



5 - Point Checklist for Communication During a Crisis

An Interoperability Resource Guide for
Public Safety and Community Leaders



Don't wait until after a crisis to address flaws when managing chaos.



Communications during an emergency event is often a struggle and without a reliable and streamlined process, we're putting lives at risk. With our current models, public safety professionals and their leaders lack the right tools for the job.

Traditional Response

Whether a natural disaster, mass shooting, or high-profile incident, as many as 10 to 15 different agencies may respond. This creates a lot of opportunities for communication breakdowns.

- ✓ Many responders "self-dispatch" after hearing about the incident
- ✓ City police, county sheriffs, state police, federal law enforcement, district attorneys, state attorneys, local elected officials and state - wide elected officials are often at the scene in less than an hour
- ✓ Sometimes, other state-wide officials and even federal elected officials are on the scene in as less as 24 hours
- ✓ The public safety and elected officials can face scrutiny from news outlets
- ✓ And there's no clear chain of communication

Over the years, we've never had an effective way to manage the complexities of inter-agency coordination and a facilitated common operating picture. While first responders might be able to act swiftly, progress can be slowed due to a lack of cohesive communications from decision-makers...until now.

**We understand the challenges
because we've been there ourselves.**



**When developing Evertel,
we gathered input from
public safety professionals
nationwide.**



Often repeated was the frustration of finding a solid solution for the complexities and breakdowns of regional communications during an emergency event. Even with all the training, preparation, and planning, public safety leaders continue to struggle with implementing an all-in-one solution.

Ongoing Issues

We need a way to connect every employee and work unit, across all agencies, at a moment's notice. Responding to natural disasters, widespread violence, and other crisis scenarios requires interoperability. Unfortunately, the current means of communications are incredibly dis-joined:

- ✓ No Instant agency alerts or updates
- ✓ No true interoperability functions
- ✓ No centralized communication channels
- ✓ No secure intelligence sharing
- ✓ No automatic records retention

Interagency communications and multi-agency decision-making continues to be highly complex. As an example, with any large event, there might be over 400 or 500 personnel responding from multiple agencies and there is often no one person in charge to set expectations and provide instructions.

While everyone involved wants a swift resolution, without strong, timely communications true interoperability may be unattainable.

**Genasys Evertel supports true interoperability through
secure and compliant smartphone messaging**



Meet Evertel —Your Interoperability and Crisis Communications Solution



We bring the experience of being deeply immersed in every aspect of crime scene management, evidence gathering, and law enforcement investigation—we understand the challenges brought on by inadequate communication platforms. Evertel was developed as a solution that finally makes sense, both during a crisis and in supporting your daily activities

5-Point Solution Checklist

✓ Deploy Real Interoperability

Connect with all public safety leaders in a large region, state-wide, or even cross multiple states-on any device, and at no charge.

✓ Instant Updates

Share all intelligence in a secure chat room, right from your phone and at the scene.

✓ Regional Collaboration

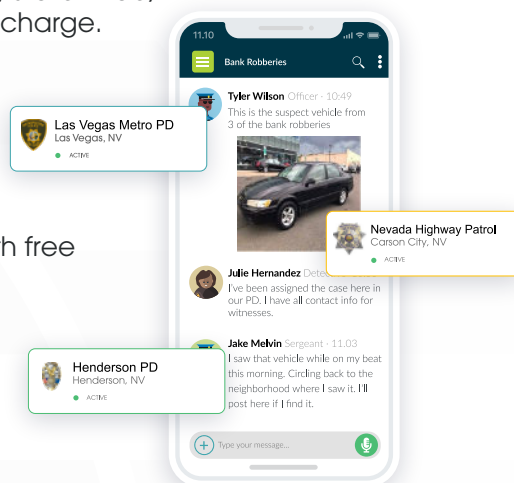
Invite key stakeholders to join the crisis conversation with free guest accounts.

✓ Platform Security

Stop using un-safe text messaging and unapproved consumer apps. Protect your data.

✓ Records Compliance

Use a system that helps your agency instantly align with state and federal requirements.



Genasys Evertel offers a comprehensive solution for your crisis management team to stay informed. Most agencies deploy Evertel immediately after discovering the benefits.

Genasys Evertel brings effective, compliant messaging for all first responders

Contact us today and be ready for ANY crisis, disaster, or emergency incident. Rest assured, Genasys provides ongoing staff training and assistance throughout the implementation