



Genasys

PROTECT & EVERTEL: Effective Day-to-Day Communications

In today's fast-paced world, effective day-to-day communication is essential for public agencies to engage with their communities and coordinate internal operations seamlessly. Both internal and external communications suffer from their own set of challenges. Community communications are compounded by limited reach, language and accessibility barriers, information overload, lack of targeted messaging, and in some cases lack of trust.



Bolstering a communities' trust and engagement requires consistent communication, sharing valuable information such as:

- Community Health Updates
- Weather and Environmental Alerts
- Traffic and Road Notifications
- Local Business Promotions
- Community Services Information
- Education and Public School Announcements
- Civic Engagement Opportunities
- Utilities and Infrastructure Updates
- Wildlife and Nature Awareness
- Cultural and Recreational Events
- Community Surveys and Feedback
- Neighborhood Watch and Safety Tips
- Public Transit Information
- Public Art and Beautification Projects
- Holiday and Seasonal Celebrations
- Sharing key legal and regulatory changes

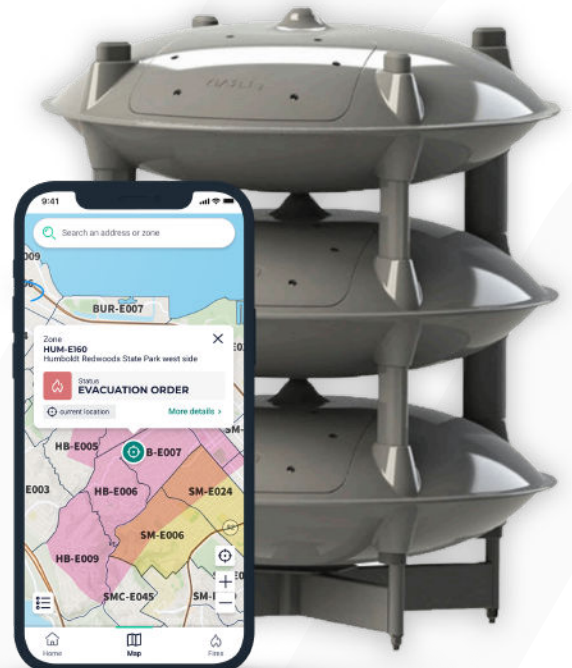
On the other hand, effective internal communications and organization amongst public agencies are practically a prerequisite to building trust, engagement, and consistent communication with the public. What makes seamless collaboration and internal communication difficult is fragmented communications channels, lack of centralized information hubs, and compliance concerns.

Despite the difficulties both internal and community communications are essential to a well-functioning community. That is why Genasys Protect and Evertel emerge as indispensable tools, offering innovative solutions for day-to-day communications.

Genasys Protect Multi-Channel Alerting

Genasys Protect greatly enhances communications by offering targeted and tailored communications through multiple channels. It provides public agencies with the means to mitigate or nullify the greatest challenges they face concerning effective public communication, while also enhancing internal communications.

Its mass notification capabilities avoid information overload through precise targeting capabilities. Geo-targeting means broadcasts only reach the general public or employees within targeted areas on the map, to avoid overwhelming others with irrelevant information. Contact grouping and database integration means employees are always targeted with precision regardless of location.

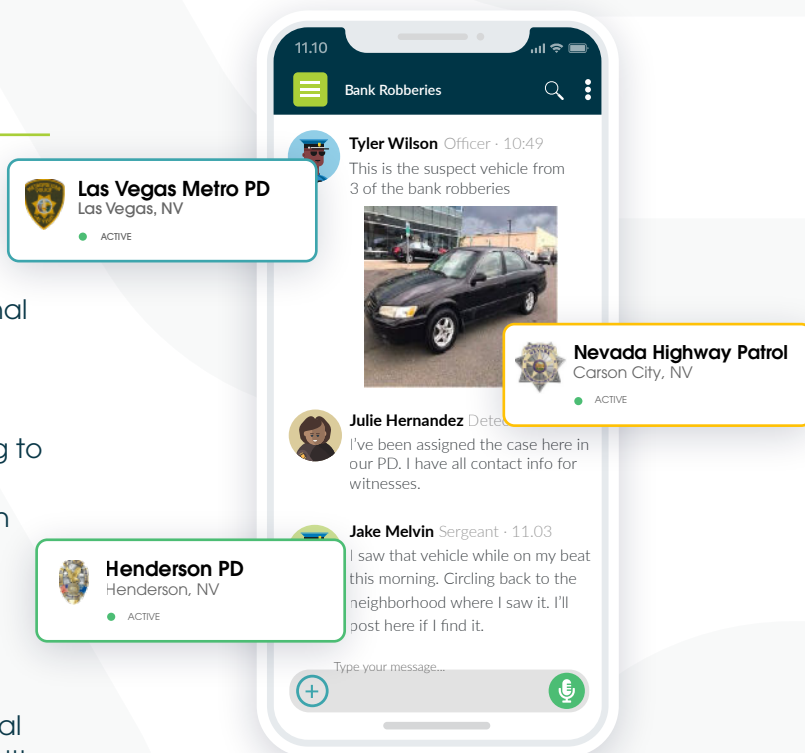


Genasys Evertel

Genasys Evertel **provides secure, real-time communication and collaboration**, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications. With security at its core, Evertel ensures the integrity and reliability of every message, offering a robust platform for both internal and external communication and collaboration.

Extending communications across multiple organizations at no additional cost, while adhering to CJIS, FOIA, and HIPAA, record retention policies in the US and DPA, GDPR, FOIA, CIPA regulations in the EU allows your agencies and personnel to breakdown communication silos and collaborate with anyone.

The combination of the two solutions gives public agencies the means to bolster internal and external daily communications, enhancing engagement with the community and organization.



Proactive Community Engagement

Genasys Protect enables public agencies to proactively engage with the community through targeted and tailored communications. Agencies can **deliver regular updates, valuable information, and notifications to the public** using multiple channels. This approach fosters a positive relationship with the community.

Additionally, leveraging Genasys Protect to promote community initiatives, events, and surveys encourages residents to actively participate in local governance and decision-making processes. Facilitating engagement and interaction fosters civic responsibility and involvement among community members.

Flexible and All-Inclusive Communications

ALERT's multiple communication channels, including SMS, email, social media, and digital signage, provide the flexibility to choose appropriate delivery methods in every instance. For example, using digital signage on roads for traffic management, email for non-urgent but in-depth information sharing, or SMS to reach people with targeted information like nearby public service shutdowns.

Effective communications account for all members of the population. Channels such as Genasys ACOUSTICS and Deaf Link can reach vulnerable populations such as the unhoused and people with disabilities. Furthermore, the flexibility of Genasys Protect extends to its auto-translation capabilities, enabling messages to be tailored to diverse groups based on their phone language preferences.

Optimized Organization

Evertel streamlines communications both internally and across multiple collaborating agencies, keeping everyone connected from a centralized platform. Evertel eliminates communication silos, fragmented communications channels, and the need for lengthy coordination processes, enhancing workflows and facilitating efficient resource allocation within public agencies.

On the other hand, Genasys Protect broadcasts relevant information to targeted groups or the whole organization to ensure everyone is informed and in the know. Its ability to target communications by location also facilitates efficient resource deployment. This saves time and resources, allowing agencies to allocate their human and financial resources more effectively to address other critical tasks and priorities.

Cost-Efficiency

Utilizing Genasys Protect and Evertel for both external and internal communications offers significant cost-efficiency benefits for public agencies. By reducing manual processes, minimizing the need for physical outreach, and streamlining communication workflows, agencies can achieve savings in both time and budget. The cost-effectiveness of these solutions allows agencies to maximize their resources while delivering effective communication strategies to the community.

Building a Resilient Community

Agencies can use Genasys Protect to share critical information about potential hazards, wildlife, or safety tips with residents. Informed and engaged communities are better equipped to adapt and respond to various challenges, including natural disasters, public health emergencies, and social disruptions. Keeping residents informed and involved strengthens community resilience.

Emergency Communications

Genasys Protect and Evertel have communication capabilities that extend to emergency scenarios serving as critical communications solutions or to supplement existing ones.

While many alert systems are limited to emergency situations exclusively, Genasys Protect can be used for both day-to-day communications and emergencies. By leveraging Genasys Protect alongside existing emergency alert systems, municipalities can achieve a balanced approach to communication, ensuring that both routine announcements and critical alerts are delivered effectively.

Evertel's collaboration and organization capabilities apply to both day-to-day and emergency scenarios. Public agencies can establish virtual EOCs to manage critical events from a single interaction point where all information is stored. This facilitates a unified response to disasters even when multiple different agencies are involved.



Building a Resilient Community

Genasys Protect and Evertel are indispensable solutions for public agencies seeking to enhance their day-to-day communications. By addressing the challenges associated with community engagement and internal coordination, these innovative platforms empower agencies to foster stronger connections with their communities while streamlining their operational workflows.

Genasys Protect **empowers public agencies to engage proactively with communities**, disseminating targeted communications across multiple channels to increase public safety awareness, encourage civic participation, and build community resilience. Simultaneously, Genasys Evertel serves as a centralized hub for internal communication, breaking down silos, enhancing collaboration, and optimizing resource allocation. Together, these solutions offer cost-efficient strategies to maximize resources while driving operational efficiency and promoting community engagement and resilience.

The Global Leader in Protective Communications Solutions

Genasys Inc. is the global leader in Protective Communications Solutions that ensure private organizations and public safety agencies are "Ready when it matters." Genasys solutions reduce reflex time for emergency situations and drastically improve collaboration and communication with employees and the public.

Genasys protects over 150 million people globally and is used in more than 100 countries.

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