



---

## FACT SHEET

### Ways to receive alerts:

- Mobile app iOS & Android
- SMS/text, email and phone call
- Facebook & X (formerly Twitter)
- Website Microsoft Edge, Safari, Chrome, Firefox web browsers
- Amazon Alexa
- Messenger
- Microsoft Teams and Slack

### Supported Hardware:

- Smartphones
- Cellular phones
- Landline phones
- Computers
- Tablets
- Various OEM digital displays
- Various OEM sirens and beacons
- Various OEM pager systems
- TV and radio broadcaster (requires provincial authorization)

### Third-Party Alert Systems Integrations:

- Alert Ready, Canada's national public alerting system (public safety alerts)
- Environment and Climate Change Canada (severe weather alerts)
- US Geological Survey (earthquake alerts)
- Various province-specific alerting systems including transportation, flooding, etc.

### Third-Party Other Systems Integrations:

- Microsoft Active Directory
- Peoplesoft
- AppArmor
- Esri/ArcGIS (GIS Software)
- Juvare/WebEOC (EOC software)
- BCG/DisasterLan (EOC software)
- Transnomis/Municipal 511 (Road works software)

### Canadian Data Centres:

- Amazon Web Services (Primary)
- Microsoft Azure (Secondary)

### Supported Languages:

- Multilingual

**Security, Privacy & Compliance:**

- Common Alerting Protocol (CAP) compliant
- Web Content Accessibility Guidelines (WCAG) 2.0 compliant
- iOS and Android accessibility guidelines compliant
- Data centres CSA, SOC 1-2-3, ISO 9001, 27001, 27017, 27018 compliant
- Personal Information Protection and Electronic Documents Act (PIPEDA) compliant
- Canadian Anti-Spam Legislation (CASL) compliant
- Freedom of Information and Protection of Privacy Act (FOIPPA) compliant
- Open Web Application Security Project (OWASP) compliant

**Key Benefits:**

- Direct notifications - notify people directly on their phones, computers, watches and home speakers
- Mass notifications - notify people indirectly through social media, websites, digital displays, and other OEM equipment.
- Save time - your one place to send alerts to everyone everywhere at once with the push of a button
- Value add - free alerts about severe weather, public safety, earthquakes and more

**Key Differentiators:**

- Traction, our customers serve over 1/3rd of Canada's population
- Trusted by Top Canadian Universities, Top Canadian Companies, Top Canadian Cities, Top Canadian Provincial Emergency Management Agencies, Top Provincial Ministries including Health and more
- The only mass notification system adopted by provincial governments responsible for emergency alerting
- Highly popular, 4.5+ star satisfaction rating and thousands of reviews
- Time savings, 90% savings over sending alerts the traditional way
- More choice, many ways for the public to receive alerts including mobile app, smart watches, smart speakers, online (web), social media, SMS, email, phone call, and more
- Alert Ready approved, the only commercial mass notification system to send and receive alerts via Canada's national public alert system
- Subject matter experts, we are co-editors of the open alert standard used here in Canada and by nations all around the world, e.g. Canadian Profile of the Common Alert Protocol (CAP) and emergency alert Common Look and Feel (CLF) guidelines

**Proven and Capable:**

- Millions of notification messages sent to millions of people in seconds without compromise or failure
- No outages, ever
- Trusted by large government and mission-critical corporate enterprise
- Successfully used during the costliest disasters in Canadian history for wildfires, floods, tornadoes, earthquakes, police incidents and more

**Setup Timeline:**

- Starter subscription: 1-2 days
- Plus subscription: 2-5 days
- Economy subscription: 3-7 days
- Premium subscription: 5-10 days