genasys

CASE STUDY

THE SALVATION ARMY
Western Territory

Situation

The Salvation Army is the country's largest privately funded, direct- service nonprofit that annually helps more than 23 million Americans overcome poverty, addiction, and economic hardships through a range of social services offered at 7,600 centers of operation.
The Salvation Army U.S.A. Western Territory is an administrative unit that serves the thirteen Western United States, the Marshall Islands, the Federated States of Micronesia and Guam.

Problem

With more than 300 community centers across 13 states and several islands, The Salvation Army's Western Territory needed a way to coordinate its COVID-19 response efforts and rapidly react to changing requirements and conditions during the pandemic and other crisis situations.

Solution

The Salvation Army Western Territory used **Genasys Protect** software to efficiently exchange information with personnel, volunteers and the public.

Genasys customized an interactive map to show the state-by-state and island-by-island resources, services and locations of The Salvation Army Western Territory.

"Genasys Protect enables us to better coordinate our responses with local officials and inform the public of our resource centers and the services we provide."

- Piers Fairclough, Territorial Director of Strategic Initiatives at The Salvation Army
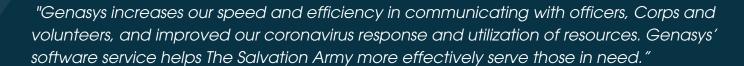
The Protect Platform

The **Protect Platform** provides a multi-pronged Protective Communications solution:

- **Genasys Protect** gives organizations precision in who they reach, speed to act faster, and clarity that cuts through confusion. Targeted communication zones combine with comprehensive, multi-channel message delivery to form a powerful, precise, communication solutions to keep people informed of any situation and to protect more lives.

- **Genasys Acoustics** deliver highly audible and clear voice messaging when emergencies arise, broadcasting long-range emergency response messaging outdoors, even when connections are down and the power is out.

- **Genasys Evertel** provides secure, real-time communication and collaboration, both on desktop and a mobile app, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications.

Send targeted communications to people in specific locations with Genasys Protect. Reach people quickly by reducing communication creation times through dynamic templates that broadcast communications through multiple channels.

"Genasys increases our speed and efficiency in communicating with officers, Corps and volunteers, and improved our coronavirus response and utilization of resources. Genasys´ software service helps The Salvation Army more effectively serve those in need."

- Piers Fairclough, Territorial Director of Strategic Initiatives at The Salvation Army

Genasys: Global Provider of Protective Communications Solutions

Protecting people and property for over 40 years and covering over 155 Million people in more than 100 countries worldwide and all 50 states in the USA.

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