

# ATHOC AND SIMPLEXGRINNELL FIRE AND LIFE SAFETY INTEGRATION AT-A-GLANCE NETWORK-CENTRIC MASS NOTIFICATION FOR THE SAFETY AND SECURITY MARKET

## EXECUTIVE SUMMARY

AtHoc, the pioneer and industry-leading innovator of network-centric mass notification solutions, protects over 2 million U.S. military and federal government personnel around the world and also safeguards thousands in public and private sector organizations. AtHoc's flagship product, AtHoc IWSAlerts, transforms an existing IP network into a comprehensive, enterprise-class mass notification and emergency communications system for physical security, force protection, personnel accountability, recall and regulatory compliance. The proven AtHoc solution is relied upon by the U.S. Army, U.S. Air Force, U.S. Navy, U.S. Coast Guard, U.S. Department of Veterans Affairs, UCLA, Microsoft, Boeing, Raytheon and others.

Like AtHoc, SimplexGrinnell understands the critical importance of rapid and precise notification in an emergency situation. Leading the fire and life safety solutions industry, SimplexGrinnell provides an all-inclusive array of fire alarm, fire sprinkler, fire suppression, integrated security, sound and healthcare communications systems and services. With over 1 million customers, 150 local offices and 200 years of history in the fire business, SimplexGrinnell offers reliable solutions that seamlessly integrate with other leading systems to transform the fire and life safety business.

## AtHoc IWSAlerts Integration with SimplexGrinnell Fire Panel Technology:

- AtHoc IWSAlerts receives triggers from SimplexGrinnell fire panels and generates rapid alerts from a single, unified web-based console and manages the emergency notification process through multiple, redundant communication channels and devices
- Integrated solution leverages AtHoc IP Integration Module (IIM), enabling the ability to trigger WAV or text-to-speech (TTS) audio alerts via non-IP channels during an emergency
- Features the capacity to override the alarm in compliance with NFPA 72-2010 national fire alarm and signaling code regulations

## ATHOC INDUSTRY SOLUTIONS RELATIONSHIP

### Associated SimplexGrinnell Solutions and Products:

4100U, 4100ES Fire Alarm Control Panel

Service Technicians deployed 24 hours a day, seven days a week in North Americas

### Customer Benefits:

- Faster, safer, and more efficient, targeted response to emergency situations
- Significant cost savings by leveraging existing fire and life safety system investments, reducing infrastructure support expenses
- Unified, net-centric, IP-based alerting solution integrates with existing systems and eliminates the need for multiple, independent systems
- Mass notification solutions via many channels and devices that extend beyond traditional alerting capabilities
- Cloud deployment behind the firewall enhances data confidentiality
- Centralized approach to network security
- Two-way, boundless reach and accountability features
- NFPA compliance with regulatory requirements for life safety and emergency response (i.e., NFPA 72-2010, DoD UFC)

### Targeted Industries:

- Commercial/Industrial
- Military
- Federal Government
- Healthcare
- Higher Education

## SIMPLEXGRINNELL AT A GLANCE

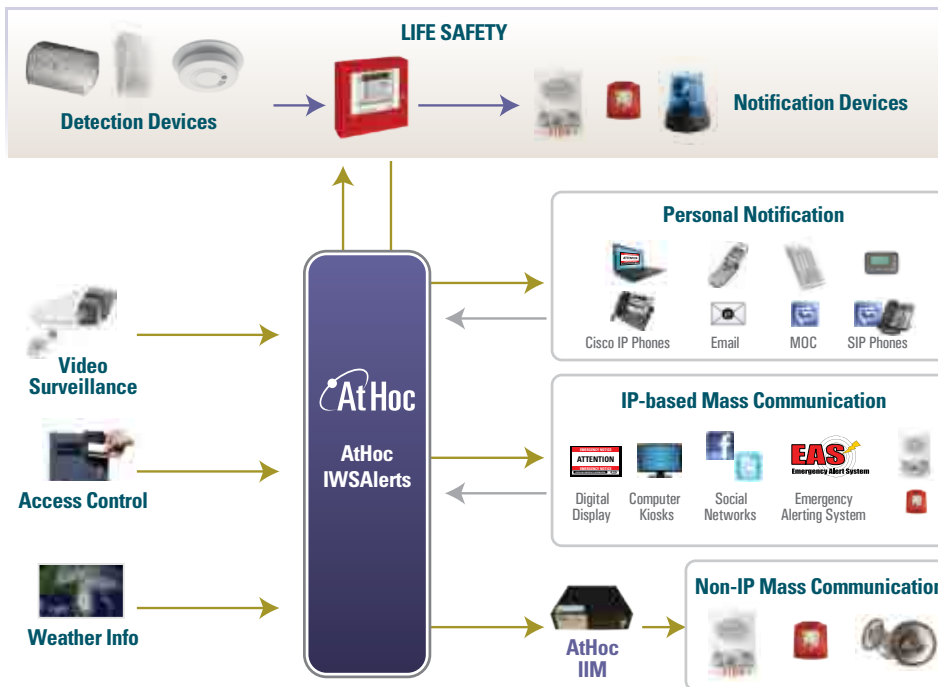
SimplexGrinnell, a Tyco International company, is a longtime leader in fire and life safety whose roots reach all the way back to the late 1800s. Today, SimplexGrinnell serves over 1 million customers in the United States and Canada, providing a comprehensive range of fire alarm, fire sprinkler, fire suppression, integrated security, emergency communications, and nurse call systems and services. From schools, universities and hospitals to commercial properties, industrial buildings and government facilities, SimplexGrinnell offers industry-leading solutions in buildings and environments where life-safety protection is absolutely vital. Additionally, unlike manufacturers who rely on independent dealers, SimplexGrinnell serves customers directly, through a network of 150 company-owned offices, striving to keep people and property safe.

## INTEGRATION SOLUTION DESCRIPTION

During an emergency, it's critically important to immediately notify all personnel of threats, provide instructions, obtain feedback, and assess the status of all personnel in real-time. To effectively reach a mass audience as well as targeted individuals and groups, organizations are turning to mass notification systems to warn people to take shelter, relocate, or evacuate in response to life safety threats.

SimplexGrinnell and AtHoc understand that timely, accurate communication is essential during a state of crisis and recognize the value of reliable emergency mass notification capabilities. Together they have forged a relationship to integrate AtHoc IWSAlerts with SimplexGrinnell's Emergency Communications and Fire Alarm Systems.





Once integrated, operators can send emergency alerts to the SimplexGrinnell 4100U fire systems, leveraged to send targeted voice messages using text-to-speech or pre-recorded WAV files (managed in an AtHoc IWSAlerts audio library) via indoor and outdoor mass notification. Additionally, operators can target by zone, a specific location, group, individual, or building/IIM using the geo-based interface.

Traditional mass notification that extends to the pervasive IP network transforms alerts for a single threat (fire), single modal (indoor/outdoor speaker systems) to provide support for all threats, natural and man-made, via IP and non-IP networked devices. This includes intrusive desktop pop-ups, UC (IP Phones), landlines, mobile/smart phones, SMS text messaging, email, land mobile radio (LMR) systems, Cable TV, AM/FM radio, PA systems, sirens, digital signage, Cisco Unified Communications Management (UCM) VoIP, Microsoft Lync VoIP technologies, and social networks.

The National Fire Alarm and Signaling Code (NFPA 72) dictate safety protocols to include Distributed Recipient Mass Notification Systems (DRMNSs) and the Unified Facility Code (UFC) 4.21.01, which recommend adopting network-centric alerting systems to enhance existing capabilities. These codes also mandate the installation of sirens, sensors, sprinklers and strobe lights. As hardware set-up may be very costly, organizations are now opting to waive installation of the traditional model in favor of an integrated IP-based, mass notification software solution.

Through deployment of AtHoc IWSAlerts, large enterprises can turn their IP network into an emergency mass notification system that rapidly and reliably alerts thousands of personnel in geographically dispersed buildings and facilities during an emergency. When activated, AtHoc IWSAlerts manages the mass notification process from alert generation to response tracking and reporting, obtains a response from recipients and informs the emergency operators of the status of alert recipients. This real-time, two-way communication provides decision-makers with a much-needed picture of the status of their organization.

AtHoc provides the IP Integration Module (IIM) that allows devices built on non-IP based technologies to be triggered via the AtHoc IWSAlerts solution. An example would be the SimplexGrinnell 4100 fire panel, which interfaces with IIM using a relay and audio interface via 25V audio amplifier.

The AtHoc-SimplexGrinnell integrated solutions work in concert with national fire and life safety regulations to meet the life and property protection needs of the military and federal government, universities, hospitals, large commercial and industrial enterprises and other markets. AtHoc's unique solution complements SimplexGrinnell's Emergency Communications and Fire alarm systems by serving as its Distributed Recipient Mass Notification System (DRMNS) component, a recent recommendation in the NFPA 72-2010 national fire alarm and signaling code.

This integrated system unifies activation of all communication channels, producing the ideal solution for any large, distributed organization to streamline the emergency mass notification process and provide physical security, fire safety protection and personnel accountability for their workforce across the enterprise.

**Other integration features include:**

- Automatic alerting triggers through video feeds, physical sensors
- Pre-defined scenarios streamline the emergency notification flow across the organization
- Message consistency through unified communications channels
- Broader channels of rapid communication via the IP network
- Flexible deployment options including installation on a private cloud, a secure public cloud, or within a hybrid architecture
- Self-service/self-registration active directory where users can update their contact information
- Advanced alert tracking and feedback capture
- Real-time visibility into the status and safety of all personnel via advanced response tracking and reporting capabilities
- Several alert acknowledgement options

**Solution SimplexGrinnell:**

- 4100U, 4100 ES Fire Alarm Control Panel
- 24-hour North American Deployed Service Technicians

**AtHoc:**

- AtHoc IWSAlerts
- AtHoc IP Integration Module (IIM)
- Audio alerts delivered using text-to-speech or pre-recorded WAV files
- Target by zone or a specific location, group, individual, or building / IIM using the geo-based interface
- Unify all communication channels and devices
- Enhance fire systems to address a wider spectrum of threats
- Personnel accountability
- Real-time reports used to direct first responders and log responses
- National federal regulatory compliance
- UFC, Ft. Hood Directive, NFPA72-2010