

CASE STUDY FOR GREENWOOD, SC

Situation

Greenwood County is a moderately-populated county in the South Carolina Upstate region – an area of rolling hills and dense forests, common across the southeastern USA. With over 69,000 residents to protect and inform, the county is challenged by tornadoes, inland hurricanes, severe storms, and winter ice storms that can cause extensive damage leaving downed trees and power lines.

In Greenwood County, SC, emergency services have long been challenged by fragmented communication tools leaving county officials managing real-time incidents with manual processes and costly, inefficient technology.

Repeated storms, infrastructure failures, and public safety disruptions created a need for an integrated communication and situational awareness platform. As the county explored modern alternatives, they envisioned a single solution that could support both emergency alerts and routine municipal workflows—one that would empower field crews, improve response time, and ultimately foster community confidence.



Problem

Greenwood County wanted a solution without a per-alert fee, something that would allow them to communicate freely and avoid unforeseen budgetary issues when sending out an alert. However, cost-structure concerns weren't the only challenges with prior solutions.

Functionally, the system lacked the integrated mapping and real-time visibility that emergency management professionals increasingly need. Emergency services in Greenwood County, SC, were operating with one system for sending alerts and another for managing incidents, which created confusion, delays, and inefficiencies during crises.

The county wanted a unified platform that could help address large-scale emergencies across the county, streamline everyday emergency operations management, and distribute daily notifications like traffic disruption updates, storm damage assessment, and infrastructure repair management to keep citizens and internal teams informed.

Solution

The turning point came with Greenwood County's decision to implement Genasys Protect. Genasys Protect is a dual-function platform—combining real-time emergency alerting and evacuation communications with situational awareness capabilities. With Genasys Protect, Greenwood County has multi-channel mass notification and the ability to mark and map large-scale emergencies, like those experienced during Hurricane Helene, as well as day-to-day hazards like road blockages, power outages, medical emergencies, and fallen trees, which plague the county throughout the year.

Greenwood County sees Genasys Protect's real-time map as the foundation of a future virtual command board, ideal for evacuation planning, public safety coordination, and day-to-day use alike.



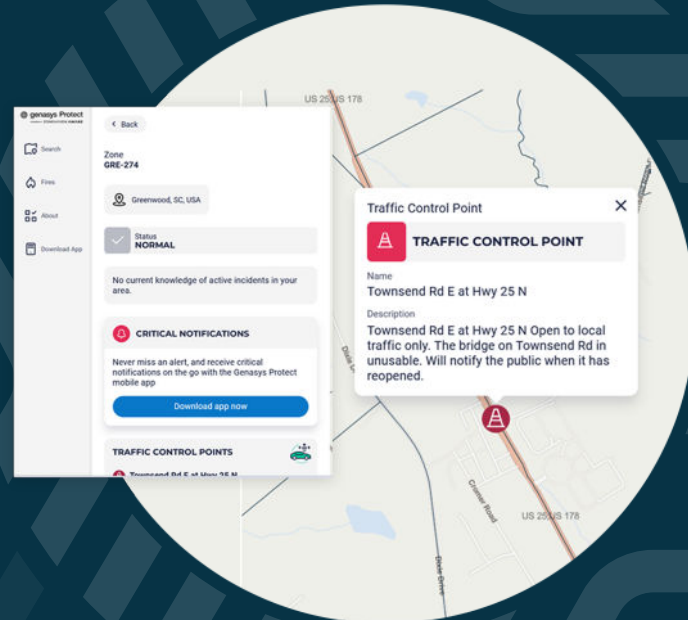
In addition to its robust emergency communications features, the platform allows emergency services and field crews to coordinate via a shared visual dashboard. Damage reports submitted by residents can be geo-tagged and validated within the system, replacing the need for scattered phone calls and second-hand information.

Results

With Genasys Protect in place, Greenwood County, SC, is rewriting their playbook for how emergency services can operate more efficiently. The county's vision goes well beyond traditional emergency alerting. Instead, they see Genasys Protect as a central hub for daily operations, turning the platform into an engine for smarter infrastructure management.

Field crews would be able to prioritize response tasks based on real-time citizen reports, improving speed and resource allocation. The cost savings are already evident: no more excessive per-message fees or redundant systems.

Most importantly, the county is laying the groundwork for scalable, tech-forward emergency management that supports both critical events and non-emergent use. For Greenwood County, SC, Genasys Protect is not just a crisis tool, it's the future of community coordination.



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