



The Protect Platform

Enhancing Cross-Agency Collaboration During Emergencies

Effective emergency responses hinge on seamless collaboration among multiple agencies. However, collaborating with multiple organizations during high pressure events poses significant challenges. Overcoming communication breakdowns, lack of interoperability, and jurisdictional responsibilities greatly improves response effectiveness. This guide explores how to overcome cross agency collaboration's greatest obstacles through the Protect Platform and the benefits of doing so.

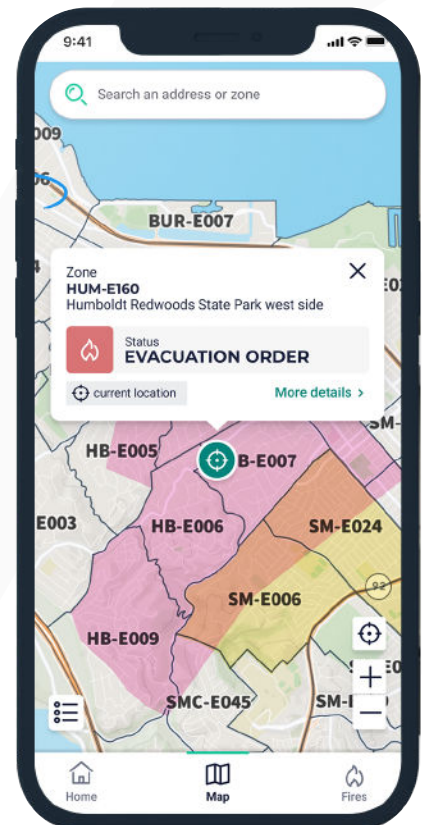
Understanding the Challenges of Emergency Response

At Genasys we understand what makes cross-agency collaboration so difficult:

- **Communication breakdowns** caused by everyone involved trying to communicate at once through different channels and non-linear communication pathways as they share critical information.
- **Lack of interoperability** between communication systems feeds into communication breakdowns.
- **Jurisdictional responsibility** means that individual agencies have their own priorities and statutory obligations. Navigating through a maze of protocols and procedures makes coordination across jurisdictions even more complicated.
- **Information sharing** is compounded by these jurisdictional differences. Balancing the need for transparency with concerns about confidentiality and privacy when there are legal and regulatory hurdles to navigate can make agencies reluctant to share sensitive information for fear of liability or repercussions.
- **Leadership and Coordination** issues, such as a lack of clear direction or conflicting orders, often arising due to communication breakdowns and information sharing difficulties, lead to confusion and chaos.

Maneuvering the myriad of challenges during low frequency, high risk events is daunting. Time constraints loom large, and the necessity for swift decision making and action cannot be overstated. However, the right solution can address these concerns.

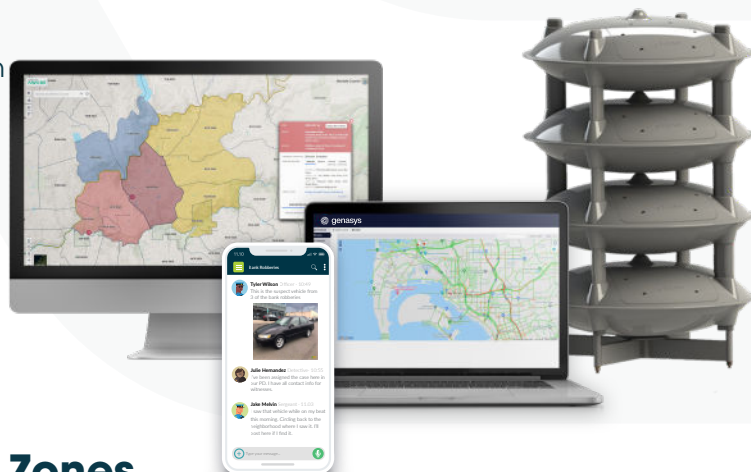
When asked about managing three wildfires simultaneously with Genasys Protect, Adam Heilman, Siskiyou County OES, responded with “You know it’s actually pretty easy because you’re working with a single platform and the way that we have our zones set up, the ability to identify areas by a zone has completely revolutionized our ability to communicate amongst public safety responders as well as the public.”





Introducing The Protect Platform

The Protect Platform emerges as a beacon of innovation and efficiency and a champion for Protective Communications. Genasys solutions are designed by experts who have been involved in some of the most intense natural disasters and evacuations in the US. Comprising three essential components — Genasys Protect, Evertel and Acoustics — this suite transforms how agencies collaborate and communicate during crises.



Genasys Protect Communication Zones

At the forefront of the suite, **Genasys Protect** boasts a plethora of features tailored to enhance emergency response. From its smart zones to its common operating picture, the AI-driven communication zones facilitate real-time situational awareness sharing among all agencies involved. This shared perspective enables unified decision-making across jurisdictions, fostering a cohesive response even across jurisdictional borders. Moreover, combining **Genasys Protect with Tablet Command** extends this common operating picture to first responders on the ground.

Genasys Evertel

This robust platform serves as a conduit for both internal and external communication, enabling swift decision-making and cross-agency collaboration through a secure live chat. Its agility allows for the formation of ad-hoc groups to address one-off incidents or maintain long-term team communication, bolstering efficiency and effectiveness in crisis management efforts. Security lies at the heart of **Evertel**, ensuring the integrity and reliability of every communication exchange as agencies seamlessly connect with other agencies at no additional cost.

Genasys Protect Multi-Channel Alerting

Multi-channel alerting, a cornerstone of Genasys Protect, takes center stage in disseminating targeted mass notifications to the public and emergency managers/first responders, ensuring vital information reaches those in need swiftly and effectively.

These three solutions, along with **ACOUSTICS** speakers, which are used exclusively for public communications, make up the Protect Platform. Together they offer agencies a comprehensive and integrated solution that improves emergency management, overcomes communication barriers, and enhances collaboration during crises. How does this come into play during emergencies?



Real-Time Communication

Picture this: a wildfire is rapidly spreading, threatening your community. Every second counts. Genasys Evertel ensures that critical updates, evacuation instructions, and situation status reports can be **shared securely and swiftly** among responding agencies. If one agency has Evertel, they can extend their network to include other agencies as they collaborate on an event. By streamlining communication channels, Evertel eliminates the delays and uncertainties often associated with traditional methods like phone calls or email.

Moreover, Evertel's compliance with regulations like HIPAA, CJIS, and public record retention requirements instills confidence in agencies when sharing sensitive information. Whether discussing patient data, criminal investigations, or tactical plans, Evertel offers a secure platform for communication without compromising on integrity.

Consider the aftermath of a major earthquake, where multiple agencies must coordinate search and rescue efforts across jurisdictional boundaries. Evertel's agility allows for seamless collaboration, enabling responders to share real-time updates, allocate resources efficiently, and make critical decisions on the fly. This level of coordination is essential for maximizing the effectiveness of response efforts and minimizing further harm to affected communities.

Collaborating Through Shared Visuals

Making response and evacuation decisions based on messages sent from different people across various channels is difficult and time consuming. But there is another way. Genasys Protect emerges as a pivotal tool in enhancing coordination by providing a shared view of unfolding events through a **common operating picture**.

By leveraging Genasys Protect, all agencies involved gain access to real-time situational awareness, enabling them to make informed decisions swiftly and effectively. Integrating Esri allows multiple jurisdictions to use a plethora of data sets and layers. This shared perspective fosters unity among decision makers, facilitating seamless communication and collaboration across jurisdictions and disciplines.

Genasys Protect's geographically tailored zones support the decision-making process further by making it easy to describe what areas of the map are being discussed. Thanks to these zones there is no need to explain "North of, west of." Now you can simply use a zone's name. By delineating specific areas of concern, responders can allocate resources strategically and prioritize actions based on the evolving situation.

The benefits of Genasys Protect extend beyond public safety agencies. The common operating picture it provides extends to the **public website**, offering selected vetted information directly from the Emergency Operations Center (EOC).

By providing a shared view of events and enabling precise decision-making, Genasys Protect empowers agencies, citizens, and media organizations alike to navigate crises effectively and safeguard communities. One message, one voice.

Targeted Mass Notifications for Cross-Agency Collaboration

Targeted mass notification ensures quick and reliable outreach, facilitating seamless coordination across agencies. Map based targeting through Genasys Protect is one of the fastest ways to get first responders on the ground out of harm's way. It can be used to feed consistent situational awareness updates straight from the EOC. Additionally, it facilitates resource allocation based on proximity to unfolding events to ensure efficient movement and use of assets.

Implementing Genasys: Best Practices and Strategies

Successfully implementing Genasys requires careful planning and strategic execution. By following best practices and employing effective strategies, agencies can maximize the utility of this powerful tool in emergency response scenarios.

Planning for Effective Emergency Response

Prioritize planning and preparedness efforts such as preparing zones ahead of time, evacuation procedures, and communications. Make sure your already developed comprehensive response plans that outline roles, responsibilities, and communication protocols are ready to go in your solution. Identify potential risks and vulnerabilities and establish mitigation strategies to address them.

Establishing Lines of Communication with Related Agencies

Foster collaboration by establishing clear lines of communication with related agencies and stakeholders. Build relationships and partnerships that facilitate information sharing and coordination during emergencies. Establish shared chats or communication channels with other agencies in different jurisdictions to enhance interoperability and coordination. This gets everyone used to using these systems so that they are ready to use them effectively when the pressure is high.

Developing Advanced Messaging and Scripts

Streamline communication processes by developing advanced messaging and scripts ahead of time. Create message templates for common scenarios, allowing for rapid dissemination of information during emergencies. By standardizing messaging procedures, agencies can accelerate response times and ensure consistency in communication efforts.

Incorporating these best practices and strategies into the implementation of Genasys Protect will enhance overall preparedness and response capabilities, enabling agencies to effectively leverage this powerful tool in emergency situations.



Conclusion

Despite the many challenges that make cross-agency collaboration difficult it remains essential for effective emergency response. That is why Genasys makes it a priority to provide the right tools and capabilities to overcome these challenges in its Protective Communications suite, The Protect Platform. By providing tools for real-time communication, a common operating picture, and multi-channel outreach, Genasys Protect enables swift and coordinated decision making and action in times of crisis, ensuring the resilience and well-being of our communities.

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