

## CASE STUDY FOR GLOBAL AUTO COMPANIES

### Situation

Two globally-recognized, northern European automakers operate geographically diverse locations, managing thousands of employees, contractors, and visitors. Ensuring company safety and maintaining efficient enterprise communications is critical to their operations.

With production facilities and corporate sites spread across multiple regions, the need for a unified communication system became evident. The challenge was to implement a solution that could monitor and communicate effectively during both routine operations and emergency situations.



### Problem

The existing communication systems were fragmented and lacked the ability to provide real-time situational awareness. This posed significant risks to public safety and emergency response efforts.

Legacy systems struggled to integrate with modern technologies, making it difficult to send timely notifications to employees and transient workers. The automakers faced challenges in ensuring redundancy, resilience, and comprehensive coverage across all sites. These inefficiencies highlighted the urgent need for a robust solution to maximize safety and streamline communication.

### Solution

To address these challenges, both automakers adopted Genasys ALERT. This advanced solution revolutionized enterprise communications by offering a multichannel approach to deliver critical notifications. ALERT integrated seamlessly with active directories, HR systems, and visitor management tools, ensuring full redundancy and high resilience. The software provided real-time situational awareness through a single dashboard, featuring two-way polling, duress buttons, and field check-ins. By leveraging ALERT, the automakers could monitor and communicate effectively, enhancing public safety and emergency response capabilities.



## **Results**

The implementation of ALERT yielded significant results. Automakers achieved a unified communication system that ensured timely notifications during critical events. The software's ability to integrate with existing systems improved operational efficiency and reduced response times.

Employees, contractors, and visitors across geographically diverse locations benefited from enhanced safety measures. The automakers successfully maximized safety, demonstrating their commitment to public safety and emergency response. This transformation underscored the importance of adopting innovative solutions to address modern communication challenges.



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