

Campus Emergency Warning System for Universities and Colleges

AtHoc IWSAlerts™: Network-centric Emergency Notification Systems



Challenge

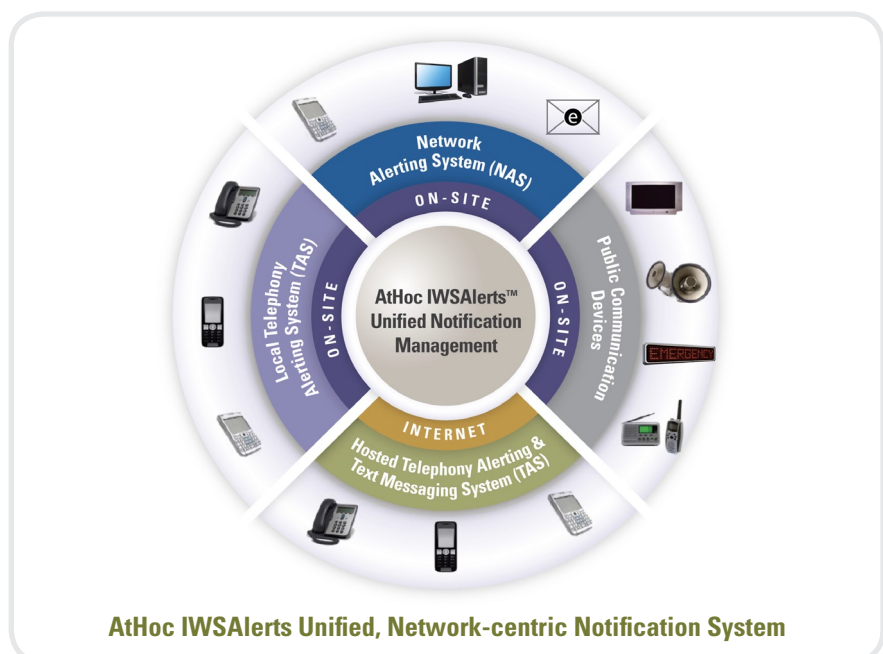
Universities and colleges are looking at campus security more seriously than ever. Campuses have placed alerting systems at the top of their priority list to protect students, faculty and staff in case of an emergency. Primary concerns are terror threats and criminal acts, extreme weather such as earthquakes and hurricanes, as well as fires and accidents. Warning thousands of people within minutes about the situation and delivering clear instructions for action help ensure a quick and effective response.

Solution Overview and Benefits

As a secure, enterprise-class, network-centric alerting solution, AtHoc IWSAlerts incorporates desktop alerting with a unified notification management system to create a comprehensive emergency mass notification system for university campuses. Its interoperability, scalability and security measures have led to its selection by highly-demanding organizations, including University of California Los Angeles (UCLA), U.S. Air Force Air Education and Training Command (AETC), Navy Postgraduate School and others. AtHoc's solution for higher education leverages our experience and best practices developed from its defense sector operation where AtHoc is the top provider of net-centric emergency notification systems, protecting over one million military personnel at over 150 installations.

The AtHoc IWSAlerts solution:

- **Transforms your existing IP network** into a comprehensive, enterprise-class mass notification system for rapid communication, boundless reach and cost effectiveness
- **Delivers intrusive desktop notifications** to thousands of PCs and Macs within seconds
- **Unifies all communication channels and devices**, including computers, phones, sirens, display boards, radios and more, into a single system to simplify activation, ensure message consistency and reduce alerting time
- **Manages the emergency notification process** across the university by providing pre-defined scenarios, operator access policies, multi-location support, alert activation flow, tracking and reporting
- **Monitors video feeds, physical sensors and external data sources** to automatically trigger notification scenarios
- **Ensures continuous accuracy of student, faculty and staff contact information** by integrating with enterprise directories, providing operator user management tools and supporting end user self service



AtHoc IWSAlerts Unified, Network-centric Notification System

To learn more about AtHoc products and solutions, call 650.685.3000 or visit www.athoc.com



Features and Benefits

AtHoc IWSAlerts incorporates enterprise-class capabilities to manage the emergency notification process across multiple departments and campuses. Using a Web-based console, operators from any campus location can activate alerts to virtually any device, track responses and view reports about the status of students, faculty and staff. Automatic notifications can be triggered by physical sensors and data feeds.

Desktop Notification

AtHoc IWSAlerts leverages your existing IP network and turns all network-connected desktops into physical alarms. By delivering intrusive audio-visual notifications to Windows PCs and Apple Macs, any person logged onto the network will receive alerts from the AtHoc Desktop Notifier™ within seconds. With the ability to customize and brand the desktop pop-ups and provide Web access to maps, evacuation routes and emergency procedures, desktop notification becomes the quickest and most effective way of reaching people connected to the network.

Unified Notifications to All Devices

Through a single, unified interface, AtHoc IWSAlerts allows you to quickly communicate a consistent message across multiple channels and delivery devices – all integrated using the IP network. Notification channels include:

- **Networked Computers** – Delivery of audio-visual notifications to computer desktops connected to the IP network
- **Telephony** – Delivery of alerts as audio messages to any land, mobile or VoIP phone
- **Text Messaging** – Delivery of text messages (SMS) and email to mobile phones, pagers and BlackBerry devices
- **Indoor and Outdoor Speakers/Sirens** – Audio notifications to sirens, speakers and public address (PA) systems, both indoors and outdoors
- **Cable TV and Display Boards** – Text alerts to digital displays
- **Radio Broadcasts** – Audio broadcasts to campus radio stations

AtHoc IWSAlerts also complements and integrates with any alerting systems or communication channels already in place – including hosted telephony and text notification services, local VoIP telephony infrastructure, digital displays and campus sirens.

User Targeting by Organization and Geography

AtHoc IWSAlerts can target the university population based on organizational structure, distribution lists or physical location. Personal and mass notification devices (such as sirens and display boards) can be targeted using visual geographic maps, enabling the selection of buildings, regions or zones to be notified. Dynamic targeting can be accomplished using a combination of attributes such as role, location or IP address.

Web-based console for managing the entire notification process

Intrusive audio-visual desktop notifications turn PCs and Macs into highly-effective alarms

Select Devices	Delivery Order	Select Devices	Delivery Order
<input checked="" type="checkbox"/> Desktop Popup	*	<input type="checkbox"/> Sirens	*
<input checked="" type="checkbox"/> SMS/Text Messaging	1	<input checked="" type="checkbox"/> Integrated PA	*
<input checked="" type="checkbox"/> Phone - Home	1	<input checked="" type="checkbox"/> Display Boards	*
<input checked="" type="checkbox"/> Phone - Mobile	--	<input checked="" type="checkbox"/> Cable/TV	*
<input checked="" type="checkbox"/> Phone - Work	1	<input checked="" type="checkbox"/> Radio Broadcasts	*
<input checked="" type="checkbox"/> Email - Work	1	<input type="checkbox"/> TTY/TTD Phone	1
<input checked="" type="checkbox"/> Pager	1	<input type="checkbox"/> Fax	--

Easily select communication channels and set priorities for emergency notification

Response Tracking and Reporting

Alert recipients have multiple response options for selection and acknowledgement on all personal communication channels (e.g., desktop, phone, SMS or email). The delivery, receipt and responses of the alerts are tracked in real time, providing operators with both aggregated overview summaries as well as detailed delivery information for each alert recipient. These reports provide visibility and accountability into the status of the university populace.

Up-to-date Contact Information and Self Service

Maintaining the accuracy of contact information is crucial for the success of any large-scale emergency notification system, especially with a population that is constantly changing. With the challenge of requiring students to “opt-in” to the emergency notification system, AtHoc IWSAlerts addresses this via a three-tiered approach:

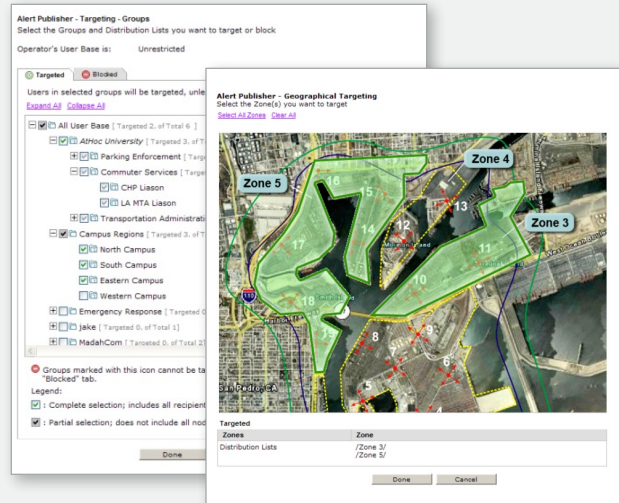
- **Integration with University Repositories** – AtHoc IWSAlerts concurrently integrates with multiple user directories to continuously synchronize contact information of students, faculty and staff. Supported repositories include Active Directory, LDAP and common HRMS applications.
- **Operator Management** – Operators can either manually update contact information or import common file formats such as CSV or XLS.
- **User Self Service** – All students can access and modify their own personal information and device preferences through a self-service Web portal, as well as view their personal alert inbox.

Event Monitoring and System Interoperability

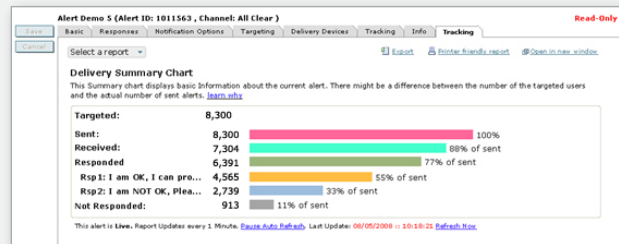
Emergency events are often triggered by physical sensors (e.g., fire alarms, video surveillance and chemical detectors) or external data sources (e.g., National Weather Service content feeds). AtHoc IWSAlerts provides a means for monitoring such events, and using pre-configured business rules, it can automatically activate any emergency scenario. By utilizing CAP, XML and Web services, AtHoc IWSAlerts also enables communication with external organizations, such as federal, state and local agencies for information sharing and interoperability.

Cross-campus Operations and Multi-tenancy

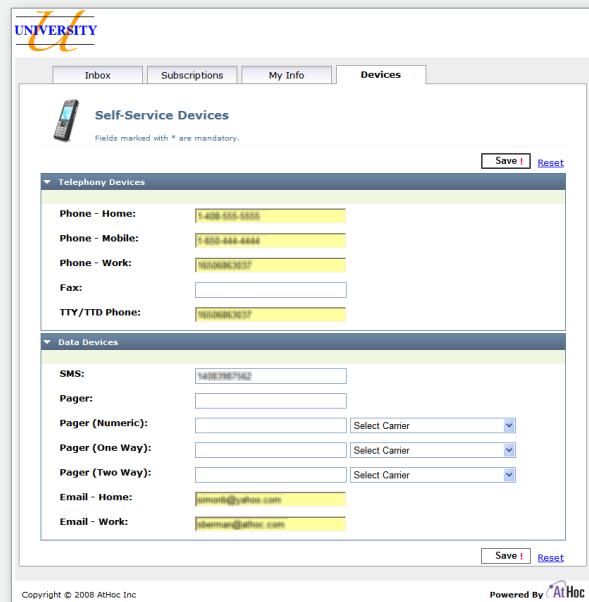
With its enterprise capabilities, AtHoc IWSAlerts can be deployed centrally to support a statewide, multi-campus implementation while catering to the alerting needs of each campus or department. This means that university leadership can disseminate alerts and have visibility across the entire population, while providing each campus with its own local alerting system. AtHoc IWSAlerts also includes a permissions management system that controls operator access rights to scenarios, contact information and device types. Beyond increased data confidentiality and network security, this centralized, enterprise-wide approach enables rapid deployment as well as reduces infrastructure and support costs.



Quickly target students, faculty and staff by geographical maps, distribution lists or dynamic queries



Real-time response tracking provides visibility and accountability of the university populace



Self-service Web client allows students to easily view and update personal contact information for emergency situations

Compliance with Federal Requirements and Guidelines

HEA and Clery Act Compliance

Recently-passed amendments to the Higher Education Act and Clery Act require universities to:

- Develop and implement state-of-the-art communication systems for emergencies
- Develop procedures for students, faculty and staff to follow in the event of an emergency
- Develop procedures for institutions to notify their community about emergency or dangerous situations

AtHoc supports these requirements with its unified, network-centric emergency notification solutions and best practices.

Security and Network Certifications

AtHoc IWSAlerts has received numerous security and network certifications and complies with key Department of Defense security requirements including information assurance, certificates of networkiness and password management policies.

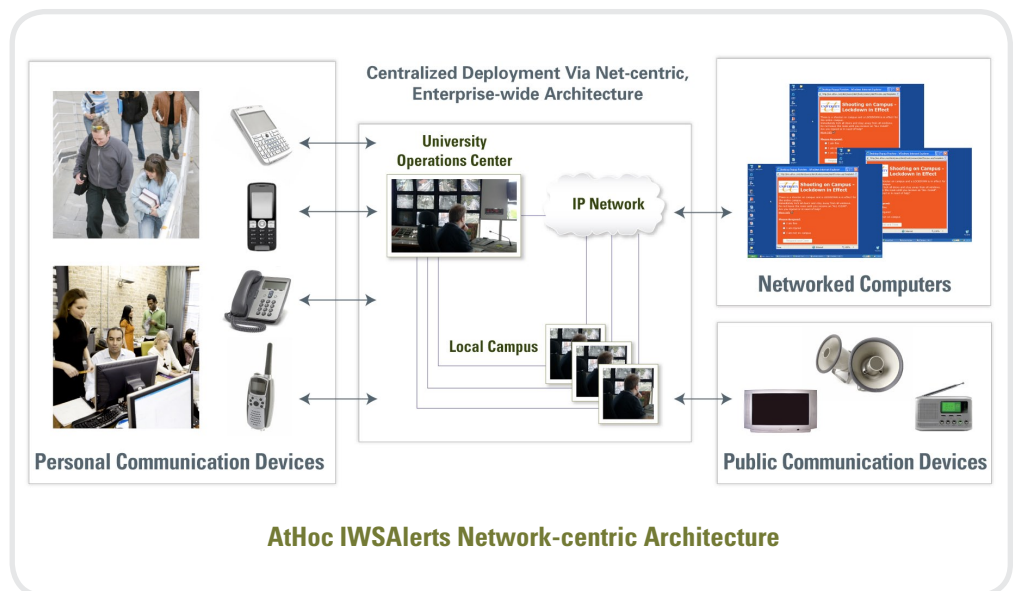
Section 508 of the Rehabilitation Act

Section 508 requires federal departments and agencies to ensure that people with disabilities have fair access to and use of IT systems. AtHoc Desktop Notifier™ software passed the Department of Commerce tests for Section 508 compliance.

Architecture

AtHoc IWSAlerts provides numerous enterprise capabilities, including:

- **High Availability** – Automatic and manual failover to an alternate site in case of critical failure of primary site
- **Security** – Provisions for secure communication, authentication and encryption using industry-standard PKI technologies
- **Scalability** – A load-balanced server farm to support tens of thousands of end users
- **Interoperability and Integration** – Uses standard and open protocols including CAP, XML and Web services
- **Deployment Flexibility** – Multiple delivery options including:
 - **On Premise** – Entire system deployed behind the firewall leverages secure integration with user directory databases and internal resources including network, PBX, PA and siren systems and physical security sensors
 - **Hosted/Software-as-a-Service (SaaS)** – Available as a service from a remote hosting facility, speeds deployment and eliminates the need for on-site hardware
 - **On-premise with Remote Communication Center** – Application software installed locally with secure access to remote communication center that handles mass telephony dialing and text messaging without taxing local telephony resources
 - **On-premise with Hosted Failover** – Application software is installed locally with failover to host facility, assuring redundancy even if the entire facility's network goes down



AtHoc IWSAlerts Network-centric Architecture



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