



BUSINESS CASE

For Public Alerting

Plus Subscription

Problem

Communities face challenges in effectively disseminating crucial information to all residents and visitors, not only during emergencies but also in day-to-day non-emergency situations. The traditional approach of communicating crucial information via websites, social media, and local news is no longer working and often falls short of reaching everyone quickly and reliably. This can result in individuals missing out on important information and updates about emergencies and daily situations, impacting their ability to protect themselves when in danger and to save themselves time by planning for daily events.

Solution

Our company offers a comprehensive emergency alert and general mass notification solution designed to address the shortcomings of traditional communication methods, not only during emergencies but also in daily situations. In addition to enhancing alerts, our solution incorporates SMS, email, automated phone calls, and mobile applications to ensure your message goes directly to people instantly. It will also communicate your message in all traditional ways, including on your websites and social media, to save you time doing that separately. This multi-channel approach ensures that critical information reaches a wider audience through a unique combination of broad-based and targeted direct messaging.

Costs

Our pricing structure simplifies costs into a single annual subscription fee, making budgeting straightforward for organizations. The annual subscription starts at \$6,000 per year for a community of your size. This does not include a small one-time setup and activation fee of

\$1,500 in the first year. With a subscription-based model, you get continual access to our comprehensive emergency alert and mass notification solution, including support and updates without straining your budget.

Benefits

- Increased Reach: By leveraging multiple communication channels, you can reach a broader audience, ensuring that critical alerts and day-to-day information are received by everyone, regardless of their preferred method of communication.
- Enhanced Resilience: Diversifying communication channels improves the resilience of notification systems, enabling information to be delivered even during network outages or technological limitations.
- Improved Response Time: The use of multiple channels facilitates faster dissemination of information, enabling quicker responses and better planning for both emergencies and daily situations.
- Community Engagement: By delivering alerts through familiar channels like SMS and email, our solution fosters community engagement and encourages individuals to stay informed and prepared for any situation.
- Process Savings: The software consolidates all messaging tasks into one platform, allowing one person to create and send consistent messages across all communication channels (e.g. social media, websites, email, calls, SMS and apps) with a single click. This eliminates the need for complex coordination among teams and individuals.
- Complaint Reduction: Immediate distribution of critical information to all pertinent parties ensures that residents, visitors, the media, and community stakeholders promptly receive updates, thereby minimizing the possibility of accusations related to inadequate or delayed notification. This, in turn, diminishes the time and effort required to address post-incident complaints and concerns from both the public and the media.
- Administration Savings: The software enables self-subscription for the public, eliminating the need for dedicated staff to manage contact lists and maintain contact information. Individuals can independently sign up for notifications, manage preferences, and update their details, streamlining the process and ensuring an accurate and current

communication database. This empowers you to focus on responding to the event, saving valuable time.

Return on Investment

Considering the ROI on only some of the benefits reveals an extremely attractive payback.

ROI = (Benefit / Cost) x 100 > **500%, nearly 5X payback** annually

- Benefit = Process Savings + Complaint Reduction + Administration Savings = \$37,750
- Cost = Annual Software Subscription Fee + Training & Setup Time = \$7,500

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 public and media inquiries 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 people and businesses amplifies, further enhancing the ROI.

Timely alerts enable your constituents to take protective actions, reducing the risk of harm and disruption to lives and businesses, which can escalate into the hundreds of thousands or even millions of dollars.

The Alertable Advantage

Our solution offers unparalleled advantages, including top-rated mobile app functionality, trust from government entities at all levels, a rich library of pre-scripted alert templates, and compliance with industry standards like CAP. With these distinct benefits, we provide our clients with the tools they need to communicate effectively and efficiently in any situation.

- **Trusted by Government:** Our solution is the preferred choice for emergency communication at all levels of government, including local, regional, and provincial authorities. This widespread adoption underscores the trust and confidence that governments have placed in our solution to deliver timely messages when seconds matter most.
- **The Alertable Mobile App Stands Out:** Although there are many ways for people to get your alerts, including SMS, email and phone calls, our mobile app stands out as a preferred choice. It's one of the highest-rated and most-reviewed solutions of its kind in Canada. With a user-friendly interface and robust features, our mobile app ensures that users can receive critical alerts and information swiftly and efficiently, even on the go.
- **Twin-Tuned Location Targeting:** Our cutting-edge geolocation-based solution for targeting messages empowers both the message sender and the recipient with a level of control that allows for highly precise targeting of messages. Whether you're looking to promote a product, share important news, or simply connect with others, our system puts

you in the driver's seat. With granular control, you can tailor your messaging to individual preferences and ensure that your message is heard by the right people.

- **FlexFlow Messaging:** An innovative message queue management system that ensures an optimal and efficient flow of error-free messages to recipients. The system can scale on demand according to volume, which means it can handle fluctuations and peak loads with ease. This optimization ensures fast and reliable message delivery. Alertable uses FlexFlow queue management to send millions of messages to millions of people at once without any compromise or failure. The system has proved its worth during some of the costliest disasters in Canadian history.
- **Relevance Poly-Filtering:** Our homegrown, proven approach for reducing the amount of noise and information overload people receive during emergencies and daily incidents. It prioritizes personalization and control to ensure that people receive the most relevant and impactful information that can help them stay safe, save time, and plan ahead. The system allows users to customize their alerts based on location, source, type, and severity level, giving them an unparalleled level of personalization and control. This, in turn, enhances positive action-oriented behaviours during emergencies and daily incidents.
- **Extensive Library of Alert Templates Built for Canada:** Our solution boasts a comprehensive library of over 150 alert templates, each crafted based on industry and academic research specifically for the Canadian landscape. These templates contain pre-scripted messaging proven to be effective in communicating critical information during emergencies and daily situations. By leveraging our library, users can save valuable time and ensure that their messages are clear, concise, and impactful.

In conclusion, integrating our comprehensive emergency alert and mass notification solution offers a cost-effective and efficient approach to communication in both emergency and daily non-emergency situations. By embracing a multi-channel strategy, communities can maximize public and environmental safety, enhance communication, and improve overall resilience.