

2008 North American Mass Notification System Services Technology Innovation of the Year Award

AtHoc, Inc.

The 2008 Frost & Sullivan Award for Technology Innovation of the Year in the North American Mass Notification System services market is presented to AtHoc, Inc. This award recognizes the company's development of a comprehensive network-centric notification solution that utilizes existing Internet Protocol (IP) networks to facilitate communication during an emergency. This enterprise-class solution unifies IP and traditional notification channels into a single platform to quickly and efficiently deliver time-sensitive information.

As the pioneer and leading provider of network-centric mass notification systems, AtHoc has provided its services to the government and commercial organizations at more than 150 facilities and currently protects over a million people around the world. The company's emergency notification solution has been successful in unifying all communication modalities while providing mass notification. AtHoc's solution interfaces with the existing IP network and transforms it into an emergency notification system. In addition, the solution's enterprise-class architecture allows users to manage the entire notification process.

A Unified Alerting Approach

In the past, the mass notification system services market relied on sirens, loud speakers, and Public Address (PA) systems to deliver alerts. The market has since evolved, as both telephony and IP technologies reached a stage where they can address large numbers of people. The concept of mass notification has also evolved into a more unified approach using multiple modalities of communication to reach people regardless of their location. To consolidate all modalities, AtHoc has created an alerting platform that leverages internal enterprise resources such as the IP network and the external public resources such as the wireless communication network.

AtHoc's solution delivers alerts inside and outside of the network across firewalls, Virtual Private Networks (VPNs), and wireless networks. The system sends audio-visual alerts through pop-up message to networked desktops and laptops, landline phones, mobile phones, BlackBerry devices, PDAs, and pagers. Besides delivering alerts to devices commonly supported by other participants in the market, AtHoc's solution can also use PA systems, sirens, TV, radio and digital billboards to deliver notifications.

Because receiving a response is as important as delivering the alert, AtHoc's solution can add forced acknowledgement to the alerts and provide real-time tracking

capabilities. The alert dashboard offers personnel accountability by allowing the emergency operator to verify delivery and receipt of the alert, and escalate to a different device if no response is received. To further ensure receipt of the alerts, the store-and-forward capability stores a desktop alert when the user is disconnected from the network, and delivers it when the connection is established again unless the alert has already expired.

Network-centric Solution

AtHoc is the pioneer and leading provider of mass notification system services, primarily due to its unique network-centric approach. One of the advantages of AtHoc's solution is that it supports standard IP protocols, and provides a Web-enabled interface. By leveraging the IP network, AtHoc's solution has the ability to reach tens of thousands of people anywhere within seconds. This allows organizations to communicate with personnel, first responders, management, security managers, and the surrounding communities.

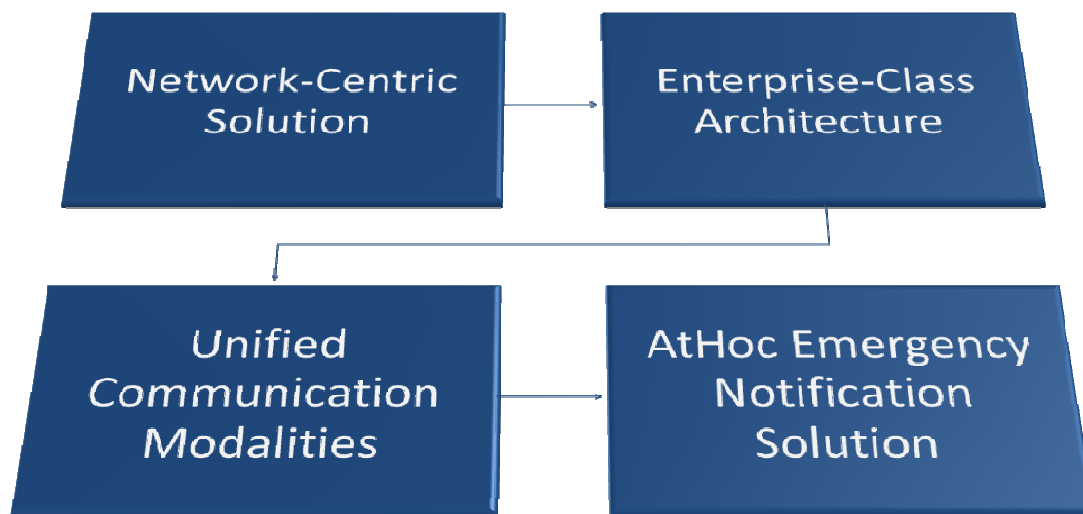
Its open, standards-based architecture enables integration to third-party alerting channels, and allows the delivery of alerts to multiple devices. The solution can also monitor external sources and feeds such as the National Weather Service, on-site chemical sensors or security cameras, and can be configured with business rules to automatically trigger an alert if an event affects a facility. In addition, the AtHoc EAS Activation Module enables authorized emergency management agencies to trigger the national Emergency Alert System, sending EAS messages over the Internet to broadcasters using the Common Alerting Protocol (CAP).

Enterprise-class Architecture

To replace manual notification methods and rapidly alert people during a crisis, AtHoc's solution offers an emergency management capability that automates emergency notification processes. The solution provides a single unified console that enables operators to launch and manage all communication channels at the same time. AtHoc's solution also manages recipient information and integrates with enterprise user directories to keep contact information up to date. With its Self-Service module, end users can also update and manage their personal information through a simple web-based front-end.

Furthermore, the enterprise-class architecture enables organizations to implement pre-configured procedures. The solution supports geo-targeting and organizational hierarchy, and has the capability to target alerts to specific groups, locations, or roles. Business rules can be used to establish permission and access policy for specific users to allow them to create and activate scenarios, initiate alerts, and choose the delivery methods. Administrators can pre-define delivery preferences or let recipients set their preferences to ensure alerts are received quickly.

The chart below illustrates the company's technology innovations.



Source: Frost & Sullivan

AtHoc's effort in designing an innovative solution that leverages traditional forms of alerting, as well as the latest technologies available in the mass notification system services market deserves recognition. The novel technological developments brought about by the company, keeping up with the constantly changing demands of the industry, deserve to be commended. The introduction of its network-centric notification solution to the mass notification system services market makes AtHoc, Inc. a deserving recipient of the 2008 Frost & Sullivan Award for Technology Innovation.

Award Description

The Frost & Sullivan Award for Technology Innovation is given to the company that has demonstrated technological superiority within its industry. This Award recognizes the ability of the company to successfully develop and introduce new technology, formulate a well-designed product family, and make significant product performance contributions to the industry.

Research Methodology

To select the recipient of this award, the analyst team tracks emerging and existing technologies, as well as R&D developments. This is accomplished through interviews with major market participants and extensive secondary research. Also considered are elements such as product launches, customer acceptance, penetration rates, and time to market. Finally, competitors are compared and ranked for relative position. Frost & Sullivan then presents the Award to the company that received the number one industry rank.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final competitor rankings in this industry. The Award recipient has excelled based on one or more of the following criteria:

- Technology innovation contrasted against competitors
- R&D expenditures
- New product/process introduction
- Price premium
- First to market
- Adoption rate
- Penetration rate

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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