

ATHOC UNIFIED NOTIFICATION SERVER — CISCO EDITION

NETWORK-CENTRIC EMERGENCY MASS NOTIFICATION FOR SAFETY AND SECURITY

EXECUTIVE SUMMARY

AtHoc IWSAlerts Unified Notification Server™ (“AtHoc UNS”) is a commercial off-the-shelf product that turns an existing IP network into a comprehensive emergency mass notification system. AtHoc UNS utilizes multiple alerting channels to deliver rapid notifications, including audio/visual alerts to computers, landline and cell phones, PDAs, BlackBerry devices, digital display boards, TV, radio, PA systems, sirens, and more. The product supports both outbound mass notification as well as inbound alert response tracking, aggregation and reporting across all alerting channels. AtHoc UNS now fully integrates with the Cisco Unified Communications Manager (CUCM) to send audio/visual alerts to Cisco IP phone displays, to send voice telephony alerts to Cisco IP phones and PSTN lines and to capture responses from any CUCM connected phone. AtHoc UNS includes a single web-based unified console which enables the operator to effectively trigger, manage, track, and control notification processes across multiple communication channels.

AtHoc UNS is now available on the Cisco Product Catalog and is identified as “AtHoc Unified Notification Server – Cisco Edition.”

PARTNER AFFILIATION

- Cisco Solution Plus Partner (Resell)
- Preferred Solution Developer Partner
- Cisco Compatible
- Industry Solutions Partner Network

ASSOCIATED CISCO SOLUTIONS AND PRODUCTS

- Cisco Unified Communication Manager (CUCM)
- Cisco IP Phones
- Cisco Open Platform for Safety and Security
- Cisco Urban Security Solution [Design Guide]

CUSTOMER BENEFITS

- Faster, safer, and more cost-effective response in times of emergency
- Increased effectiveness in reaching geographically dispersed personnel in less time
- Eliminates the need to manage, control, and trigger alerts from multiple independent systems
- Increased accountability of personnel through logged recipient responses and acknowledgements
- Reduced infrastructure and support costs and increased data confidentiality and network security through centralized approach
- Enable compliance with regulatory requirements for life safety and emergency response (i.e. NFPA 2010, DoD UFC)

TARGETED INDUSTRIES

- Military
- Homeland Security and Critical Infrastructure
- * Federal government
- Public sector
- Enterprise
- Education
- Healthcare

PARTNER OVERVIEW

AtHoc is the pioneer and recognized leader in providing network-centric emergency mass notification systems to military, homeland security, government and commercial organizations. AtHoc’s products are used for physical security, force protection, personnel accountability, recall and regulatory compliance. Millions of end-users worldwide, in organizations such as the U.S. Air Force, U.S. Army, U.S. Navy, U.S. Coast Guard, Texas A&M, UCLA, Microsoft, Boeing and Raytheon rely on AtHoc’s unified notification systems for their emergency alerting and critical communication needs.



PARTNER SOLUTION DESCRIPTION

Emergency situations can range from criminal acts to fires, accidents, or extreme weather. It's an enormous challenge to rapidly alert thousands of geographically dispersed individuals, through multiple communication channels, while delivering situational information and instructions. AtHoc's innovative approach turns the IP network and connected devices into an emergency mass notification system, addressing this challenge.

When emergency situations are activated, whether manually by emergency operators or automatically by security sensors, AtHoc UNS manages the mass notification process from alert activation to recipients' response tracking and reporting. With its unified alert management capabilities, AtHoc UNS takes advantage of the IP network to deliver targeted and personalized alerts to personnel via PCs, mobile devices, telephones, Giant Voice and public address systems, or any IP-enabled device. AtHoc UNS now fully integrates with the Cisco Unified Communications Manager (CUCM) to send audio/visual alerts to Cisco IP phones and to send voice telephony alerts to Cisco IP phones and PSTN lines. It can deliver alerts to tens of thousands of personnel across all communication channels within minutes.

With its enterprise-class capabilities, AtHoc UNS can be deployed in a single facility or at a centralized data center supporting multiple sites via a "private cloud" networked offering. In a multi-site environment, each site gains its own "virtual private" system while headquarters can alert the entire organization, based on role-based permissions.

CORE COMPONENTS OF THE PARTNER SOLUTION

AtHoc IWSAlerts includes:

- Alert delivery to multiple channels, including Cisco IP phone displays, Cisco IP phones and PSTN lines, computer desktop popup alerts, mobile devices, sirens, public address systems, digital displays and more.
- The system provides 2-way communication capabilities to capture end user responses and generate real-time reports, providing senior leadership and security operators with an enterprise-wide Personnel Accountability picture.
- A unified web-based operator's console for managing the entire notification flow and all notification devices: You

can communicate a consistent yet individually tailored alert quickly and effectively through multiple devices, all integrated using the IP network. The console manages users, distribution groups, pre-defined scenarios, etc.

- Cisco interface – transforming the IP-Phone into a mass notification device by:
 - Blasting alerts to the phone's display and speaker
 - Capturing responses using the phone's keys
 - Streaming live audio to the phone's speakers
 - Activating a Panic / Duress Alert directly from the phone to security personnel
 - Mass dialing via Cisco UCM to any phone
- An IP-based input event monitor: Notification scenarios are automatically activated when certain criteria are met. Emergency events could originate from physical sensors such as fire alarms and video surveillance feeds, or come from external data sources such as the National Weather Service data feeds.
- A network-centric, enterprise-wide architecture: AtHoc UNS is deployed in a single location, and virtual private systems are created for each individual organizational location, managed by role-based permissions.

RELATED PARTNER INFORMATION

Visit <http://www.athoc.com/cisco>

- AtHoc Unified Notification Server – Solution Datasheet
- AtHoc IWSAlerts Product Demo
- Cisco Solutions and AtHoc video
- Case Study: University of California Los Angeles
- Case Study: U.S. Army Ft. Riley & 1st Infantry Division

For More Information and Account Engagement Planning

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