



BUSINESS CASE

For Internal Alerting

Plus Subscription

Problem

Organizations are having a hard time sharing important information about workplace emergencies and daily events with staff, executives, suppliers and partners. This is particularly true for local emergencies like severe weather, natural disasters, and police incidents in places where your staff live and work. The old way of calling or emailing everyone individually takes too long and doesn't always work. This means people might not get important information in time, which can put them and your organization at risk.

Solution

Our company provides an inclusive emergency alert and mass notification solution called Alertable that's built to improve how we communicate with diverse audiences during both everyday situations and emergencies. Our solution uses text messages, emails, automated phone calls, and mobile apps to make sure your message reaches your staff right away in a way that works best for them. It also shares your message in traditional ways like posting on internal websites and even in Microsoft Teams. It helps that Alertable is connected to various alerting systems across Canada for extreme events like severe weather, natural disasters, transportation incidents, and police incidents so your staff can receive important messages instantly without any effort from you.

Costs

Our pricing makes it easy for organizations to budget with a simple annual subscription fee. For medium organizations, the annual subscription starts at \$6,000. In the first year, there's also a small one-time setup and activation fee of up to \$1,500. This subscription gives you ongoing

access to our comprehensive emergency alert and mass notification solution, including support and updates, without stretching your budget.

Benefits

- Greater Inclusivity: By using different ways to communicate, you can make sure that important messages and everyday information are received by everyone in your organization, including outside partners, in the way that works best for them, no matter what language they speak.
- Monitoring Time Savings: Our system collects important alerts from various official sources so that you don't have to spend time searching for them. This way, you can quickly review important information and share it with your team to take specific actions for your business.
- Enhanced Resilience: Using different ways to communicate helps make sure that important information can still be sent out, even if there are problems with the usual ways we communicate, like a bad internet connection or other technical issues.
- Improved Response Time: Using different ways to share information helps get the word out faster, so we can react faster to important events and plan better for both unexpected situations and everyday stuff.
- Employee Engagement: Our solution sends out alerts using common communication methods like text messages, emails, and phone calls. This helps keep employees engaged and encourages everyone to stay informed and ready for any situation.
- Process Savings: The software brings together all messaging tasks in one place, so one person can easily create and send the same message across all communication channels like social media, websites, email, calls, texts, and apps with just one click. This makes it much simpler for teams and individuals to coordinate their messaging.
- Complaint Reduction: Making sure that important information is quickly shared with the right people is really important. It helps your boss, employees, and important stakeholders get the latest news right away, so they can't accuse you of not telling them soon enough. This also saves time and energy because you can deal with complaints and worries faster.

- Administration Savings: The software lets your top leaders, employees, and other important people sign up for updates without needing extra staff to handle their contact information. This means they can choose what notifications they get, and keep their details up to date. It makes communication smoother and saves you time so you can focus on dealing with the important stuff.

Return on Investment

This shows how much a medium-sized organization can gain back from its investment. Even when we only consider some of the benefits, the return on investment looks really good. When we take into account all the benefits and those specific to the organization, the payback looks even better.

ROI = (Benefit / Cost) x 100 = **646%, or ~6.5X payback** annually

- Benefit = Monitoring Time Savings + Process Savings + Complaint Reduction + Administration Savings = \$48,450
- Cost = Annual Software Subscription Fee + Training & Setup Time = \$7,500

Monitoring Time Savings:

- Estimated time spent monitoring extreme events in your local area: One employee spends a collective 1 hour per day keeping an eye on local events that could disrupt operations and impact the well-being and livelihood of staff.
- Reduction of time spent monitoring: 90% after implementing the software solution
- Estimated number of annual alertable events: 25
- **Annual savings = \$11,700** (calculation: 1 hour/day x 260 working days/year x 90% hours saved after implementing the software solution x \$50/hour wage)

Process Savings:

- Estimated time spent per alertable event: 3 employees spend 20 hours collectively preparing and dispatching messages on different channels for the lifecycle of the event

- Time savings with software subscription: 1 person handles all notification messages for the lifecycle of the event in under 1 hour
- Estimated number of annual alertable events: 25
- **Annual savings = \$23,750** (calculation: 25 events x 19 hours saved x \$50/hour wage)

Complaint Reduction:

- Estimated time spent per event: 4 employees spend 40 hours collectively preparing and delivering responses to executives, employees and community officials after major incidents
- Reduction of complaints and concerns: 75% after implementing the software solution
- Estimated number of annual major incidents: 6
- **Annual savings = \$9,000** (calculation: 6 major incidents x 30 hours saved x \$50/hour wage)

Administration Savings:

- Estimated time spent annually managing contact lists: 1 employee spends 80 hours
- Reduction of time spent: 100% after implementing the software solution
- **Annual savings = \$4,000** (calculation: 80 hours saved x \$50/hour wage)

Exponential Returns

The above ROI provides significant advantages across various events, irrespective of the extent of damage or disruption. During extreme emergencies, the impact on employees and operations amplifies, further enhancing the ROI. Timely alerts enable your staff to take protective actions, reducing the risk of harm and disruption to lives and operations, which can escalate into hundreds of thousands or even millions of dollars.

The Alertable Advantage

Our solution has many great benefits. It helps you stay aware of what's going on, works great on mobile devices, is used and trusted by companies like yours, and comes with lots of

ready-to-use alert templates. With these advantages, we give our clients the tools they need to communicate well and quickly in any situation.

- **Better Situational Awareness:** Alertable provides one place for you to go to keep an eye on what is happening in areas where your employees live and work to safeguard their safety and well-being, and also your operations.
- **Trusted by Top Organizations:** Our solution is quickly becoming the preferred choice for emergency communication at all levels in Canada. This widespread adoption underscores the trust and confidence that businesses have placed in our solution to deliver timely messages when seconds matter most.
- **The Alertable Mobile App Stands Out:** There are many ways to receive important alerts, such as through text messages, email, and phone calls. However, our mobile app is a popular choice because it's easy to use and has great features. People in Canada love it and find it helpful. It allows users to get important alerts and information quickly, even when they're not at home or work.
- **Extensive Library of Alert Templates:** Our solution includes a wide variety of ready-made alert templates designed to help you communicate important information quickly and effectively during emergencies and everyday situations. These templates are based on research and are proven to be clear, concise, and impactful. By using our library, you can save time and make sure your messages are effective.

In summary, using our complete emergency alert and mass notification system is a practical and effective way to communicate during both emergencies and everyday situations. By using different communication methods, small and medium businesses can make sure their employees stay safe, improve communication, and strengthen their overall ability to handle tough situations.