



# CODERED

By CRISIS24

## HOW IT WORKS

### PROTECT YOUR PEOPLE AND COMMUNITY WITH EFFECTIVE COMMUNICATION

The duty to protect has never been more urgent or complicated for government agencies. Man-made and natural disasters are increasing in both frequency and severity, putting public safety at risk.

Whether it's severe weather, civil unrest or closure of a major roadway, residents and communities rely on government agencies and public safety officials for reliable information.

In order to respond effectively to a threat, agencies must be able to communicate with citizens and internal team members, deliver accurate, targeted alerts and activate response teams.

CodeRED by Crisis24 is an emergency notification system that helps government agencies inform and protect their communities. The intuitive, cloud-based software makes it easy to create and deliver geo-targeted alerts, so you can get the right information to the right people at the right time.

#### WITH CODERED, STATE AND LOCAL GOVERNMENT AGENCIES CAN:

- ENGAGE AND PROTECT THEIR COMMUNITIES
- MITIGATE THE IMPACT OF AN EMERGENCY OR CRISIS
- IMPROVE TEAMWORK AND COLLABORATION AMONG RESPONSE TEAMS

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# FAQs

## WHAT IS CODERED AND WHAT IS IT USED FOR?

CodeRED is an emergency notification system developed specifically for local public safety personnel to notify their communities of time-sensitive information or emergencies. The system can reach millions of individuals in minutes to ensure information such as evacuation notices, missing persons, inclement weather advisories and more are quickly shared.

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## WHY DO YOU NEED AN EMERGENCY NOTIFICATION SOLUTION?

In an emergency situation, an effective emergency notification solution does more than protect individuals and keep them safe. It also gives residents a sense of confidence. They understand where to go when they need information about local hazards and impending emergencies.

With an emergency notification system, you can:

- Send time-sensitive alerts to your community quickly and receive feedback
- Target messages to individuals based on their current location
- Send alerts through multiple channels (text, email, voice or social media)
- Reach residents in their native language through automated translation

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## WHAT KIND OF COMMUNICATIONS CAN I SEND?

There's an endless list of reasons why agencies need to communicate with their people, whether in the case of an emergency or simply as part of daily operations. Severe weather, wildfires and active assailants are examples of critical events when effective communication can mean the difference between life and death. Day-to-day use cases that keep operations running include SWAT team activation, office closures, HR updates and staffing alerts.

CodeRED was designed to be used across several departments and agencies. Real communications sent by our customers include:

- Boil water notices
  - Chemical spills and HAZMAT incidents
  - Evacuations
  - Missing and endangered children/persons
  - Police activity
  - Road closures
  - Severe weather warnings
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## WHAT TYPES OF DEVICES CAN I USE TO ACCESS AND SEND MESSAGES?

Send an alert from almost anywhere, anytime using:

- Any phone (cell or landline)
- Any internet-connected device, including tablets and desktops
- CodeRED app

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## WHAT IS MULTI-MODAL MESSAGING AND WHY IS IT IMPORTANT?

"Modalities" are the different devices and channels available to use to send an alert notification. It's possible that some channels might be down or overloaded during a widespread disaster, but it's highly unlikely that all modalities will be unavailable all at once. Sending alerts through multiple channels and devices increases the odds that your messages will get through.

Send alerts to virtually any communications device including:

- Mobile
- Email
- Text
- CodeRED app
- IPAWS (WEA, EAS, NWEM and COG)
- Social media
- Indoor/outdoor sirens
- RSS feeds
- And more

The ability to use one platform to send alerts through a variety of modalities is a key benefit because it streamlines the alerting process and increases the chances messages will be delivered even if some channels are down.

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## IS IT EASY TO CREATE AND SEND MESSAGES?

Yes, it only takes a few clicks to send an alert to tens, hundreds or even thousands of people. CodeRED offers a variety of message templates and a Quick Alert process to expedite the delivery of alerts during emergencies, while also providing an advanced alert option for more complex workflows.

See page 5 for an illustrated guide to sending a Quick Alert.

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# FAQs

## WHAT IS THE BEST WAY TO BUILD YOUR DATABASE AND KEEP CONTACT DATA CURRENT?

CodeRED populates each customer's contact list by drawing from multiple sources, then geocoding the records to complete the database. The sources can include company-supplied data, customer-supplied data, 911 data and public enrollment data. Company-supplied data consists of national, residential and business phone data. Customer-supplied data can include utility billing data, business license data and any other customer data. Customer-supplied 911 data includes 911 data supplied by the customer. And lastly, public enrollment is comprised of entries from residents and businesses that provide their own contact information on the public enrollment page.

Data collection and management are essential components of a successful emergency notification program. To help maintain accurate records, CodeRED offers each customer a web page ("public enrollment portal") where staff and residents can go to update their own contact information, keeping it as accurate as possible.

This helps minimize sending messages to outdated contact information and putting residents and staff at greater risk in a crisis. The system will also deliver routine reminders with links to the public enrollment portal. This feature streamlines the process of maintaining accurate information and saves valuable staff time.

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## CAN ALERTS BE EASILY TARGETED TO SPECIFIC PEOPLE OR GEOGRAPHICAL AREAS?

Yes, CodeRED allows for the precise targeting of alerts to specific groups of people. A sender can target recipients based on key characteristics, including geographic location, building, floor, job role or capability.

Depending on the size and scope of your contact database, you may need the ability to quickly choose groups of staff to alert in an emergency without sending a message to your entire contact database.

For example, if your community has a large population, and there's an evacuation in just one city due to a wildfire, you need the ability to quickly send an alert to the people in just that one location.

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## WHAT KIND OF SYSTEM IMPLEMENTATION IS NEEDED?

CodeRED is ready to use immediately. With no equipment to install or phone lines to add, authorized users simply log in to the system with their credentials. An initial calling database and local maps can be provided and are instantly available for enabled users to target residents and businesses by location.

## ARE ALERTS SENT THROUGH CODERED SECURE?

We know how important security is in the current digital landscape. Don't just take our word for it. We have achieved multiple third-party certifications. And each year we're subjected to rigorous ongoing tests to ensure we exceed even the most demanding security standards.

Our security features include:

- FedRAMP authorization in process
- At-rest and in-transit data encryption
- Two-factor authentication
- Annual third-party PEN testing
- Single sign-on capability
- Digital signatures
- Password policy controls

For a more detailed report on our security standards and controls, please contact your CodeRED representative.

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## DOES CODERED OFFER A MOBILE APP?

Yes, CodeRED offers a revolutionary app that utilizes Internet Protocol (IP) end-to-end networking for the quick, secure delivery of voice and text messages to recipient mobile devices, anywhere they're located. To help keep your community and agency connected in both emergency and everyday communications, CodeRED mobile reduces the headaches of traditional phone and text notifications.

This encrypted, IP end-to-end approach means you have greater security and a lower total cost of ownership by reducing variable usage fees from domestic and international carriers.

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## WHAT TYPE OF ONBOARDING AND CUSTOMER SUPPORT IS AVAILABLE?

CodeRED is committed to customer satisfaction. Our goal is to provide superior alerting and response services with the best customer support, making the alerting service simple, fast, reliable and effective.

We offer several options for customers to get support. They can call or email our Customer Support representatives or choose from several support and training options accessible from within the user interface.

While some other vendors require multi-day training courses for their complex solutions, CodeRED provides online training that generally takes just a few hours to fully prepare authorized users.

We have built our solid reputation on real, effective and helpful customer support. We offer live assistance 24 hours a day, 7 days a week, 365 days a year. You can dial our toll-free support number at any time to send alerts with a support specialist.

Page 6 walks you through the CodeRED implementation and support process.

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# FEATURES

CodeRED offers numerous capabilities that extend the value and return on investment of our alerting service. In your planning and risk assessment process, consider the ways enhanced communications could help improve your community's resilience.

## EXPLORE THE WIDE VARIETY OF FEATURES PROVIDED BY CODERED:



### GEO-TARGETED ALERTS

Target alerts by location in the case of regional threats or evacuations with flexible mapping tools. Use existing address data to send notifications to recipients within the affected area or draw a geofence boundary and automatically alert any individual who enters that area while the event is in effect.



### RESPONSE OPTIONS

Poll your people by providing response options to collect valuable feedback and view responses in real time. Response options could be as simple as "Confirm Receipt" or to evaluate if emergency action is necessary with responses like, "I need help."



### TEXT-TO-KEYWORD

Expand your alert radius and protect your community through subscription-based text alerts surrounding an event, incident or other alert type. Residents are able to subscribe by texting a customized keyword to a SMS short code.



### AUTOMATED SEVERE WEATHER ALERTS

Automated, location-based critical event alerts generated from The Weather Company® via multiple modalities eliminate the need to manually detect an event, instantly triggering notifications to the right people.



### ACCOUNT PORTAL

Improve your contact data through a customizable account portal where people can create an account and register for alerts. Individuals can log in and update their information whenever it changes to ensure they receive alerts.



### TRANSLATION

Send alerts to residents in their native language to ensure understanding through an automated translation service via Microsoft Azure.



### IPAWS

Leverage a fully compliant IPAWS alert origination provider to send geographically targeted alerts through FEMA communications channels (WEA, EAS, NOAA, NWEM and COG). Former public safety officials designed this solution to give your agency the ability to deploy IPAWS alerts quickly during stressful situations.



### CENTRALIZED OPERATING HUB

Use the newly evolved visualization dashboard for control center level visibility. Customize the reporting widgets you want to see, including assets (such as contacts and groups), response analytics and quick links to act. This 360-degree view creates a consolidated summary of your communications efforts.

# SEND AN ALERT IN LESS THAN 6 STEPS

## LET'S BEGIN

You don't have to be at a specific location to send an alert. Create messages from any landline, mobile phone or computer. Send alerts from your tablet or smartphone with the CodeRED mobile app.

### 1 CREATE YOUR MESSAGE

Select emergency or general and craft your alert copy with response options if needed.

### 2 IDENTIFY SEVERITY AND AUDIENCE TYPE

Select whether the alert is emergency or general and public, internal or both.

### 3 CHOOSE YOUR MODALITIES

Select to send an alert via voice, text, email or all the above.

### 4 SELECT YOUR RECIPIENTS

Choose all of your contacts or a specific subgroup.

### 5 SEND YOUR ALERT

Send your alert now or schedule it to go out at a later time or date.

### 6 MONITOR THE RESPONSE

Monitor all alert responses in real time so you can take additional action if necessary.

**Create a Quick Alert**

1 What would you like to name alert?  
Alert Name\*  
Enter alert name, e.g. Monthly Fire Drill  
Severity  
Emergency  
Audience Type  
Public & Internal

2 What delivery methods would you like to use?\*

+ Add Delivery Methods

Email (public) Mobile App (public)  
SMS (public) Voice (public)  
Email SMS Voice

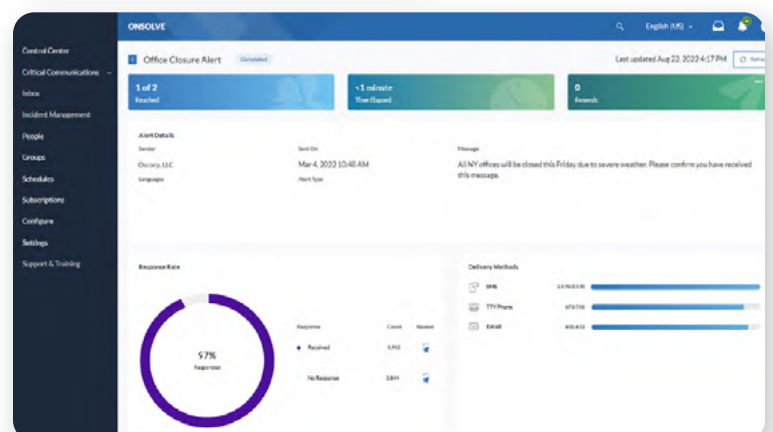
3 What would you like your message to say?\*

Enter message body

+ Add response option

1 Who do you want to send to?  
Search for contacts and groups... Bulk Add

CANCEL SEND NOW





## GETTING STARTED WITH CODERED

Here's a high-level look at what you can expect when you choose CodeRED for your emergency notification system.



### 1 START YOUR IMPLEMENTATION

During implementation kickoff, we'll collaborate to set clear business objectives, gather your requirements, define your project scope and establish the goals you want to achieve. This is the time to review how CodeRED fits into your ecosystem, define project success criteria and review the implementation timeline with deliverables. You'll also meet your dedicated CodeRED team, including your account manager and project manager.



### 2 COACH YOUR TEAM

You'll connect regularly with your CodeRED team to get up-to-speed and help ensure best-in-class delivery and engagement. Every decision that's made is targeted to accomplish your specific goals.

This includes:

- Determine your divisions and roles
- Create your contact data and groups
- Begin building scenarios, alerts and branding
- Set up additional features
- Prepare for roll-out



### 3 CARE FOR YOUR NEEDS

Once implementation is complete, you'll transition to the CodeRED support team. This includes 24/7/365 assistance, regular account management check-ins, access to the Customer Community and exclusive customer events and webinars. You can also engage with subject matter experts on taking thoughtful steps to ensure your system evolves as your agency's needs change.

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Take a [demo](#) to discover how you can get the right information to the right people at the right time with CodeRED by Crisis24.