



InformaCast®

PRODUCT GUIDE

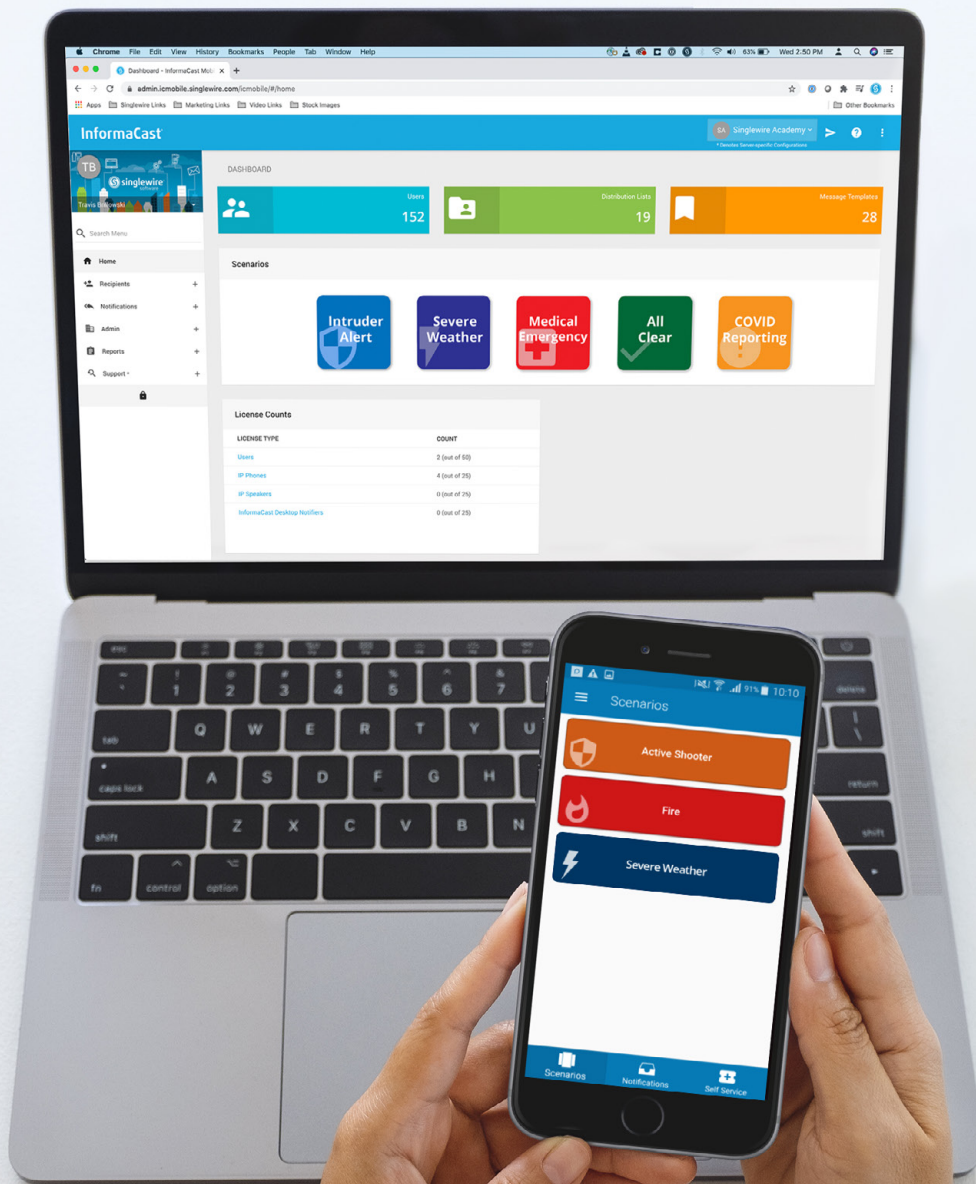


Table of Contents

The InformaCast Difference.....	3
Instant Alerting.....	4
Reaching Everyone.....	5
Incident Management.....	6
Building an Ecosystem.....	7
Administration and Usability.....	8
Implementation.....	9
Reporting.....	10
Customer Success and Support.....	11
Architecture, Scale and Security.....	12
Enhance Safety and Communication...	13



The InformaCast Difference

InformaCast Fusion is a mass notification system that excels in the three most critical areas of delivering effective emergency messages: speed, reach and intrusiveness. When you need people to take notice and take action, InformaCast provides the toolset to get information in the hands of people who need it as quickly as possible no matter where they are or what they are doing.

UNPARALLELED SPEED

You can't waste a second when an emergency occurs. InformaCast Fusion offers multiple ways to instantly trigger a notification so that the instant someone notices an issue, they can begin alerting people.

EXPANSIVE REACH

During a crisis, you need to know your message is going to reach everyone. InformaCast Fusion uses every communication channel available to ensure no misses a message.

ATTENTION-GRABBING ALERTS

Cut through noise and distractions with text, audio and visual notifications delivered to mobile devices and throughout your facilities. The result: people notice alerts sooner and begin taking action, reducing risk and downtime.

Here's what our customers say about their experience with InformaCast Fusion:

"We can pass information from a phone to a desktop to an IP speaker to mobile devices to reach people anywhere at any time."

- Erik Devine, Chief Information and Security Officer for Riverside Healthcare

"We weren't aware of what we had at our disposal, and as soon as they started diving into it, we found out we were sitting on a gold mine."

- Tracye Mathis, Telecommunications Manager at Mobile County Public Schools

AN INDUSTRY-LEADING, AWARD-WINNING MASS NOTIFICATION SOLUTION



Instant Alerting

Trigger notifications the moment an incident occurs

SEND ALERTS FROM ANYWHERE

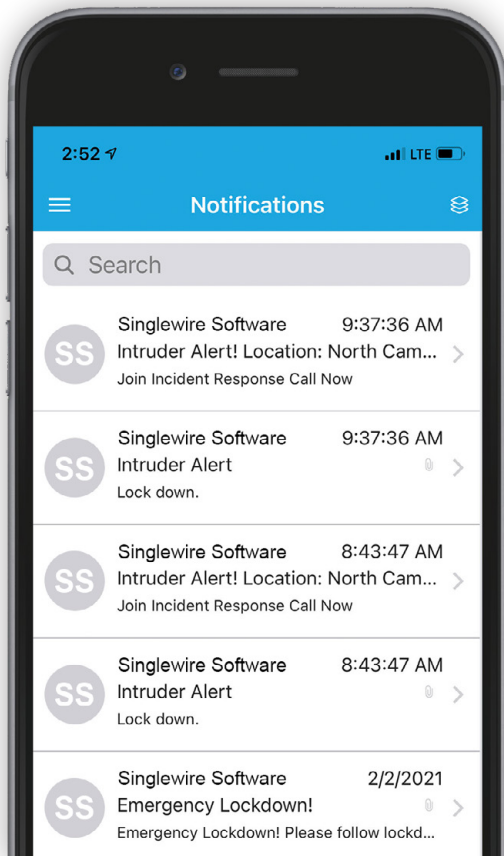
- Launch notifications instantly from a virtual or physical panic button, the InformaCast Mobile, or web console.

AUTOMATE TRIGGERS

- Receive automated weather alerts, early earthquake warnings, gunshot detection, and Internet of Things triggers. Using a variety of methods, including RSS feeds, CAP feeds and email, automatically trigger alerts when predetermined criteria are met.

CUSTOMIZE YOUR ENVIRONMENT

- With InformaCast Fusion's open API and contact closure integrations to the physical environment, leverage the IoT to trigger alerts from devices like AED cabinets, eyewash stations and more.



IMPROVE DAILY PROCEDURES

- Create more efficient communications for non-emergency use cases with scheduled messages to broadcast school bells, shift changes, and other daily announcements.

“It was a life-saving measure where seconds and time really mattered.

- Chief Scott Collins, Aubrey ISD
Police Department

Reaching Everyone

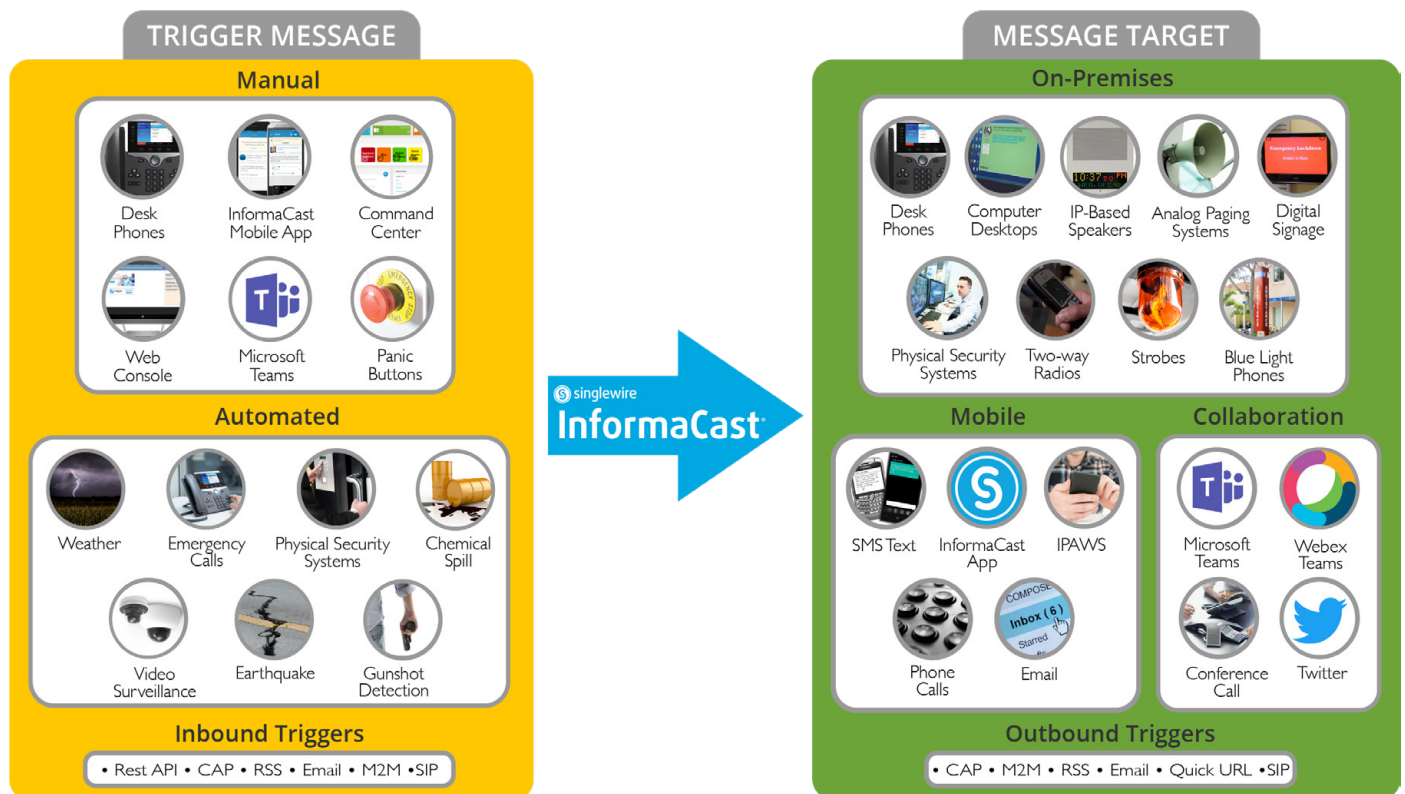
InformaCast Fusion offers the best chance of reaching your desired audience with critical notifications

LEVERAGE EVERY CHANNEL

- Utilizing all your on-premises and mobile devices means it's more likely you'll reach everyone rather than relying solely on mass SMS text messages.
- InformaCast mass notifications can be sent as live and recorded audio to speakers and phones and text can be sent to a desktop computer, deskphone displays, and digital signage.
- Mobile alerts from InformaCast can be delivered as SMS text, push notification, email and/or recorded audio.
- Connected devices can trigger visual alerts like flashing strobe lights, digital displays and scrolling text.

ALERT BEYOND YOUR ORGANIZATION

- Have visitors self-enroll to receive notifications simply by texting a designated number.
- FEMA-approved organizations can also leverage the Integrated Public Alert and Warning System to have InformaCast notifications broadcast to cell phones within a geographical area and local TV stations.

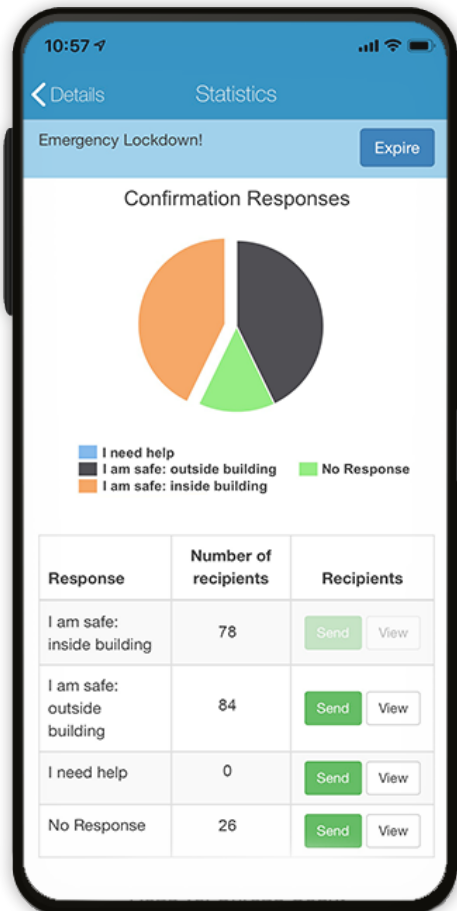
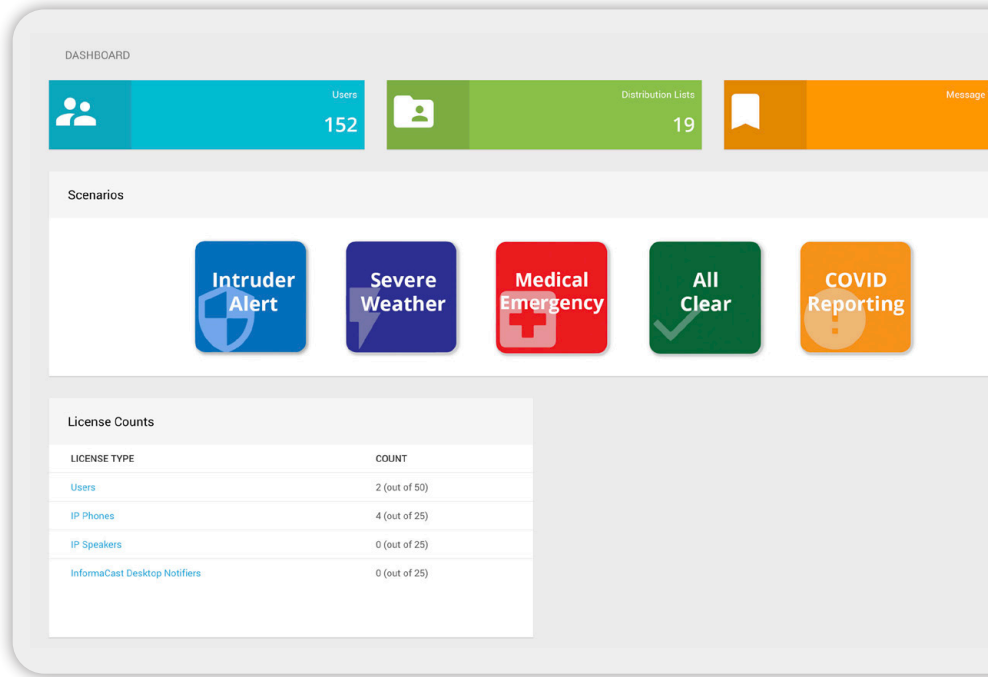


Incident Management

Plan, execute and manage your emergency response

SIMPLE NOTIFICATION WITH COMMAND CENTER

- Take advantage of InformaCast Command Center to quickly send alerts for common scenarios.
- Customize easy-to-identify buttons for different situations and provide relevant details about what's happening.
- Available within InformaCast Fusion and on the InformaCast Mobile app.



KNOW WHO'S SAFE AND WHO NEEDS HELP

- Send notifications that ask for a response to gain real-time insights into who is safe and who needs help.
- Utilize dynamic replies to send relevant follow up messages based on someone's response.

COLLABORATE VIRTUALLY

- Quickly gather key stakeholders in Microsoft Teams, Webex, Zoom or on a conference call to assess the situation and deploy assistance.

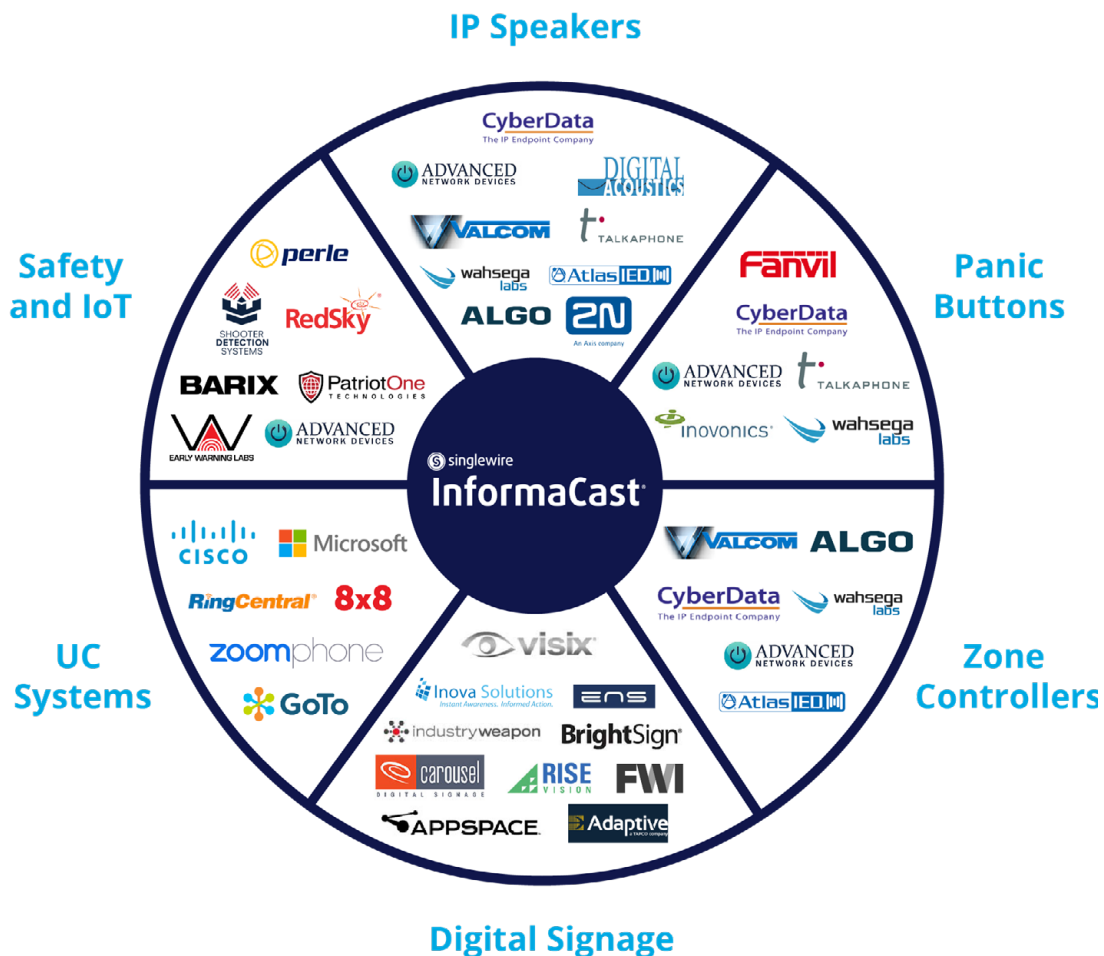


Build Your Alerting Ecosystem

Connect every device and system to save time and money

COMPATIBLE DEVICES

InformaCast Fusion can connect to a wide array of devices to consolidate management into a single system and add value to existing technology investments by leveraging them for safety. Compatible devices include:



COMPATIBLE SYSTEMS

InformaCast Fusion works with other communication tools to deliver more effective notifications. Compatible systems include:

- Collaboration tools (Microsoft Teams, Webex, Zoom)
- Unified Communications and VOIP (Cisco, Poly, Jive, and more)

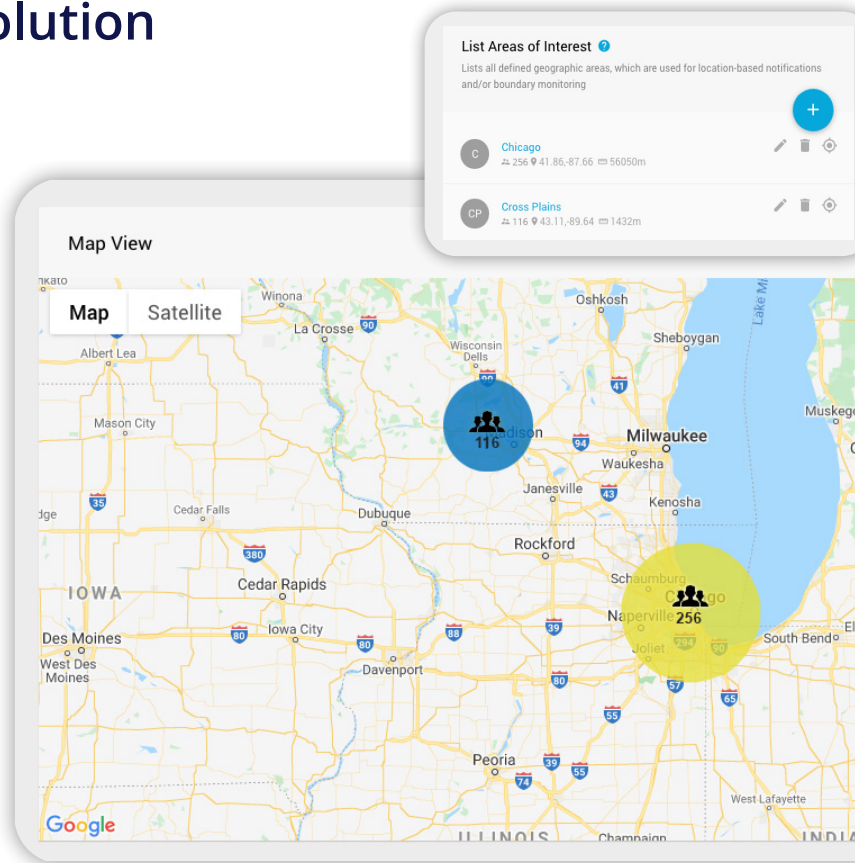
This is a general overview of compatible devices and systems. For a full list of partner vendors and compatible devices and systems, visit: <https://www.singlewire.com/ecosystem-partners>.

Administration and Usability

A flexible and easy-to-use solution

ADD USER INFORMATION

- Each InformaCast Fusion user can have multiple phone numbers, emails and devices associated with their profile.
- Use Active Directory or other LDAP directories to keep your user information automatically synchronized.
- No matter how large your organization is, you can run a bulk upload of user information with the User Loader tool.
- Users can also take advantage of self-registration and self-service to receive the notifications that are most relevant to them, relieving the administrative burden.
- Configure custom branding, including new primary colors, secondary colors, logos, and even custom help content.



“ We have InformaCast because it will save lives.

- Sam Small, Director of Information Technology at Centralia College










TARGET YOUR NOTIFICATIONS

- Create groups to send select messages to the right people.
- Designate zones to deliver messages to a specific building, wing or floor without disrupting other areas.

Implementation and Onboarding

Get up and running quickly

To ensure customers can start using their system as quickly as possible, every customer has access to specialized onboarding services and the option to purchase additional professional services. Our Customer Success team has created a well-defined, easy-to-follow 7-step process for implementation and onboarding. This allows for a phased implementation to fast-track availability of your most important scenarios.

1	2	3	4	5	6	7
						
Gather Information	Plan Scenarios	Install	Add Devices	Add Users	Create Messages	Test
Locate contract number, register for Singlewire Community, complete prerequisites.	Identify possible emergencies. Understand who gets notified and how.	Review installation process. Meet prerequisites and download software.	Connect your various endpoints with InformaCast.	Associate emails, phone numbers and devices with people in your organization.	Draft message templates with safety instructions.	Ensure InformaCast performs exactly how you want it to.

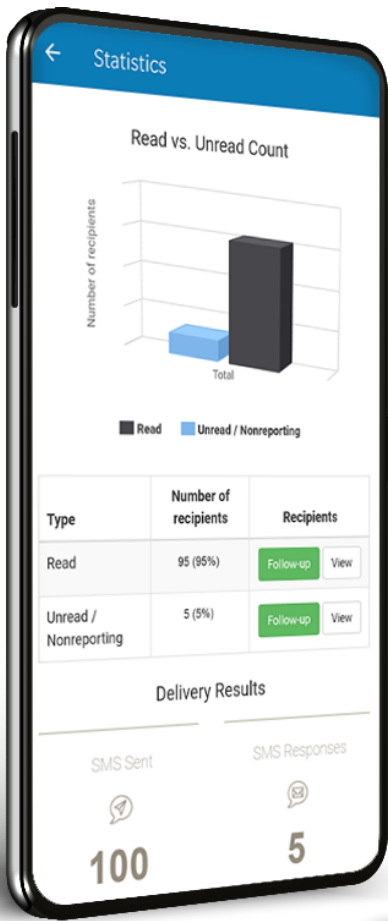
“This solution handles just about every scenario we could think of.”

- Mark Dvorscak, Information Technology Director for NB Coatings



Reporting

Understand the effectiveness of your notifications



KNOW WHO RECEIVED AND READ MESSAGES

- View reports that show whether your notification was delivered successfully and who read it once it was received.

REVIEW NOTIFICATION RESULTS

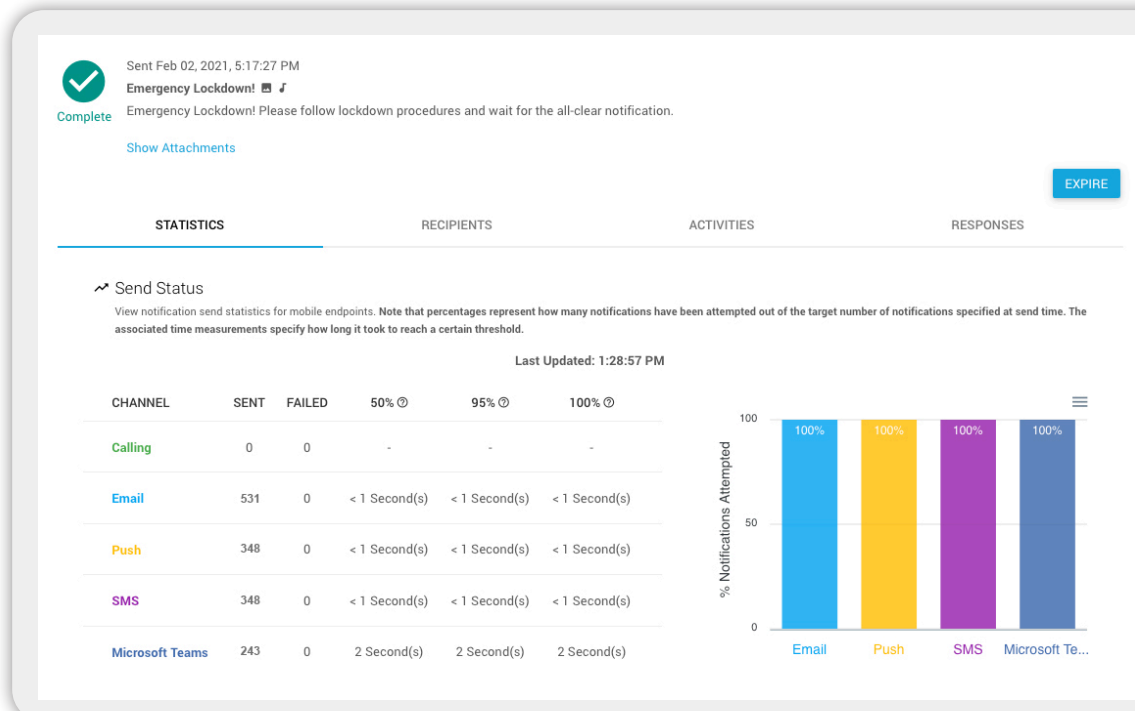
- Analyze notification results to understand how long it took notifications to be sent to different devices and users.

PLAN FOR THE FUTURE

- Receive actionable insights to make adjustments for future incidents.

“The tool itself [InformaCast] proved to be the most effective communication tool I've seen in my career.

- Vaughn Edsall,
Physical Security
and Safety Manager
at Church Mutual



Customer Success and Support

Overcome challenges with a helpful, knowledgeable team

PARTNER WITH OUR DEDICATED TEAM

- Our Customer Success team is here to help you every step of the way.
- They'll assist in getting your system up and running and provide the answers you need to conquer any obstacle.

UTILIZE OUR SUPPORT COMMUNITY

- Access on-demand resources including knowledge base articles, user guides, and our forums to get your questions answered.

WATCH STEP-BY-STEP VIDEO TUTORIALS

- Learn how to get the most out of your system with the Singlewire Academy and instructor led Virtual Classrooms.
- Receive detailed instructions on how to set up key features.

RECEIVE THE HELP YOU NEED

- Our highly-rated customer support team has decades of experience to draw on to answer any question you have and solve any problem you encounter.



Customer Satisfaction
Score of

4.8 out of 5

for Support Tickets

“ The tech I worked with was very professional and exceeded my expectations with getting this problem resolved.

- Senior IT Manager at Fortune 500 Company

Enterprise Architecture, Scale and Security

Build confidence and trust deploying a solution that will work when it matters most



RELIABLE NO MATTER WHAT

- Have peace of mind that your notifications will reach your audience during critical situations.
- InformaCast Fusion uses a hybrid-cloud architecture where the “brains” are in the cloud and the Fusion Server Appliance resides on your network.
- High Availability includes Fusion Failover for data center resiliency, Survivable Remote Site Notification to provide functionality should your WAN connection fail, and Distributed Activation to spread the notification workload across multiple InformaCast Fusion Servers.

SCALABLE DEPLOYMENT

- InformaCast Fusion is built for growth, whether your organization needs to reach 100 people or 100,000.

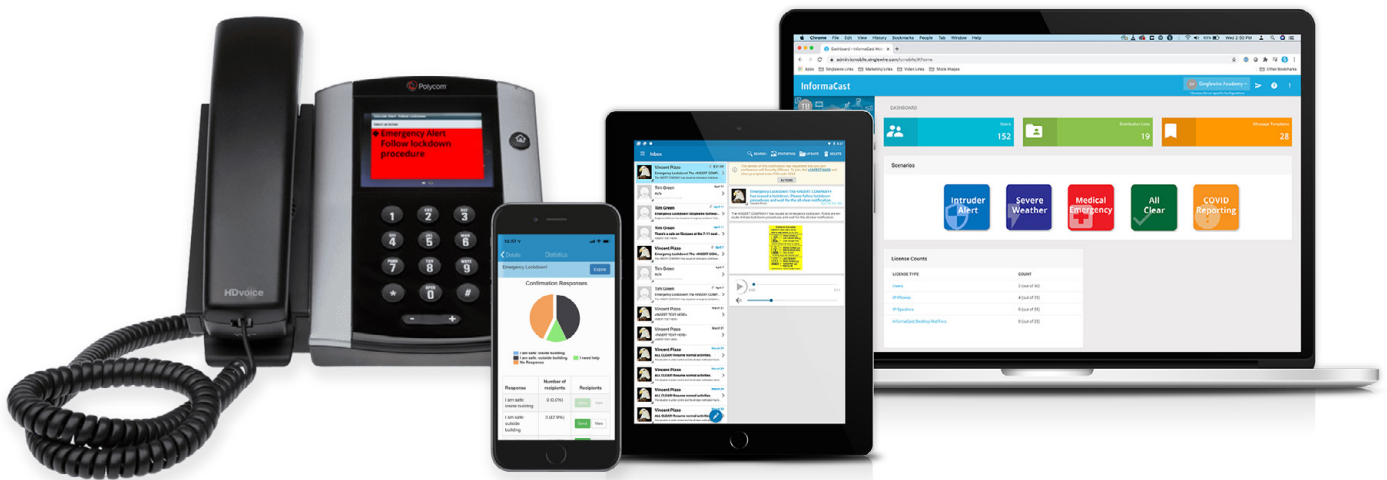
A SECURE SOLUTION

- Messages are encrypted in transit and at rest.
- Domains and permissions mean only those with authority can trigger messages.
- Independent third party testing is conducted on a regular basis to ensure InformaCast Fusion is built to withstand current security threats.

Enhance Safety and Communication

Reach everyone when it matters most

InformaCast Fusion is a leading mass notification solution used in thousands of organizations around the world to enhance safety and communication. Schools, universities, hospitals, government agencies, manufacturing facilities and businesses, all use InformaCast to prepare for emergency situations, share critical information, and improve daily processes and procedures. With InformaCast you'll have a solution with the speed and reach you need to ensure everyone receives the information they need to stay safe.



Visit www.singlewire.com to learn more about InformaCast Fusion, or contact our sales team at sales@singlewire.com or 608-661-1140, Option 1.

SCHEDULE A DEMO

KEEPING PEOPLE SAFE AND INFORMED.
EVERYWHERE, EVERY TIME.