



EXECUTIVE SUMMARY

Partner Designation:

- Technology Developer Partner
- Industry Solutions Developer Program
- Industry Solutions Partner Network

Associated Cisco Solution:

- Cisco Open Platform for Safety and Security

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

Targeted Industries:

- Military
- Federal government
- Public sector
- Enterprise
- Education

Geographical Regions Served:

- North America

AtHoc IWSAlerts: Network-Centric Emergency Notification Systems

Partner Overview

AtHoc is the pioneer and recognized leader of enterprise-class, network-centric emergency notification systems that provide military, government, and commercial organizations with solutions for physical security, force protection, and personnel accountability. In organizations such as the U.S. Air Force, Army, and Navy, and the U.S. Patent and Trademark Office and Hawaii State Civil Defense, more than one million people rely on AtHoc's unified management systems for their emergency alerting 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 notification system. By deploying a single, centralized, web-based system that unifies multiple alerting channels (telephony alerting, Giant Voice, etc.), organizations can rapidly provide detailed instructions to all personnel within minutes and receive feedback to help ensure a safe response.

When emergency situations are activated, whether manually by emergency operators or automatically by security sensors, AtHoc IWSAlerts manages the mass notification process from alert activation to recipient tracking and reporting. With its unified alert management capabilities, it takes advantage of the IP network to deliver targeted and personalized alerts to personnel via PCs, mobile devices, telephones, public address systems, or any IP-enabled device. It can deliver alerts to thousands of personnel across all communication channels within minutes.

With its enterprise-class capabilities, AtHoc IWSAlerts provides a web-based management system that controls all capabilities across the underlying delivery systems including notification, scenarios, permissions, user contact information, alert tracking, and reporting.

Core Components of the Partner Solution

AtHoc IWSAlerts includes:

- A network-centric, enterprise-wide architecture: AtHoc IWSAlerts is deployed in a single location, and virtual private systems are created for each individual organizational location, managed by access rights. This provides a single, enterprise-wide emergency notification system that reaches all personnel across all facilities in minutes.
- A unified console for managing all notification devices: You can communicate a consistent yet individually tailored alert quickly and effectively through multiple devices, all integrated using the IP network. When operators log into their central web-based console, they can trigger alerts simultaneously through all channels, including telephones, computers, mobile devices, sirens, and public address systems.
- 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.

Related Cisco Products

- Cisco Open Platform for Safety and Security
- Unified Communications
- IPICS

Related Partner Information

- 3-Minute Flash Demo: "AtHoc IWSAlerts" (<http://www.athoc.com/products/productTour.aspx>)
- Case Study: "U.S. Air Force Reserve Command" (http://www.athoc.com/products/caseStudy_AFRC.aspx)
- Article: "Listen Close: SyREN is Coming to NASA Johnson Space Center" (http://www.athoc.com/pdf/NASA_JSC_reprint.pdf)
- Article: "UCLA Turns to Technology to Protect Students and Staff" (http://www.athoc.com/pdf/UCLA_reprint.pdf)
- Article: "12 Lessons for Emergency Alerting" (http://www.athoc.com/pdf/MissionCriticalCommunications_EmergencyAlertreprint.pdf)

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