EMERGENCY MASS
COMMUNICATIONS

KASTLE
SYSTEMS

THE OLD WAYS OF COMMUNICATING NO LONGER SUFFICE IN TODAY'S EMERGENCY ENVIRONMENTS. MOBILE IS THE BEST WAY TO STAY CONNECTED IN A CRISIS.

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This eBook explores mobile in emergency mass communications and demonstrates how and why it is the right solution across campuses and in multi-tenant office buildings.

COMMUNICATION TECHNOLOGY CONTINUES TO IMPROVE — BUT COMMUNICATING WITH A GROUP DURING A CRISIS CONTINUES TO LAG.

Turn on the TV, visit a web page, open a newspaper, and you'll learn about another mass shooting, hate crime, terrorist attack, or weather-related disaster. While the types of threats may not have changed much, their methods and frequencies are increasing at an alarming rate.

These often-unpredictable situations require fast communications to large groups, whether to notify them to:

+   Watch for and report suspicious activity,

+   Shelter in place, or

+   Evacuate.

Unfortunately, catastrophe-related information continues to be communicated as it's been for generations, through methods like phone trees, complex processes, and the ever-present red box fire alarm.

These slow, highly manual processes are not acceptable in today's sophisticated crisis situations. Organizations need a robust alerting system that can help save more lives by

getting the right information to the right people at the right time – as quickly as possible.

MOBILE TECHNOLOGY CAN CLOSE THE GAP.

We all stay connected with our smart devices.

Yes, we take calls, but we also send and receive texts, answer emails, and complete tasks using specialty apps. Many of us keep our devices by our beds at night and reach for them first thing in the morning.

In this "always on" society, why aren't more organizations using mobile technology to reach people where they are, when they need to?

Mobile technology allows for easy and almost immediate connection with large audiences – i.e. groups of employees, tenants, teachers, students, and strangers – to disseminate and collect critical details almost instantaneously using multiple channels.

When you **"see something,"** it's the fastest way to **"say something"** to everyone who needs to know.*

Cellphone and smartphone penetration statistics:

95% of Americans own a cellphone.

77% of those are smartphones, up from 35 percent. (Pew Research Center's first survey of smartphone ownership in 2011).*

*http://www.pewinternet.org/fact-sheet/mobile/

WHAT ARE EMERGENCY MASS COMMUNICATIONS?

Hurricane Harvey was the first major Atlantic hurricane to make landfall in the U.S. in over a decade.

In the days leading up to its arrival, and in the four days that followed, it dropped more than 40 inches of rain, and hundreds of thousands of people needed to know what to do to remain safe.

This is just one of many situations requiring quick, effective emergency communications to a large group.

In addition to extreme weather, emergency mass communications might also be used with:

+ Active Shooters **(Approximately 50% of active shooter incidents occur in the workplace*)**

+ Fires

+ Power Outages

+ Suspicious Activities

+ Suspicious Packages

+ Facility Issues

+ Network & Email Outages

* https://www.cnn.com/2016/06/13/health/mass-shootings-in-america-in-charts-and-graphs-trnd/index.html

Emergency mass communications might be needed to:

+ Announce and manage unplanned events.

+ Provide warnings and guidance.

+ Eliminate rumors by providing consistent messages.

+ Collect information quickly from those on the ground.

Those who need this information might be physically close to each other, like during the YouTube shootings, or dispersed over a large area, like during Harvey and the Boston Marathon Bombing.

The minutes before first responders arrive, before equipment gets shut down, before a hurricane makes land, can be the difference between life and death or success and failure.

The average first responder response time is 7 minutes.*

* https://www.asecurelife.com/average-police-response-time/

HOW EFFECTIVE ARE TODAY'S EMERGENCY COMMUNICATIONS?

Don't panic. Stay calm. Follow a process.

Great in theory, sometimes difficult in the heat of the moment, when those involved in an emergency find themselves flustered and anxious. **Their pulses race, the sweat starts dripping, and they may even forget:**

+ **What** they're supposed to do,

+ **What** they're supposed to say, and

+ **How** they're supposed to get it all done.

Many decisions need to be made, including:

+ **Audience:** who needs to hear the message(s)?

+ **Urgency:** how soon and how often they need to be updated?

+ **Delivery method(s):** what's the best channel to deliver the message and how reliable is that channel?

For emergency communications to be effective, they need to be delivered to the right people when they need to hear them, using the most reliable medium. They must also be clear, complete, and in line with any other information being released.

Many of today's emergency communications processes are complex, involve multiple steps and require desktop control stations, landline telephones, and management of a separate contact database.

The typical emergency mass communications process goes something like this:

1 Someone sees something that's not quite right.

2 They report what they see to the "person in charge."

3 The person in charge finds a workstation.

4 The person in charge logs on with a password.

5 Once logged on, that person sends a message to the incident commanders.

6 The incident commanders receive the message and announce it broadly throughout the building(s) using different systems, including a PA system, emails, one-way text messaging, and fire alarms.

Even with all the planning and decision-making that occurs before these communications go out, and even with the use of the Internet, including social media as a delivery channel, many of today's common mass communications channels send word out slowly and sometimes, as in the case of the Hawaii "missile threat," incorrectly.

Communicating during an emergency is hard work. And without the right structure and process, things can go wrong.

WHY ARE SO MANY OF TODAY'S EMERGENCY COMMUNICATIONS CHANNELS SLOW AND INEFFECTIVE?

When emergencies weren't as frequent or as extreme and when the groups needing the information were smaller and more centralized, emergency communication processes like fire alarms, phone trees, and email chains "worked," even with their multiple steps. They weren't perfect, but they served their purpose.

Consider the red box fire alarm. Still present in most office buildings, it gets people out, sometimes. But, how many people:

+ Ignore it, assuming it's a test or a mistake?

+ Wait, taking several minutes to decide if they really need to leave an area?

+ Leave, following predictable procedures and walking into an active crisis?

The red box alarm creates an immediate response, but with its one-way communication and lack of context, those who hear it don't really understand what's going on.

And then there are mass emails and phone trees. With email's low open rate—due to its high probability of getting lost or ignored in the hundreds of emails we get daily—it's not effective for communications that need instant action. And phone calls...who has time to answer a call, listen to a long, pre-recorded message full of details, and remember all those details?

There is a major connectivity gap between how people prefer to receive critical and timely information, and how they currently receive it.

WHY IS MOBILE BETTER THAN OTHER MASS COMMUNICATIONS NOTIFICATION SYSTEMS?

Mobile technology closes the communication gap and saves minutes when every second counts.

With mobile, incident commanders, organization leaders, and administrators get a quick, secure, 2-way system to notify and receive critical information using multiple channels, including text, voice, specialty apps, and social media. The platform quickly and reliably connects the information sender to those who need to know, whether the recipients are a single centralized group or multiple groups in different locations.

People + Process + Technology = Preparedness

Mobile removes multiple steps from a complex process and improves accessibility, allowing the person "on-the-scene" to report what they know directly to those who can act, for more effective communications and stronger decisions.

Through mobile-first and crowdsourced emergency mass communications platforms, collecting data and information in real time is possible. Mobile-first means you don't have to find and log in to a workstation to report an issue; all incident commands can be easily accomplished from a smartphone. (Mobile-first apps are created specifically for mobile devices; they're not redesigns of desktop apps.)

Crowdsourcing lets you hear from everyone in the building rather than from a select few. And, that crowd is made up of individuals in your organization, so you don't need to filter through the noise, as with an open, often anonymous platform like Twitter.

Plus, as today's smartphones are equipped with high resolution cameras and video, the messages you read can be strengthened by pictures of the events, often as they unfold.

We live in a "sharing" society where video and pictures are an expected part of communication, especially in emergency situations as evidenced by hundreds of examples of personal video clips capturing mall shooters, plane emergencies, and the like.

You probably have the cellphone number of every person in your building. And those people have that phone with them almost all the time.

Why wouldn't you take advantage of that intimate connection for your emergency mass communications?

WHAT MAKES A SUCCESSFUL MOBILE EMERGENCY MASS COMMUNICATIONS SYSTEM?

With smartphones in the hands of so many, it makes sense to use mobile technology to reach groups quickly.

But blasting texts or automated calls to multiple cellphones isn't enough.

As each emergency is different, each requires a versatile emergency mass communications system that allows you to respond to each situation appropriately. You wouldn't want the same messaging for an emergency water shut off as you would for a mass shooting, would you?

The right system must allow you to adjust your message and your delivery to differentiate between warnings and imminent danger. **It should also offer:**

+ Situational context, to give people the information they need to survive.

+ All-to-all connectivity, to set messaging specific for a situation.

+ Incident controls, to control building locks, issue instructions, and poll users to understand their level of safety.

+ Dynamic information, to send and receive pictures, with individual-level communication capabilities.

+ Auditing & controls, to provide reporting capabilities for post-event analysis.

+ Drill mode, to prepare and familiarize building occupants with safety procedures.

For an emergency mass communications system to be effective, it must allow you to reach the right people at the right time and customize your messages to groups by details such as role and location.

KASTLEALERT® PROVIDES THE FASTEST METHOD TO GET THE WORD OUT IN TIMES OF EMERGENCY.

KastleAlert® is part of the KastlePresence® smart office mobile security platform.

KastlePresence provides a foundation for many location-based features, including enhanced security, shared identity source, and data-driven services.

Both tenants and building operators require strong security, data, and identity controls, but neither group has taken advantage of our strong connection to smart devices to meet those requirements.

KastleAlert eliminates this "app gap," with everything you need to stay on top of an emergency and keep your groups safe. This includes an all-to-all platform, with 2-way photo-enabled communications that can be controlled by incident commanders, rather than a wide-open communication platform like Twitter.

The "App Gap"

Buildings
- Single ID Source
- Easy Notifications
- Shared Amenities
- Safe Environment
- Unlocked Perimeter

- Enhanced Security
- Shared ID Source
- Data-Driven Services

Tenants
- Convenience
- Added Safety
- Unlimited Credentials
- Secured Interior
- Integrated ID (LDAP)

Here are a few ways KastleAlert overcomes the constraints of traditional emergency communications:

Traditional Emergency Communications:

+ Require desktop or web workstations for in-situation controls

+ Are used infrequently

+ Rely on "phone apps" for voice-based calls

+ Have a separately managed database

+ Aren't broadly shared with end users

+ Deliver limited information

+ Can be expensive/complex to deploy
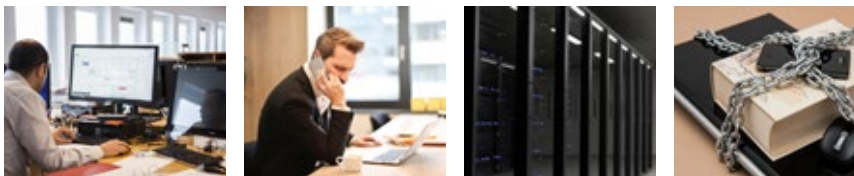
KastleAlert Features:

+ Mobile-first design means faster response

+ Drill mode for regular usage

+ In-app notification supplements SMS/email

+ Managed via the myKastle platform

+ Fully crowdsourced situation alert & info

+ Built-in documentation & pre-defined templates

+ Flat pricing, easy registration, backed by Kastle's proven operations & service teams

Why KastleAlert?

As part of the KastlePresence smart office mobile security platform, KastleAlert delivers unparalleled efficacy as a leading emergency mass communications system including the following benefits:

+ KastlePresence mobile app--providing each occupant's mobile building access credential -- already established as an always on, daily use app

+ Automatic user registration and adoption -- just enable KastleAlert and everyone's connected

+ Includes a managed identity database, so facility managers know who is connected and who could be on premises

+ "Last Seen" capability to give further visibility into individual whereabouts, along with self-reported safety status

+ Incident Commander lock down capability via integrated access control functions.

"Emergency preparedness, including the ability to effectively communicate and share information during an incident, has never been more relevant and important. KastleAlert empowers organizational leaders and security managers by addressing and modernizing security capabilities. Emergency preparedness and business continuity is a core competency for modern facility management professionals, all the more so with the variety of natural and man-made disasters we've seen recently. Innovative solutions like Kastle's mobile Emergency Mass Communications platform help facility management professionals make people safer and more confident in their workplaces."

- Tony Keane, IFMA President and CEO

SUCCESSFUL EMERGENCY MASS COMMUNICATIONS ARE A CRITICAL PIECE OF A STRONG FACILITY SAFETY PLAN.

Here are some steps to follow for a safer, smarter facility emergency response.

As you review them against your facility emergency communications processes, it's likely you'll see the communication gaps we've been discussing, as well as how a mobile emergency communications system can eliminate those gaps in your organization.

+ **Assess your facility safety procedures:** if someone sees something, how and to whom should they say something?

+ **Understand how information is spread to your occupants:** once you hear something, what do you do?

+ **Update incident commanders' contact information & certification:** preparation saves lives when every second counts.

+ **Review and understand your emergency preparedness stack:** including your people, processes, and technology.

Why consider KastleAlert for your facility?

A robust alerting system is critical to the safety and security of your employees, your tenants, your buildings, and your firm's future. Whether you're in a multi-tenant building or a campus enterprise, KastleAlert can help eliminate your communication gap and save lives and property.

Are you ready to get started?

For a complimentary emergency preparedness consultation or for more information on how KastleAlert can deliver fast, secure, emergency mass communications for your organization, contact Kastle Systems at 855.527.8531 or info@kastle.com.

ABOUT KASTLE SYSTEMS

Kastle Systems has been leading the revolution of the security industry since 1972. Named the Systems Integrator of the Year for outstanding innovation and customer experience by SDM, the industry's leading trade publication, we operate and manage sophisticated security systems for clients remotely, around-the-clock and around the world, protecting more than 10,000 locations using highly innovative security solutions, including access control, video surveillance, visitor management, and integrated identity management. Our expert outsourced security services significantly reduce costs and improve the critically important, 24x7 performance of security systems for building owners, developers, property managers, and enterprise tenants. Headquartered in Falls Church, Virginia, we are consistently ranked the #1 Security Provider in DC by the Washington Business Journal and are on CIOReview's List of Top 10 Physical Security Providers.

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