



Extend the Capabilities of Your Mass Notification Solution with Protective Communications

A New Technology for a New Era in Emergency Response Management



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Five Things You Need to Know

01.

Today's threats, disruptions, and critical events are more frequent and more intense. At the same time, the data available to interpret, understand, and coordinate a response in the moment is immense, complex, and dispersed.

02.

Public agencies and private enterprises need comprehensive response plans and modern tools that can aggregate that data, simplify the complexity, remove friction, and facilitate communication to move people out of harm's way and protect assets.

03.

Reactive solutions like legacy mass notification systems are not enough. The world needs new solutions that are versatile enough to help manage both unplanned and unavoidable events.

04.

Protective Communications is a new class of technologies that comprise the most comprehensive portfolio of preparedness, response and analytics tools to adapt quickly to real-time data and provide actionable information to constituents (the general public and corporate communities).

05.

New trends in Protective Communications include:

- A common operating picture among multiple responding entities to more efficiently orchestrate emergency responses, as critical events don't have jurisdictions.
- Interactive map interfaces for situational awareness and predictive simulation capabilities to test and revise response plans, create microzones, identify points of interest, and offer granular targeting as critical events unfold.
- Clear, concise, context- and location-specific guidance micro-targeted by zone during and after critical events for all constituencies.
- Failsafe communication redundancy across both online digital properties and offline, highly audible, and intelligible messaging hardware to ensure all constituents receive precisely the right message at the right time.
- Greater community engagement by enabling employees and customers to gain self-serve access to front-end web and mobile applications with pertinent incident information.



Introduction

In our world today, safety is increasingly difficult to ensure, and disruptions are increasingly difficult to avoid:

- Extreme weather occurrences are more frequent and more intense.
- Natural disasters are taking a greater toll.
- Workplace violence, political protests, and mass shootings are on the rise.
- Aging infrastructure is failing at an alarming rate.

And any combination of these can occur in the same area simultaneously.

Today's reality means that municipalities and enterprises, alike, are facing a bigger challenge protecting their people and assets. At the same time, a broader array of real-time data sources we can tap to understand threats and prevent them from turning calamitous is at hand. That's both a plus and a minus:



On the positive side, we're able to get a clearer picture than ever before of critical events and how they are unfolding in the moment.



On the negative side, the data can be overwhelming. Without purpose-built tools that can aggregate all relevant data streams, analyze the data holistically, and distill insights to guide crucial decision-making, emergency response managers can make suboptimal decisions based on an incomplete understanding of actual circumstances.

Fortunately, a new technology category has emerged that features a toolset that takes full advantage of today's capabilities in managing critical events: **Protective Communications.**



Protective Communications

Addressing the Shortcomings of Mass Notification

Many government agencies and private enterprises rely on legacy mass notification solutions to help keep their constituencies (the general public or corporate communities) safe by delivering timely, relevant information on unfolding emergencies. These tools once had a significant role to play in keeping people safe, but legacy mass notification solutions do not provide the full range of capabilities today's public and corporate emergency response managers require:

- Legacy mass notification solutions are tools that only function in a reactive capacity; they do not provide emergency response managers the ability to simulate crises to predict outcomes before they occur and validate response plans.
- They do not allow for granular segmentation of the intended audience for emergency communications, leading to many opt-outs from community members who suffer from “alert fatigue” or “cry wolf syndrome” when they receive too many notifications that are irrelevant to them.
- They don't foster community engagement by providing public-facing assets (websites, mobile apps, etc.) that encourage the intended audience to be active participants in community protection.

Without a modern approach supported by current technology, public and corporate emergency response managers are limited in the protection they can provide when one or multiple critical events occur. Protective Communications modernize crisis management with all these capabilities and more, filling the gaps left by legacy mass notification systems.

New Intelligence and Functionality for a New Era

Mass notification was a revelation decades ago when the technological capability of one-to-many alerting first emerged. But today, with the myriad communications channels that exist and society's ubiquitous expectation of personalization, the paradigm for alerting is shifting.

Mass Notification must give way to *differentiated* notification -- sending exactly the right message to the right people at the right time -- requiring a much different technological architecture. Delivering differentiated alerts requires more than just being able to segment a static audience list.



It requires the foundational elements of Protective Communications, all working together seamlessly to bring new levels of intelligence and preparedness to emergency planning, response, and alerting:



Flexible data foundation

API-based open architecture to customize data feeds so organizations have access to the optimal blend of event data to form a complete operating picture of critical events and emergency responses



Predictive simulation

Context aware, machine-learning-enabled intelligence to validate response plans, proactively manage changing conditions in the vicinity of critical events, and prepare for any what-if scenario



Intelligent zone-based planning

Flexible mapping by topography, population density, building architecture and tenancy, infrastructure and/or other assets to enable granular audience targeting, address unique circumstances, and ensure targeted communications are finely tuned and relevant



Unified response orchestration

Tighter collaboration among multiple agencies and between public and private sector entities to facilitate joint preparedness for multiple critical events and real-time collaboration based on a common operating picture



Comprehensive alert saturation

Multichannel alert dissemination over myriad digital and analog media to ensure each message reaches the intended recipients at the right moment



Community-facing digital properties

Self-serve tools to foster greater community engagement and better-informed constituencies so everyone plays a part in public safety

These are the new technology components that outdated mass notification solutions are incapable of incorporating.



A Galaxy of Invested Clients

Genasys works with both private enterprises and local, state, and federal governments around the world to offer the protection these entities need to provide to their constituencies. Here's a sample of the kinds of engagements Genasys has undertaken in the recent past:

Boston Red Sox

The Red Sox organization partnered with Genasys to protect and communicate with the fans, players, employees and contractors who fill the 34,000-seat Fenway Park for baseball games and other special events. Genasys Protect's simulation capabilities allow Fenway emergency managers to test and validate response plans and overcome the logistical and technological challenge of delivering highly audible alerts in the context of loud crowd noise and continuous movement around and in and out of the facility.



Golden State Water, FMPA, and NW Natural

Three different utilities have tapped Genasys to provide customized, zone-based solutions that enable them to protect and communicate with employees working in widespread high-risk areas via multichannel notification that seamlessly integrates with a wide range of apps and alert systems.



Laguna Beach, California

Laguna Beach engaged Genasys to provide seamless integration with national alert systems and replace the city's outdated mass notification solution with Genasys Protect software and systems, providing intentionally redundant, failsafe public warning notifications over myriad digital and analog channels (featuring solar power with battery back-up and satellite connectivity) and geo-targeted alerting capability easily integrated into existing infrastructure.



Volvo

Automobile manufacturer Volvo has deployed Genasys Protect to accurately track the location of workers, suppliers, partners, customers, and others across multiple manufacturing sites, while deploying communication tools that can be heard above assembly plant noise, improving safety and productivity.



Preparing for Multiple Concurrent Critical Events

Gone are the days when emergency response managers had the time to prepare for a single critical event in isolation. Prolonged excessive heat can be punctuated by wildfires. Wildfire smoke can exacerbate poor air quality conditions. Torrential rain can cause flooding that in turn causes dams and levees to fail. Crippling cold can cause electric grids to go down. Power grid failures can contribute to spikes in crime. And the list of possible combinations goes on and on.

It's inevitable that state and local governments and private enterprises alike will face many kinds of emergencies and other disruptions in the future -- and likely multiple events concurrently. Emergency managers have a duty to the communities they serve to maximize the protection they can provide to people and property.

The key to managing multiple concurrent threats is having an emergency preparation and response solution with a flexible data foundation that can aggregate and distill crucial information. Thus equipped, emergency response managers can have confidence that they are executing emergency response plans and eliminating communication silos based on a complete and unified operating picture.



The Benefits of Moving from Mass Notification to Protective Communications Systems

People today expect the convenience of personalized experiences in every facet of their lives. Why then, when it comes to something as fundamental as the physical safety of their loved ones and themselves, would they demand anything less of those charged with their protection? Living and working within the jurisdiction of one or multiple Protective Communications solutions means that we all can experience greater peace of mind.





For the public sector

- Having a data-informed, unified operating picture allows for easier, more coherent, and more efficient coordination among multiple agencies and first responders.
- Using intelligent predictive simulation tools to validate response plans and test what-if scenarios before the pressure of responding in the moment is bearing down is invaluable.
- Relying on granular zone-planning and alerting capabilities means emergency response managers can send exactly the right message to the right people at precisely the right time.
- Knowing that targeted alerts are being disseminated with intentional fail-safe redundancy gives emergency managers confidence that their instructions will be received both by first responders in the field and by the public they are protecting.



For the private sector

- Customizing data feeds to monitor activities within and across facilities keeps security personnel and emergency response managers in the know on all developments within their domain.
- Tracking movements of employees, contractors and visitors to corporate properties allows emergency response teams to account for and communicate with people in the vicinity of a critical event.
- Testing response plans via predictive simulation validates the company's plans to keep people safe.
- Utilizing multi-channel communications to move people out of harm's way when incidents do arise helps organizations uphold their duty of care to their entire corporate community.



For the public

- Relevant alerting means fewer people opt out of emergency notifications due to the "cry wolf syndrome."
- Public-facing digital properties like websites and mobile apps that encourage the public to opt in and actively participate in their own protection foster greater community engagement and a better sense that we're all in this together.



Genasys: Your Partner for Comprehensive Protective Communications

Genasys has been partnering with local, state, and federal governments and private enterprises for over 40 years to keep people and property protected. The breadth of adoption of the company's Protective Communications technology is evidence that its extensive investments in open API architecture, machine-learning-powered

predictive technologies, and intelligent mapping and alerting capabilities continue to lead the industry and the world toward a brighter future that is safer for everyone. With Genasys, we all can be **ready when it matters**. It's Time to Move from Reactive Mass Notification to Proactive Protective Communications.



Protective Communications, Because We're All in This Together.

If you're ready to experience the difference that Protective Communications can make, [contact us for a demo](#) of our capabilities.

1-855-GENASYS (436-2797) | info@genasys.com

Contact us

About Genasys Inc.

Genasys Inc (NASDAQ: GNSS) is the global provider of Protective Communications™ Solutions, offering Genasys Protect™, the first and only complete portfolio of Protective Communications Software and LRAD® long-range communication systems. Through Genasys Protect, the Company serves the following markets and sectors: federal governments and the military; state and local governments, agencies, and education (SLED); and enterprise organizations in critical sectors, including oil and gas, utilities, manufacturing, automotive, and healthcare. Genasys Protective Communications Solutions have a diverse range of applications, including emergency warning and mass notification for public safety, critical event management for enterprise companies, de-escalation for defense and law enforcement, as well as automatic detection of real-time threats, including active shooters and severe weather. Genasys today covers over 70 Million people globally and is used in more than 100 countries, including over 500 cities, counties and states in the U.S. For more information, visit [genasys.com](https://www.genasys.com).