



BUSINESS CASE

For Internal Alerting

Premium Subscription

Problem

Companies face challenges in effectively disseminating crucial information to executives, employees and key partners and industry stakeholders, not only during emergencies but also in daily non-emergency situations. The traditional approach of communicating crucial information via distribution lists, phone trees, and company portals and websites 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 and their operations 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. 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 your portals, websites and social media, if that is appropriate. 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. Let's assume an annual subscription of \$15,000 per year for a

corporation like yours. This does not include a small one-time setup and activation fee of \$2,500 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 in your company, including external stakeholders as appropriate, 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.
- Employee Engagement: By delivering alerts through familiar channels like SMS, email, and phone, our solution fosters employee 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 your executive, employees and key 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.
- Administration Savings: The software enables self-subscription for your executive, employees and stakeholders, eliminating the need for dedicated staff to manage contact

lists and maintain contact information. People 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 = **277%, or ~3X payback** annually

- Benefit = Monitoring Time Savings + Process Savings + Complaint Reduction + Administration Savings = \$48,450
- Cost = Annual Software Subscription Fee + Training & Setup Time = \$17,500

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 industry 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, operations and supply chains amplifies, further enhancing the ROI.

Timely alerts enable your constituents to take protective actions, reducing the risk of harm and disruption to lives, operations and supply chains, 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 companies like yours, 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 Companies:** Our solution is quickly becoming the preferred choice for emergency communication of large companies like yours. This 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:** 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.
- **Extensive Library of Alert Templates:** Our solution boasts a comprehensive library of over 150 alert templates, each crafted based on industry and academic research. 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.
- **Common Alerting Protocol (CAP) Compliance:** We pride ourselves on being Common Alerting Protocol (CAP) compliant, which is the interoperability alert standard used in Canada. This compliance ensures that our messages meet the highest quality standards and are delivered reliably, even in situations where other systems may compromise or fail.

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, small and medium businesses can maximize employee safety, enhance communication, and improve overall resilience.