

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



Genasys Protect

The **Genasys Protect Platform** provides a multi-pronged solution:

- **Genasys Protect ALERT** provides intelligent, location-based, multi-channel mass notification with real-time and modeled data, integrated zoning, automated sensor integration, and even optional integration with outdoor acoustic devices.
- **Genasys Protect EVAC** accelerates emergency response and management by facilitating decision making, cross-agency collaboration, and rapid responses through intelligent, zone-based mapping.
- **Genasys Protect ACOUSTICS** provide 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 Protect mobile app** provides a single authoritative source for the public during emergencies through seamless notifications, zone-based maps, and real-time resource information.



Send targeted communications to people in specific locations with Genasys Protect ALERT. 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 100 Million people in more than 100 countries worldwide, including more than 500 cities, counties and states in the U.S., as well as more than half of all California counties.

REQUEST A
DEMO

