



## PRICING

*All pricing is per year and exclusive of taxes unless otherwise stated.*

	STARTER /year	ECONOMY /year	PLUS /year	PREMIUM /year
	\$1,950	\$3,950	\$5,950	\$10,950
<b>Activation</b>				
One-time setup and activation fee	\$500	\$1,000	\$1,500	\$2,500
<b>Accounts &amp; Profiles</b>				
Alert administration user account	1	5	10	15
Additional alert administration user account	\$600 /user account	\$300 /user account	\$250 /user account	\$200 /user account
Primary organization profile	Included	Included	Included	Included
Sub-organization profiles	not available	not available	\$800 /profile	\$400 /profile
Single Sign On (SSO) add-on for alert administration user accounts	not available	not available	not available	\$200 /user account
<b>Outbound Notification Methods</b>				
Alertable mobile app (iOS & Android)	Included	Included	Included	Included
Alertable smart speaker app (Amazon Alexa)	Included	Included	Included	Included
Alertable social communication app (Messenger)	Included	Included	Included	Included
Alertable workplace app (Microsoft Teams, Slack)	Included	Included	Included	Included
Alertable website (Chrome, Safari, Firefox, Edge)	Included	Included	Included	Included
Alertable social media pages (Facebook, Twitter)	Included	Included	Included	Included
Alertable email service (unlimited)	not available	Included	Included	Included
Alertable SMS messages + phone calls service (limits)	not available	5,000	15,000	30,000
Increased SMS messages + phone calls threshold	not available	[rate table]	[rate table]	[rate table]
<b>Features &amp; Capabilities</b>				
Standard library of notification templates	Included	Included	Included	Included
Standard library of geofence areas	Included	Included	Included	Included

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	<b>\$1,950</b>	<b>\$3,950</b>	<b>\$5,950</b>	<b>\$10,950</b>
Multi-language	Included	Included	Included	Included
Recipient sign-up portal	Included	Included	Included	Included
Scheduling	not available	Included	Included	Included
Branded alerts with customer logo	not available	Included	Included	Included
Internal alerting group & recipient management	not available	Included	Included	Included
Online dashboard and reporting	not available	Included	Included	Included
Polling & feedback	not available	not available	Included	Included
Incident management (Alertable for Microsoft Teams)	not available	not available	not available	Included
<b>Integration</b>				
OmniAlert Connectivity Hub (alert feed & API)	Included	Included	Included	Included
Corporate social media integration (Facebook & X)	not available	Included	Included	Included
Corporate website integration (recipient sign-up form)	not available	Included	Included	Included
Corporate website integration (active alerts plug-in)	not available	not available	Included	Included
Corporate systems integration, including OEM*	not available	not available	not available	<b>\$1,000</b> /system
<b>Services &amp; Training</b>				
Customer service 24/7	Included	Included	Included	Included
Promotion kit	Included	Included	Included	Included
Self-guided online training 24/7	Included	Included	Included	Included
Instructor-led 1-hour training session	not available	Included	Included	Included
Additional instructor-led 1-hour training session	not available	<b>\$150</b> /participant	<b>\$100</b> /participant	<b>\$50</b> /participant
Manually import contact information	not available	<b>\$300</b> /import	<b>\$200</b> /import	<b>\$100</b> /import
Business process outsource	not available	not available	not available	[call for price]

\* Corporate systems include custom in-house developed solutions and apps and Original Equipment Manufacturer (OEM) includes sirens, beacons, digital displays and 3rd party computer solutions and apps including GIS, EOC, HR, Alert Ready and other specialized solutions.

## Alertable SMS + Phone Call Threshold Rate Table

<b>SMS Messages + Phone Calls</b> /year	<b>Fee</b> /year
2,500	\$75
5,000	\$125
10,000	\$250
25,000	\$625
50,000	\$1,250
100,000	\$2,500
250,000	\$6,250
500,000	\$12,500
1,000,000	\$25,000

Our SMS and phone call service is similar to a data plan offered by cellular providers. Each subscription level has a specific threshold for usage. Our team is available to help you decide if you need to increase your threshold. There's no need to worry if you don't increase it right away; if you find yourself approaching your threshold before the year ends, you can always increase it at that time.

For instance, if you begin with the PLUS subscription, which has a limit of 15,000 SMS messages and phone calls, and you reach that limit midway through the year, you can increase your threshold to 30,000 messages for \$375. This adjustment is based on the assumption that your usage in the first half of the year will be similar to what you will need in the second half. However, if you are approaching your threshold about three-quarters of the way through the year, it may be more practical to raise your limit by a smaller amount, such as increasing it to 22,500 messages for just \$200 to cover the remainder of the year.

Many customers use their first year as a calibration or benchmark period to help establish their budget for subsequent years.

## Professional Services

Hourly Rate: \$175/hr