifications.

Flare can also be extended to offer workforce management and emergency response services in addition to voice broadcast and conferencing services. Flare offers extensive auditing and reporting capabilities, which illustrate the exact real-time delivery status. An optional SOS alert function combined with the GPS location capability offers additional support for lone field operatives. An optional Lone Worker module, with status dashboard, provides audited monitoring of staff at risk, delivering automated periodic reminder alerts that must be acknowledged by the user, without which an SOS alert is auto-generated. Flare also offers a powerful triple resilience alerting solution combining onsite paging with UK area-wide paging and SMS fall-back.

PageOne specialises in integrating communications with existing command and control centres and offer a variety of connectivity options for more complex integration requirements. Clients include local and central government, MoD, NHS, educational establishments, financial institutions, transport, rail, retail, ICT, utilities and pharmaceutical companies.

pageone.co.uk

HIPLINK
HIPLINK

HipLink wireless messaging software provides user organisations with text and voice messaging capabilities to any mobile device on carrier worldwide. Users can communicate to employees, outside agencies, vendors or customers – any stakeholder quickly and reliably.

The HipLink solution can work as a stand-alone messaging system or integrate with virtually any software, including computer dispatch systems, PBXs or other software as the wireless alert notifier.

Using advanced two-way technology, coordinate your response, provide updated information for vital decision support, and monitor status in real-time. Effective response in the first 24 hours of an emergency has a significant impact on minimising risks and containing costs associated with the disruption. HipLink is secure, fast, and loaded with features that aim to ensure critical messages are delivered on time, every time.

Hiplink is fully web-based for universal access. Two-way messaging empowers employees to confirm messages or request additional resources from anywhere, any time. On-duty, escalation, or rotation groups to members based on filtering criteria, can mobilise any size group instantly. Message templates simplify delivery of standard messages by pre-defining them as templates and send lengthy, complex messages within seconds. An escalation tool escalates messages or alerts to a defined group of users automatically until they are acknowledged and received.

Hiplink offers a secure environment with extensive user permissions, advanced LDAP and multiple layers of encryption. A scalable architecture accommodates any message volume or speed required.

hiplink.com

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Smarter Planning.
iModus in your pocket.

Vocal
Continuity Through Communication

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Supplier directory

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IMODUS
VOCAL

Vocal
Continuity Through Communication

For the last ten years, Vocal has been a provider of emergency notification, on demand messaging, business continuity and incident management systems to some of the world's largest organisations to help them to communicate, plan and manage their response to any business situation or day-to-day communication requirement.

Vocal's multi award-winning iModus platform is supplied as a SaaS, modular and scalable form designed to make it flexible enough to match any end user requirement, operational needs, size, structure and budget.

iModus is currently operational in over 85 countries. Its multilingual interface together with local rate numbers and a wide range of configurable options gives organisations a global tool while end users receive a local experience.

Vocal was selected to provide the emergency notification and incident management solutions for the 2012 London Olympic & Paralympic Games.

iModus is also used within the private corporate and public sectors across a wide range of industries including finance, insurance, retail, education, manufacturing, transport, construction, pharmaceuticals and utilities.

It is also used within the highest levels of central and local government, NHS, commerce and the police, ambulance and fire services.

With iModus, users can seamlessly manage communication, data, documents and plans online within a resilient, protected and fully secure and encrypted environment that is subjected to approved third party penetration testing to ensure customer data integrity

vocal.co.uk

NOTIFICATION CENTER
MISSIONMODE

MissionMode's applications include emergency notification, incident management and a mobile app for interactive communication.

Notification Center is an emergency notification system that's built for mission-critical enterprise use, yet it's easy to use. Using automation rules, the system adapts to changing situations. It can contact alternates, select teams based on roles, sequentially contact groups, escalate alerts and more – all based on user criteria.

Customisable templates reduce human error and enable even novice users to send an accurate, targeted alert. Notification Center contacts recipients via voice, SMS, email, native smartphone app, pager and fax. A global infrastructure ensures a successful alert, regardless of country of origin or location of recipients.

EarShot is a unique combination of a smartphone/ tablet app and online console. Notification systems only support simple polling for communication with recipients. EarShot provides interactive, two-way communication via unlimited text, form fields, checklists, photos, documents and GPS location— even when voice and SMS circuits are not functioning. This application is used for a wide variety of purposes, including field communication and soliciting eyewitness intelligence.

Situation Center is a streamlined incident management application. Notification alone is not sufficient to drive a successful crisis resolution; the Situation Center provides the tools necessary to coordinate the response, remedy the disruption, and minimise business impact. Situation Center is a virtual command center that combines a messaging centre, task management, documents library, web forms, emergency notification, and more. Its unique mobile app enables users to drive a successful response using tablets and smartphones. These web-based SaaS applications are updated several times a year to provide enhancements and new features that are driven by customer needs.

missionmode.com

E&MN Software Report

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SunGard's Continuity Management Solution

Business Continuity Management made easy. And efficient. And reliable.
SunGard's Continuity Management Solution (CMS) is designed to maximise your time as a BC expert; by making the administrative management of BC as easy and yet comprehensive as possible. Instead of creating queries, pivot tables and ad-hoc coding you should be utilising and implementing:

- Easy-to-use wizards and templates allowing you to have the tool set up and functioning quickly and easily
- Intuitive management of the system with scheduling and ready-to-use reports allowing delegation and reminders to be set up at the click of a button
- Efficient use of data by eradicating duplication of information, time and workload by being a one-input system
- Import capabilities for all your existing plans to ensure your hard work and intellectual property transfers to your new improved BC tool.

The tools you want for the work you do.
Unlike other tools that BC managers traditionally find themselves using, CMS is designed for purpose. Its interface, functionality and end-goal areall designed specifically with Business Continuity in mind - taking the headache of admin and plan development away and leaving you with time to think smarter about the BC processes you oversee.

Harnessing more than 33 years of risk management expertise and 21 years of development, CMS comprises a number of powerful software modules including:

- **LDRPS®** - award winning* BC planning software
- **BIA Professional ®** - intuitive BIA survey tool for overall strategic planning
- **Risk Assessment** - obtain a complete understanding of location based risks
- **NotiFind** - the complete crisis communication tool to stay in touch with staff
- **Incident Manager ®** - virtual command centre for communications, tracking and monitoring of incidents
- **Vendor Assessment** - ensure your supply chain is resilient
- **Workforce Assessment** - discover and leverage your workforce's skills to recover
- **Test Management** - save time and money in pulling together and assessing test performance.

SunGard's CMS BCM Software is but one of our many award-winning* Information Availability solutions, avail yourself of our other services: Cloud Infrastructure, Managed Services, Continuity Consulting and Technical Consulting.

* Business Continuity Awards: Service Provider of the Year - 2011, 2010, 2009, 2006, 2005, 2002, 2000, 1999: Finalist - 2009, 2008, 2007, 2006, 2005, 2004, 2002, 2001, 2000; BCM Software - Finalist 2011, 2010, 2009, 2008; Most Innovative Product 2004 - LDRPS; 10th Anniversary Awards for Outstanding Excellence in Business Continuity - 2008
• Financial-i Leaders in Innovation Awards: Winner 2011, 2010, 2009, 2008, 2007 - Best & Most Innovative Disaster Recovery & Business Continuity Supplier

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For the past 10 years Vocal have been a leading provider of emergency notification, on demand messaging, business continuity and incident management solutions to some of the world's largest organisations. Vocal's systems help organisations to communicate, plan and manage their response to any business situation.

Vocal's multi award winning iModus system is a scalable and flexible platform to match any requirement, operational need, size, structure and budget. With iModus you can seamlessly manage communication, data, documents and plans online within a resilient, protected and fully secure and encrypted environment.

iModus operates in over 85 countries across a wide range of industries, including finance, insurance, retail, education, manufacturing, transport, construction, pharmaceuticals and utilities. iModus is also used at the highest levels of central and local government, NHS, commerce and emergency services and, was also selected as the emergency notification and incident management solution for the 2012 London Olympic-Paralympic games.

Emergency Planning Awards: Winners: Most Innovative Product of the Year 2012, Most Innovative Solution of the Year 2010. Finalists: Most Innovative Solution of the Year 2011. The Business Continuity Awards: Winners: Most Innovative Product of the Year 2008. Finalists: Specialist Company of the Year 2012, Specialist BC/DR Company of the Year 2011. Most Innovative Solution of the Year 2012, 2010 & 2009. Crisis Strategy of the Year: 2010. Business Continuity Planning Software of the Year 2012 & 2011

CIR
CONTINUITY INSURANCE & RISK

The next issue of CIR Magazine will contain the feature the **Risk Software Report**, to advertise in this or the CIR **Professional Services Guide** which appears in every issue of the magazine please contact Graeme McQueen on + 44 (0)20 7562 2434 or email graeme.mcqueen@cirmagazine.com

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ONECALL
SAFEGUARD COMMUNICATIONS

In operation since 2002, One Call Now, Safeguard's message and notification offering serves 35,000 clients across hundreds of industries serving both commercial and government sectors.

Operating on 100% SaaS subscription model, One Call Now offers a fixed cost per employee a year, along with a 100% service level assurance guarantee. The provider says users can be provisioned and fully operational within hours. Messages can be initiated from any phone, mobile or PC browser, smart apps for iOS/Android/Windows/Blackberry; as well as via robust and extensible API and Web Services.

Messages are delivered globally, in multiple languages with assured delivery and tracking means. Flexible roster management is a system strength, allowing staff to be readily placed in multiple facilities, roles, and notification groups with appropriate escalation and cascading or sequential multi-modal notifications.

Staff lists can be managed locally or regionally yet be accessible and available company wide for best use of resources and efficient operations.

Recipients can readily update and manage their notification devices and language preferences; and use the My Call Now mobile app to receive, view, track, reply, and forward or share messages. Real-time recipient responses allow managers to assure immediate incidence awareness and manage necessary response.

Integration with most human resources/staffing systems and client databases, assure notifications go to the appropriate party every time.

One Call Now adheres to the EU Directive for data protection, the UK Data Protection Act, and the USA/EU Safe Harbor act.

onecallnow.com

RAPIDREACH
ENERA

More than 400 organisations worldwide now use Enera's RapidReach, in finance, military, energy, chemical manufacturing, IT, transportation and in healthcare, education and local government.

Call-outs can be defined and initiated by users in various ways during an incident. Manually created, or based on a pre-defined template, RapidReach can be initiated from a local PC /server, the internet or, remotely via touchtone phone. They can also be activated at predetermined intervals, as scheduled, by external systems or by email.

Important management information including estimated time of arrival is provided through specific responses from recipients and available resources / skill sets can be determined using the allocation of attributes to personnel. Users can also create specific call-out teams dynamically based on these attributes.

A collaboration option helps implement the next steps once emergency messages have been sent and makes important information accessible to the individuals that need it. Users can also add documents or text, or create links on a shared bulletin board. A call-out engine allows users to drive call-outs or notifications from an existing system, so the software can be run as a background call-out service alongside existing systems.

This product has been integrated effectively with a number of business continuity solutions via its data connection platform (DCP), which enables automatic updating of contact information from any existing system. RapidReach is hosted at tier 1 telecom facilities and Tier 3 datacentres around the globe.

rapidreach.co.uk

SHADOW-PLANNER
PHOENIX

Phoenix is one of the best-known names in business continuity and Shadow-Planner one of the best-known business continuity offerings. Choosing to use the notification module within Shadow-Planner as a notification solution means end users benefit from a complete, fully integrated business continuity solution, with notification plans and capabilities linked directly into business impact analysis (BIA) and planning processes.

Shadow-Planner's notification module includes support for two-way email and SMS notification messaging, with interfaces designed to link to MIR3,F-24 and Vocal notification solutions if desired.

One of the solution's most important features is what Phoenix calls 'perspectives', an element that allows end users to model their own data partitioning, so that particular areas of the company's hierarchy or geographical organisation will only see data relevant to them, increasing focus on the business continuity or notification processes most important to that part of the organisation, as well as reducing information overload.

The solution is usually provided on a hosted basis, although on-premise delivery is also possible.

phoenix.co.uk

You can download all our software reports in full at cirmagazine.com/cir/cirreports.php

Our next report, the Risk Software Report, will be published in the December/January issue.

Please contact Graeme McQueen on 020 7562 2434 or graeme.mcqueen@cirmagazine.com to discuss bespoke print and online opportunities across all our software reports, in print and online.

E&MN Software Report

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Product features

E&MN Software Report

	Alert Cascade	eCobalt	EmergencyCall & XpressCall	Everbridge Suite	FACT24	Federal Signal	Flare
PRODUCTS							
Incident management	•	•		•	•	•	•
Incident standard operating process control		•			•	•	•
Document storage	•	•	•	•	•		
Document plan management	•	•	•				•
Document versioning	•	•		•	•		•
Location based services		•	•	•	•	•	•
Lone worker alerts	•		•	•	•	•	•
Customisable mapping				•		•	•
IVR							
Crisis lines	•	•	•		•	•	
Two-way crisis lines	•	•	•		•	•	
Conference call	•		•	•	•	•	•
Bridging to third party conference call	•			•	•	•	
Customisable online IVR builder	•	•			•	•	
Communication type							
SMS	•	•	•	•	•	•	•
Text to speech	•	•	•	•	•	•	•
Live voice broadcast	•	•	•	•	•	•	•
Plain text email	•	•	•	•	•	•	
HTML email	•	•	•	•	•		
Email with attachments	•	•	•	•	•	•	•
Desktop alerts		•	•		•	•	•
Radio pager		•		•	•	•	•
Fax	•		•	•	•	•	•
Social media			•	•	•	•	
Communication method							
Broadcast	•	•	•	•	•	•	•
Sequencing	•	•	•	•	•	•	•
Escalation	•	•	•		•	•	•
Customisable user filters	•	•	•	•	•	•	•
Audit & Reporting							
Real time message audit	•		•	•	•	•	•
Field validation	•	•	•	•	•	•	•
On line performance and data reports	•	•	•	•	•		•
Exportable PDF reports	•	•	•	•	•		•
Graphical statistics	•	•	•	•			
Downloadable monthly management reports	•	•	•	•	•	•	•
Customisable reporting and views	•	•	•	•	•	•	•
Text based templates	•	•	•	•	•	•	•
Voice based templates	•		•	•	•	•	•

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Hiplinhk	iModus	Notification Center	OneCall	RapidReach	xMatters	
						PRODUCTS
•	•	•	•	•	•	Incident management
•	•				•	Incident standard operating process control
	•	•		•	•	Document storage
	•				•	Document plan management
	•	•				Document versioning
•	•	•		•	•	Location based services
•	•	•	•	•	•	Lone worker alerts
•	•	•	•	•	•	Customisable mapping
						IVR
•	•		•			Crisis lines
•	•		•			Two-way crisis lines
	•	•	•	•	•	Conference call
	•	•	•			Bridging to third party conference call
•	•		•			Customisable online IVR builder
						Communication type
•	•	•	•	•	•	SMS
•	•	•	•	•	•	Text to speech
•	•	•	•	•	•	Live voice broadcast
•	•	•	•	•	•	Plain text email
•	•	•	•		•	HTML email
•	•	•	•		•	Email with attachments
•	•			•	•	Desktop alerts
•	•	•			•	Radio pager
•	•			•	•	Fax
•	•	•	•		•	Social media
						Communication method
•	•	•	•	•	•	Broadcast
•	•	•	•	•	•	Sequencing
•	•	•	•	•	•	Escalation
•	•	•	•	•	•	Customisable user filters
						Audit & Reporting
•	•	•	•	•	•	Real time message audit
	•	•	•	•	•	Field validation
•	•	•	•	•	•	On line performance and data reports
•	•	•	•	•	•	Exportable PDF reports
•	•	•	•	•	•	Graphical statistics
	•	•	•	•	•	Downloadable monthly management reports
•	•	•	•	•	•	Customisable reporting and views
•	•	•	•	•	•	Text based templates
•	•	•	•	•	•	Voice based templates

Product features

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Product features

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	Alert Cascade	eCobalt	EmergencyCall & XpressCall	Everbridge Suite	FACT24	Federal Signal	Flare
Responses							
One-way	●		●	●	●	●	●
Two-way	●	●	●	●	●	●	●
Polling	●	●	●	●	●	●	
Free text content response	●	●	●	●	●	●	●
Automatic messaging to non-responders		●	●		●	●	
Technical, security, support							
24/7 helpdesk	●	●	●	●	●	●	●
Multilingual presentation	●	●	●	●	●	●	
Multilingual voice prompts	●	●	●	●	●	●	
Multilingual customisation	●	●	●	●	●	●	
Selection of global time zones per user		●	●	●	●		●
Customisable languages	●	●	●	●	●	●	●
IP ownership - company owned	●	●	●	●	●	●	●
Shared communication capacity	●		●	●	●	●	
Customer dedicated capacity	●	●	●			●	●
Interface with third party products	●	●	●	●	●	●	●
Integrate message sending through third party	●	●	●	●	●	●	●
Integrate contact data updates through third party systems	●	●	●	●	●	●	
Administration access rights limited by user profile	●	●	●	●	●	●	
Restriction of products by administration rights	●	●	●	●	●	●	
Delivery by SaaS	●	●	●	●	●	●	
Delivery by software installation						●	
System accessible through smartphone	●	●	●	●	●	●	●
Native smartphone application		●		●	●		●
Multiple geographically disparate datacenters	●	●	●	●	●	●	●
Mobile Apps							
Accessibility through mobile web browsing	●	●	●	●	●	●	●
Accessibility through mobile application	●	●	●	●	●		●
Mobile iOS app	●	●		●	●		●
Mobile Blackberry app	●		●	●			●
Mobile Android app	●			●	●		●
Send messages through app	●	●		●	●	●	●
Send map based messages though app	●	●	●	●			●
Review delivery reports through app	●	●	●	●	●		●
Access templates via app	●	●	●	●	●	●	●
Free type message through app	●	●	●	●	●	●	●
Create ad hoc groups via app	●	●	●	●	●		●
Access contact details and user list via app	●	●	●	●	●	●	●
Store and use plans	●	●	●	●	●		●
Locate your team in real time using a map		●		●			●
Task allocation and management		●					●
Offline document storage	●	●	●	●	●		●
App based push messaging	●	●	●	●	●		●
Initiate conference bridging via app	●	●	●	●	●	●	
User can acknowledge message receipt via app	●	●	●	●	●	●	●

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Hiplinhk	iModus	Notification Center	OneCall	RapidReach	xMatters	
						Responses
•	•	•	•	•	•	One-way
•	•	•	•	•	•	Two-way
•	•	•	•	•	•	Polling
•	•	•	•		•	Free text content response
•	•	•	•	•	•	Automatic messaging to non-responders
						Technical, security, support
•	•	•	•	•	•	24/7 helpdesk
	•	•	•	•	•	Multilingual presentation
	•	•	•	•	•	Multilingual voice prompts
	•	•	•	•	•	Multilingual customisation
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•	•	•	•		•	Mobile iOS app
•	•	•	•		•	Mobile Blackberry app
•	•	•	•		•	Mobile Android app
•	•	•	•		•	Send messages through app
•			•		•	Send map based messages though app
•	•	•	•		•	Review delivery reports through app
•	•	•	•		•	Access templates via app
•	•	•	•		•	Free type message through app
•	•	•	•		•	Create ad hoc groups via app
•	•	•	•		•	Access contact details and user list via app
•	•	•			•	Store and use plans
•	•	•			•	Locate your team in real time using a map
•	•	•			•	Task allocation and management
•	•	•			•	Offline document storage
•	•	•	•		•	App based push messaging
•	•	•	•		•	Initiate conference bridging via app
•	•	•	•		•	User can acknowledge message receipt via app

Product features

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