

VOICE, DATA, & SECURITY

CLOUD-BASED IOT, CX, & AI for EDUCATION



EMERGENCY MANAGEMENT PLATFORM WITH MASS NOTIFICATION



Direct to 911 PSAP

License Plate Reader

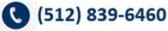
Facial Recognition

Weapon Recognition

























COMPANY OVERVIEW

Brookside is focused on delivering tailored **IoT**, **AI**, and **CX** solutions to a variety of sectors, including business, government, and education, with an emphasis on cost-effectiveness, simplicity, and safety.

Offering **vendor-agnostic expertise** is a significant advantage, as it allows clients to explore the best cloud-based IoT technologies without being tied to a particular vendor, ensuring they get the most suitable and cost-efficient solutions.

Brookside's dedication to enhancing customer and user experiences, optimizing **payment processing** and **point-of-sale (POS) systems**, and supporting **business continuity** by simplifying complex processes is a solid value proposition. Your experience with voice, data, and security across multiple top-tier providers ensures that clients receive well-rounded, secure, and scalable IoT solutions.

At Brookside, our mission is to reduce complexity and simplify complex processes, enhance customer experience, ensure safety and security for both employees and customers and save a lot of money.

Under the leadership of Mike Dance, a 40+ year veteran of telecom sales and management, we offer a comprehensive range of cloud-based IoT solutions that address digital challenges in today's world.

AREAS OF EXPERTISE

Voice, Chat, SMS, Video & Presence

Unified Communications (UCaaS)

Omnichannel Contact Center (CCaaS)

Artificial Intelligence (AI)

Customer experience (CX)

Internet of Things (IoT)

Business Continuity with SD WAN & Fiber

Emergency Management & Smart Badges

Mass Notification & Panic Buttons

Next Gen 911 Compliancy

Cybersecurity & Ransomware

CC Payment Processing & POS

Automation of Call Centers

Customer Journey Analytics

Call Recording & Speech Analytics

Business Software & CRM Integration





FEDERAL & STATE SCHOOL SAFETY GRANTS

There is a small fortune in money set aside for improving the safety of the students and teachers on our nations public and private schools. This includes making sure that schools are compliant with the latest Next Gen 911 laws including Kari's Law, Ray Baum's Act, and Alyssa's Law from the FCC.

Grants for Texas schools are managed with funds distributed by the Texas Education Agency (TEA).



The 2022-2024 Silent Panic Alert Technology (SPAT) Grant Program has provided LEAs with \$17.1 million to purchase silent panic alert technologies. School districts can use the funds they were awarded to improve emergency response.

The 2022-2025 School Safety Standards Formula Grant is now open, totaling \$400 million to purchase school security upgrades such as metal detectors, cameras, silent panic alert technologies, and more.







2023-2025 SCHOOL SAFETY STANDARDS FORMULA GRANT ALLOWABLE COSTS



The final approved list of allowable uses of funds for the 2023-2025 School Safety Standards Formula Grant will be in the official grant program guidelines. Any activity not specified as allowable in this list or in the grant program guidelines (when posted) is unallowed.

2023-2025 Safety Standards Rule Components

1. Fencing

- a. Purchase of fencing:
- b. Emergency egress gates;
- c. Anti-scaling devices;
- d. Fencing; and
- e. Fence posts.
- f. Upgrade pre-existing fencing to become compliant with safety standards rule:
- g. Increasing the height of pre-existing fence to meet the height requirement of the safety standards rule; and
- h. Modification of other pre-existing fencing components to bring fence(s) up to standard.

2. Exterior Doors

- a. Purchasing of door reinforcement components:
- b. Door; c. Mechanical door auto-closer;
- d. Mechanical door lock:
- e. Emergency egress push bar;
- f. Door frame;
- g. Center mullion: and
- h. Master key rekeying on mechanical doors

3. Glass Exterior Doors Not Within A Secured Area

- a. Purchase of forced-entry resistant film; and
- b. Installation materials.

4. Ground Level Exterior Windows

- a. For windows adjacent to or near an exterior door to become complaint:
- b. Purchase of forced-entry resistant film; and
- c. Installation materials;
- d. In the case that the window frame itself is not removable and the frame and window must be upgraded to comply with the minimum safety standards:
- e. Purchase of forced-entry window;
- f. Window frame; and
- g. Installation materials.

5. Silent Panic Alert Technology

- a. Purchase and installation of silent panic alert technology.
- b. Maintenance/service contracts for silent panic alert technology systems.
- c. Either solely or in combination with other funds, to purchase comprehensive school safety software systems that include, but not limited to, visitor screening, safety drills, response to emergencies, and reunification but only if the silent panic alert technology is a primary component (50% of more of total cost) of the comprehensive system.



2023-2025 SCHOOL SAFETY STANDARDS FORMULA GRANT ALLOWABLE COSTS



- d. LEA personnel costs only associated with the installation of silent panic alert technologies.
- e. Lease purchase of silent panic alert technologies if completely paid within the grant period.

6. Other Required Components

- a. Purchase and installation of equipment that allows emergency responder two-way radios to function within most portions of the building(s).
- b. Exterior door numbering
- c. Purchasing alpha-numerical characters that comply with the International Fire Code, §505; and
- d. Installation materials.
- e. Exterior secure master key lock box with two lock access and installation materials.
- f. Asbestos remediation is needed related to the replacement of door frames or window frames to be complaint with the school safety standards.

7. Installation of the Aforementioned Components

- a. Contracted installation; and
- b. Payroll for LEA maintenance or operations staff installation.

Other Allowable items Once the School Safety Standards Rule Is Met

1. The purchase and maintenance of:

- a. security cameras or other security equipment; and
- b. technology, including communications systems or devices, that facilitates communication and information sharing between students, school personnel, and first responders in an emergency.

2. Providing security for the district, including:

- a. employing school district peace officers, private security officers, and school marshals; and
- b. collaborating with local law enforcement agencies, such as entering a memorandum of understanding for the assignment of school resource officers to schools in the district;

3. School safety and security training and planning, including:

- a. active shooter and emergency response training;
- b. prevention and treatment programs relating to addressing adverse childhood experiences; and
- c. the prevention, identification, and management of emergencies and threats, using evidence-based, effective prevention practices and including:
 - i. providing licensed counselors, social workers, and individuals trained in restorative discipline and restorative justice practices; ii. iii. providing mental health personnel and support; providing behavioral health services;
 - iv. establishing threat reporting systems; and
 - v. developing and implementing programs focused on restorative justice practices, culturally relevant instruction, and providing mental health support; and
- 4. Providing programs related to suicide prevention, intervention, and postvention.
- 5. Metal Detectors
- 6. Two-way radio systems
- 7. Electronic door-locking systems



E-Rate, EDGAR and EPEAT

The **E-Rate** program provides discounts to public K-12 schools and public libraries for the purchase of data transmission services, telecommunications services, Internet access, Internet connections, and basic maintenance of internal connections. Click here to view a complete list of current eligible services.

Who Can Participate in E-Rate? Eligible customers include but are not limited to: K-12 public schools, school districts, charter schools, and public libraries. If working with e-rate, customers should have an approved technology plan and file the proper Schools and Libraries Division forms in a timely manner.

How DIR Makes Using E-Rate Easy. We have simplified the procurement process for products and services that qualify for E-Rate funding by filing Form 470 with USAC on select Requests for Offer (RFOs). Contracts awarded under these RFOs are considered E-Rate Eligible and are designated by the green E-Rate symbol on the contract detail page: To learn more about E-Rate funding, visit the USAC website.

What is EDGAR? The Education Department of General Administrative Regulations (EDGAR) are the federal regulations that govern all federal grants awarded by the U.S. Department of Education on or after December 26, 2014. Click here for information regarding EDGAR, Education Department of General Administrative Regulations.

What is <u>EPEAT</u>? **EPEAT** is the leading global *ecolabel* for the IT sector. It is specific to servers, computers and displays, imaging equipment, televisions, and mobile phones. As such, it is a perfect complement to DIR offerings.

The EPEAT program provides independent verification of manufacturers' claims and the EPEAT online Registry lists sustainable products from a broader range of manufacturers than any comparable ecolabel. National governments, including the United States, and thousands of private and public institutional purchasers around the world use EPEAT as part of their sustainable procurement decisions.

Manufacturers register products in EPEAT based on the devices' ability to meet certain required and optional criteria that address the full product lifecycle, from design and production to energy use and recycling.

Bronze-rated products meet all the required criteria in their category. Silver-rated products meet all the required criteria and at least 50% of the optional criteria, while Gold-rated products meet all of the required criteria and at least 75% of the optional criteria.

Manufacturers' claims of compliance are subject to ongoing verification by qualified conformity assurance bodies. Products claims found non-conformant are announced publicly and removed from EPEAT to ensure Purchasers worldwide can use the system with confidence.

Implementing EPEAT contract language also gives purchasers a vehicle for requiring suppliers to document all EPEAT-registered products purchased through that contract during a given year. This data, if shared with the **Green Electronics Council**, qualifies the purchaser for annual recognition and can be used to calculate the purchaser's specific financial and environmental benefits.

DoJ AWARDS \$190M IN SCHOOL SAFETY GRANTS

WASHINGTON – The Department of Justice today announced nearly \$190 million in funding to improve the safety of schools across the country. The grants, awarded by the Department's Office of Justice Programs (OJP) and Office of Community Oriented Policing Services (COPS), will help institute safety measures in and around schools, support school violence prevention efforts, provide training to school personnel and students, implement evidence-based threat assessments and fund research and evaluation on the causes and consequences of school violence.

Federal funding is currently being offered by various government-led departments, including:

- The Department of Homeland Security
- The Department of Justice
- The Department of Health and Human Services
- The Department of Education











The programs offered by these departments cover the gamut of school security/safety issues.





Elementary and Secondary School Emergency Relief (ESSER) funds help K-12 schools address the pandemic's impact on student safety and mental wellbeing.

Federal and State Competitive Grants include:

COPS SVPP funds school safety technology that helps identify danger and improve emergency notification and response.

BJA STOP funds software that helps K-12 schools maintain a safe environment and recognize, respond to, and prevent violence on campus.



PRICING & PURCHASE OPTIONS

Working with the **DIR and/or purchasing cooperatives** makes a lot of sense for schools today and saves a lot of time. The days of going through the request for proposal, or "RFP" process are essentially over.

Purchasing cooperatives, also known as co-ops or cooperative purchasing organizations, are indeed popular among Texas school districts and other public entities for several reasons.

Flexibility and Better Pricing: Purchasing cooperatives are preferred by Texas school districts because they offer more flexibility and often provide better pricing compared to other options.

Simplified Purchasing: Purchasing cooperatives aim to simplify the procurement process for school districts. This simplification can save valuable time and resources for school administrators.

Cost Optimization: One of the primary benefits of purchasing cooperatives is cost optimization. They enable school districts to leverage the collective purchasing power of multiple entities to obtain bulk discounts and more favorable pricing from suppliers. This can result in significant cost savings.

Free-to-Join: Many purchasing cooperatives are free to join. This means that school districts can become members without incurring additional fees or expenses which helps keep the costs down.

National Online Purchasing Cooperatives operate on a national scale and use online platforms to streamline the buying process. This approach offers convenience and accessibility to school districts and other public entities, allowing them to browse, shop, and place orders online.

Streamlining Procurement: National online purchasing cooperatives are designed to simplify and streamline the procurement process for school districts, municipalities, and public entities. They typically offer a wide range of products and services that these organizations commonly need, reducing the time and effort required to find suitable suppliers.

Bulk Discounts: As mentioned earlier, purchasing cooperatives can negotiate bulk discounts with suppliers. This means that school districts can benefit from lower prices and better terms on the products and services they purchase through the cooperative.

Why purchase through the Department of Information Resources (DIR)?

This flexibility can be crucial for school districts looking to optimize their budget and procurement processes and they make it easy for you.

Save Time: DIR goes through a competitive procurement process using the Request for Offer (RFO) method of procurement to procure Automated Information System (AIS) and Information Technology (IT) products and services.

This cuts the procurement time for DIR customers dramatically!

Save Money: We leverage the State of Texas' purchasing power to get your organization big savings, meaning you receive discounted pricing with pre-negotiated terms and conditions in compliance with state procurement rules.

Easier Process: Easily search for products and services and filter the results. You'll quickly find the vendor that's right for you.



STATE & FEDERAL GRANTS

Now more than ever, considering investing in and/or upgrading security systems such as access control, video surveillance, and emergency notification, it's safe to say that funding will continue to increase, and schools will subsequently need to decide how best to spend that money to protect their students, staff, and community at large.

Whether your school/district is or will soon be required to **hire a school resource officer**, upgrade video surveillance equipment, or improve threat assessment capabilities (just as a few examples), **grant funding** can help.

The **Department of Education** provides schools, school districts, and state education agencies with resources aimed at creating and nurturing positive school climates; preventing school violence; and protecting the whole school community through school safety, security, and emergency management and preparedness planning.

The program offices, grant programs, and technical assistance centers all respond to the recommendations put forth by the **Federal Commission on School Safety** and serve practitioners as they work to continually protect their school community students, staff, and families.

The Governor's Emergency Education Relief Fund (GEER) Assistance to Private Schools (GAPS) grant program was authorized by the Office of the Governor (OOG) to provide funding to non-public schools to address COVID-19 related activities associated with safely reopening schools, continuing instruction, addressing learning loss, promoting school safety, and supporting educational technology.

The GAPS grant program is part of the GEER II Fund, authorized by the American Rescue Plan Act (ARP). This program allows eligible private non-profit schools to request services to address needs identified and caused by the pandemic, including limited school safety related activities.

GEER Assistance to Private Schools (GAPS) Grant Program GCA acts as the program office for the GAPS grant program, which provides funding for PNPs to address needs identified and caused by the pandemic, including limited school safety related activities.

<u>School Safety Related Grant Programs</u> Safe and supportive schools are critical to the well-being of the whole school community as well as the academic success of students. The **Department of Grant Compliance and Administration** administers several school safety related grants.

Readiness and Emergency Management for Schools (REMS) Technical Assistance (TA) Center, The REMSTA Center is the nation's higher ed and K-12 school safety, security, and emergency management and preparedness hub for information and services (e.g., guidance, training, tools, resources).

The REMS TA Center serves K-12 schools and institutions of higher education (IHEs), public and private, as well as their local, state, and Federal partners with shared school safety responsibilities.





STRATEGIC PARTNERS

VOICE, CHAT, VIDEO COLLABORATION **UCaaS**



















OMNI-CHANNEL, IA, CCaaS CUSTOMER EXPERENCE (CX)

















































CLOUD











SOLUTIONS



























NG 911 & **PUBLIC SAFETY**













WEAPON DETECTION

SAVE TIME. SAVE **LIVES**







SAFE ZONE

PAYMENT PROCESSING

















Being vendor agnostic allows us to provide the best options from industry leaders at competitive prices.





RELAIBLE INTERNET CONNECTIVITY

Reliable internet is not just a luxury but a fundamental necessity for modern businesses. As companies increasingly rely on cloud-based applications, seamless and consistent internet connectivity becomes a key enabler of productivity, communication, and service delivery.

- Pricing variability: The cost of fiber services can fluctuate significantly based on geographic location. Carriers may offer competitive pricing in areas where installing fiber is cost-effective, while prices may be higher in locations where infrastructure is more limited or harder to deploy.
- Channel Partner with Major Carriers: Brookside is positioned as a channel partner with direct relationships with all major fiber providers. This enables them to leverage bulk pricing or special deals from the carriers, ensuring competitive rates for customers.
- Access to Great Pricing: Due to these partnerships, Brookside can offer its clients better pricing than they might receive if they were to go directly to the carriers. They have established strong relationships that can be used to secure more favorable terms.

Streamlining Service Installation:

- **Regular Fiber Orders:** Brookside is actively involved in ordering fiber from carriers daily, which means they are well-versed in the process and can guide clients through the installation requirements, ensuring smooth deployment of internet services.
- Service Requirements: Brookside can help determine what's needed to get fiber installed at your location, ensuring the infrastructure is in place to meet the service's needs and providing any additional support during the setup.

By leveraging these relationships, Brookside helps businesses get reliable, high-speed fiber internet services at competitive rates, ensuring they can operate effectively in today's cloud-based environment. We order fiber from carriers every day and can help make sure they have what they need to install your services.

Brookside has **direct** relationships with all the major carriers and is a channel partner who gets great pricing. Here are some of the carriers we have worked with on fiber and network services projects.







































BUSINESS CONTINUITY

SD-WAN technology has gained popularity for its ability to make WANs more agile, cost-effective, and responsive to the dynamic needs of modern businesses.

It is particularly valuable for organizations with **distributed branch offices, remote workers,** and a **reliance on cloud-based applications**, as it can optimize connectivity and application performance across the entire WAN infrastructure.

WANT THE HIGHEST LEVEL OF BUSINESS CONTINUITY?



SD WAN FEATURES & BENEFITS

- **SD-WAN** ensures **HIGH performance** for web-based apps without sacrificing security.
- Centralized, cloud-delivered management dashboard for configuration & management of WAN, cloud, & security.
- Real-time optimized performance for Microsoft Office 365, Teams, Salesforce, VoIP, & SaaS.
- Quality of Service (QoS) that prioritizes real-time apps over guest and social media use.
- Secure traffic across broadband Internet and into the cloud with integrated threat protection enforced at the right places.





MULTIPLE CARRIERS WITH SD WAN

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- **Secure traffic** across broadband Internet and into the cloud with integrated threat protection enforced at the right places.

Gartner Magic Quadrant Providers for SD WAN





























ALYSSA'S LAW

Silent panic alert technology that directly notifies 911 in the classrooms by the 2025-2026 school year.

Alyssa's Law is life-saving legislation mandates and funds silent panic alarms for public schools in the United States in an effort to improve the response time of law enforcement in school districts and open-enrollment charter schools in Texas.

Alyssa's Law dictates that they have silent panic alert technology that directly notify law enforcement installed and working in their classrooms by the 2025-2026 school year.



By ensuring direct access to emergency services, improving location information, and providing rapid alert systems, these laws aim to protect lives and minimize harm in emergency situations.

They reflect the growing emphasis on preparedness and response measures to safeguard students, staff, and the general public.



OMNI-CHANNEL CONTACT CENTER

An **omnichannel cloud contact center** is a customer service function that uses cloud-based contact center software to manage your customer interactions across multiple channels. These channels **include phone**, **chat**, **email**, **text** (SMS), and **social media**.

Omnichannel involves using multiple channels to give customers a seamless and integrated experience.

Businesses can improve their omnichannel strategies by updating email newsletters, discussing SMS marketing solutions, and using other approaches.



LET'S THE CUSTOMER CHOOSE HOW THEY WANT TO COMMUNICATE

Customer Journey Analytics is the process of understanding the impact of every interaction a customer has with your business. This includes all touchpoints in the customer lifecycle — websites, social media, live chats, follow-up emails, phone calls, and in-person assistance on the sales floor.

Social Media Contact Center Integration. Engage with your customers through an interface they are already comfortable and familiar with. Meet your customers where they already are by adding social media integration and chat messaging as a contact channel option.

Although digital channels continue to grow in popularity, **VOICE** remains the preferred channel for customer service queries. **Natural language processing (NLP)** makes it possible for technology to understand conversations in the everyday language customers use when speaking to your customer service team.

What is speech analytics? Speech analytics uses technology to listen to and analyze conversations. By using AI, rather than people, large amounts of unstructured data can be analyzed effortlessly.

Similar technology can be employed to analyze text and the combination of speech and text analytics gives organizations the ability to uncover deep actionable insights that can be used to improve future interactions or have a positive impact on 1-2-1 customer interactions in real-time.



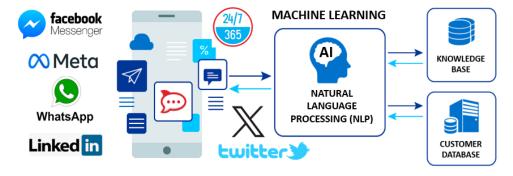
INTELLIGENT VIRTUAL ASSISTANTS (IVA)

IVA's use **conversational AI** to simulate human conversations and answer questions from a knowledge base and act like a live person that is **available 24/7/365** for students, teachers, etc.



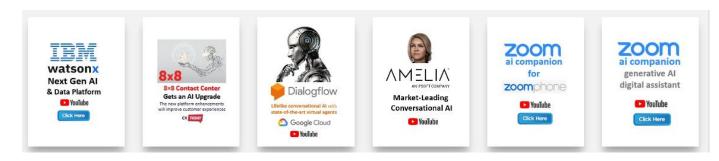
VIRTUAL ASSISTANTS GET SMARTER EVERY DAY! THANKS TO CONVERSATIONAL A How can I help you today?

CUSTOMERS ACCESS THROUGH SOCIAL MEDIA CHANNELS



IVA's can interpret the user intent, process their requests, and give prompt relevant answers.

MULTIPLE OPTIONS FOR CONVERSATIONAL AI







ENTERPRISE-GRADE INFRASTRUCTURE



Extreme Networks provides wired and wireless network infrastructure equipment and develops software for network management, policy, analytics, security & access controls.

Future-proof with Wi-Fi 6E. Boost IT efficiency and deliver seamless user experiences with intelligent, cloud-managed wireless.

Universal. Increase agility with latest Wi-Fi 6E technology that also allows new use cases via user-selectable software.

Cloud Management Your Way. Combine industry-leading Wi-Fi with Extreme cloud management that streamlines deployment and monitoring of wired, wireless and SD-WAN devices via a single pane of glass.

Modern Digital Experience. Leverage explainable machine learning for a more proactive IT operations team.

Extreme is trusted by over 50,000 Clients Worldwide





































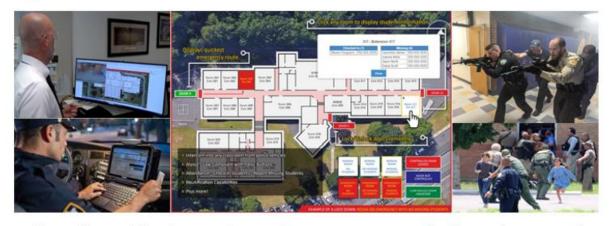








911 INFORMEMERGENCY MANAGEMENT PLATFORM



The only **notification** and **security management platform** that provides real-time communication between local authorities and your organization

911Inform integrates to your existing door security, cameras, and lights and provides facial, weapon, & license plate recognition along with gunfire detection, panic buttons, smart badges, & mass notification.

911 INFORMEMERGENCY MANAGEMENT PLATFORM

While the app is in the cloud, access to it is controlled by the 911 Public Service Answering Point, or PSAP.



CONNECTS TO YOUR EXISTING VIDEO SURVEILLANCE + DOOR ACCESS + PAGING + COMPUTERS + PHONES







ADD TO EXISTING SECURITY TECHNOLOGY

The **911Inform solution** is very cost effective because you are not replacing the camera, door security, and systems in place so we design a *custom solution* to meet your specific needs that reuses them.



At the end of the day, it's a "platform" in the cloud that uses application programming interface, or "API," to integrate with clicks – not code – to public safety applications that operate over your *existing* network.

PUBLIC & SCHOOL SAFETY APPS WITH API'S

It's impossible to find the perfect IoT public safety solution these days without using multiple providers.

That's where **Mike Dance's 40+ years of industry experience** & industry knowledge comes in handy.







911inform is the *only* notification & emergency event management solution that is co-located *within* the **911 Public Safety Answering Points (PSAP)** and provides an *interactive* map with bi-directional access to your existing **security systems**.

• Camera Integration — Integrate existing IP-based camera systems currently being used by the district. Dispatchers and onsite personnel can access live camera feeds from 911inform buildings during emergency events.

NOTE: When the event is closed all camera access is removed for all parties.

- Door Controls Integrate existing door locks with remote access capabilities for first responders and on-site personnel.
- **Strobe Lights** Integrate emergency strobe lights with the ability to set different light patterns based on emergency events.
- Gun Shot Detection Monitor sensors that can detect the sound of a gunshot to initiate lockdown events.

The 911inform notification will display the floor plan displaying the area where the gunshot originated.

- Direct room intercom, monitor and paging into the school
- Situational awareness inside the school
- Door and camera control from dispatch or patrol car
- Detailed floor plan mapping with geo-mapping
- Faculty and student location displayed on floor plan
- Missing student indicators and tracking
- Clear Building & report dangerous objects on map
- Tactical Mode to easily view perimeter of the building
- Facial Recognition
- Weapons Detection

PANIC BUTTONS FROM MOBILE DEVICES

- 911 Calling
- Medical Emergency
- Lockdown Building or Entire District
- Silent Alarm
- Active Shooter
- Fire
- Shelter in Place
- Bomb Threat

911Inform serves as a *single pane of glass* for all your existing *and* new safety and security applications.

You can easily add features and capabilities to your *existing* video surveillance and door security system. Imagine police officers instantly gaining access to the system on their patrol cars and school administrators having it at their fingertips on their cell phones.

With ONE simple click, they can remotely activate school cameras and secure all doors, providing realtime information to law enforcement and ensuring a swift response in an effort to save lives.



Facial Recognition: Used to identify human faces in images and videos through detection, analysis and recognition. This can prevent an incident by notifying security when a specific individual enters a building. Ideal for high-conflict situations like domestic disputes or a problematic former employee.

License Plate Recognition: Using a client's existing cameras, license plates are captured and analyzed for security and surveillance purposes. This can be used to prevent an incident by screening plates at a building or specific location.

Radio Communications: Emergency announcements are simultaneously broadcasted on personnel's existing two-way radios and pushed through the platform to mobile phones, ensuring staff and students not currently in a school building are properly notified of an event.

COMPLETE INTEGRATION TO EXISTING



RADIO COMMUNICATIONS SYSTEMS



Weapons and Object Detection: With upgraded software on a client's existing cameras, millimeter wave technology is used to detect molecular residue of gunpowder to thwart an attack before the intruder even enters the building.





LICENSE PLATE & FACIAL RECOGNITION



Facial and license plate recognition provide **real-time alerts** to security staff so they can respond to threats quickly and accurately. All schools today already have and use video surveillance as part of their campus safety plan.

Facial recognition systems are primarily being used to identify bad actors such as violent ex-students, registered sex offenders, non-custodial parents, or anyone who may have made threats against the students or staff.

WEAPON & GUNFIRE DETECTION









ZeroEyes integrates into **existing security cameras** and mitigates mass shootings and gun-related violence by **reducing response times**, providing actionable intelligence with images and delivering clarity among chaos – ultimately saving lives.

ZeroEyes was founded by **Navy SEALs** and **Special Operations** military veterans, **ZeroEyes** delivers a proactive, *human-verified* **A.I. gun detection** software solution.

ZeroEyes delivers a proactive, human-verified visual gun detection and situational awareness solution that integrates into existing digital security cameras to stop mass shootings and gun-related violence.

SafeZone is part of a completely *customized* safety solution that provides the best possible solution to address how emergency situations are handled from a communications standpoint when there is **gunfire**.

Shooter Detection Systems combines purpose-built acoustic & infrared sensors with proprietary detection algorithms, **Active Shooter Intelligence** takes machine learning to the highest level of accuracy — more accurate than video analytics or acoustics alone. And our gunshot detection technology makes every second — actually half a second — really count.

















The RadarUSA platform integrates directly into existing security hardware and commercially available off-the-shelf cameras – including whatever you are using today!

RadarUSA strongly believes this will allow them to provide a comprehensive collaborative security solution at a fraction of the cost of other providers providing effective, low-cost security for schools, hospitals, municipal governments, gated communities, and homeowners associations.

RadarUSA's collaborative security solution uses Al-monitored digital surveillance that connects police, private security and neighbors in case of any incident or private security breach. This enables a truly community-based networked approach to security.

Real time data informs the network & prevents crime. The platform generates and analyzes data using facial and object recognition and can alert the police of all types of suspicious activity, from people and vehicles to potential weapons drawn with intent to harm.

Using machine learning, video footage can be analyzed to detect potential threats and/or instantaneously provide alerts to local security personnel to report and prevent crime.

Radar USA, a leading provider of advanced security solutions, recently announced a strategic partnership with **911inform**, a renowned pioneer in emergency communications technology.



This collaboration aims to revolutionize the landscape of emergency response solutions, enhancing public safety and providing unparalleled efficiency and effectiveness.

The partnership between Radar USA and 911inform brings together their respective global expertise in critical infrastructure protection, security technology & emergency communications.

After extensive integration and testing performed collaboratively between RadarUSA's technology partners VSBLTY and 911Inform, RadarUSA is now introducing state-of-the-art security systems with 911inform's cutting-edge emergency communication platforms.

The two companies will provide a comprehensive end-to-end solution that streamlines emergency response processes and ensures rapid and accurate incident management.

EMERGENCY MANAGEMENT & MASS NOTIFICATION COMPARISON

		SHARE/		_
FEATURES	LENS	911	⊚ singlewire	911 INFORM
System is triggered by cell phone dialing 911 on school property				>
RAY BAUM'S Compliant				>
Police Notification & School Admin Notification	>	~	\	>
911 Calls Recorded			~	>
Notifications sent to PC's, Tablets, Chromebooks, and Mobile Devices	\	~	/	>
Integration with Strobes	\		/	>
One Button for ALL CALL Paging across district			<	>
Trigger lock down via phone in classrooom or mobile phone & panic buttons	\		<	>
Integration with Real Time/Genesis, Power School				>
Police able to talk, monitor, and page in to classrooms				>
Creates detailed digital floor plan with classroom mapping				>
Click on a camera on the map to get a live feed over the existing camera system				>
Police can open or local any door on the existing security system				>
Full campus lockdown with one click				>
Completely accessible and functional on any device, anywhere				>
Local surviveability in case of castastrophic outage				>
Completely accessible and fucntional from Police vehicle				>
Police control doors from dispatch and/or vehicle				>
LTE Back-up (911 works without internet or phone service)				\
911InformPod (Enhanced Pani Button)				~
911Inform RemotePod (Remote panic button with GPS in the field)				\

Things are constantly changing in the space as far as features and capabilities and Brookside come in handy.



BROOKSIDE CLOUD FOR EDUCATION



singlewire software suite









InformaCast

Detection

- · 911 Alerting CallAware
- **Guilding Sensor Integration**
- Panic Buttons & Smart Badges

Notification

- · Bell Scheduling & Paging,
- Announcements
- Desktop, digital signage, phones, etc.
- Mobile Notifications

Management

- Scenario Planning, access control, Lockdown
- Conference Call/Virtual Collaboration
- Reporting & Analytics

Visitor Aware

Visitor/Volunteer Management

- Secure Visitor Check-in and-out
- Volunteer Approval and Tracking
- Background verification
- Tardy Students
- Secure Student sign in/out

- Student Management · Rostering & Reunifications
- Car Line Pick up
- Threat Tip Line

Drill Manager

- Scheduling
- Reporting/Analytics
- · Compliance

Bus Manager

- · Verify Students on Correct Bus
- · Notify Parents on Route
- GPS Bus Tracking

Panic Buttons

5 Panic Button Options

- Wearables
- Mobile App
- Keyboard Shortcuts
- Desk phone Keys
- Mounted Devices

Request Immediate Assistance

Delivers name & location information to response teams

Activate Alerts

- Send text & audio to existing devices
- Direct contact to the 911 PSAP

PERFECT FOR EDUCATION, GOVERNMENT, & MOST BUSINESSES

LIFE & SAFETY

- Active Shooters
- · Severe Weather
- · National Disaster
- · Threatening or Aggressive Acts:
- · Students, Employees, others
- · Chemical Spills, Nuclear Disaster
- · Medical Emergencies
- Fires
- Civil Unrest

OPERATIONAL NOTIFICATIONS

- Daily Paging
- · Bell Schedules
- · Weather Delays
- · Staff Shortages
- Schedule Changes







Singlewire InformaCast Mass Notification



InformaCast is a powerful mass notification system that reaches your people on both their mobile and on-premises devices.

InformaCast offers the only mass notification system that reaches people on-site *and does* mobile alerts from the *same* alerting solution.

When you need everyone to receive a message very quickly, and you need it to grab their attention, InformaCast delivers attention-grabbing streaming audio to a wide variety of devices.

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, desk phone displays, and digital signage.
- · Mobile alerts from InformaCast can be delivered as SMS text, push notification, email and/or audio.

ALERT BEYOND YOUR ORGANIZATION Connected devices can trigger visual alerts like flashing strobe lights, digital displays and scrolling text. Have visitors self-enroll to receive notifications simply by texting a designated number.

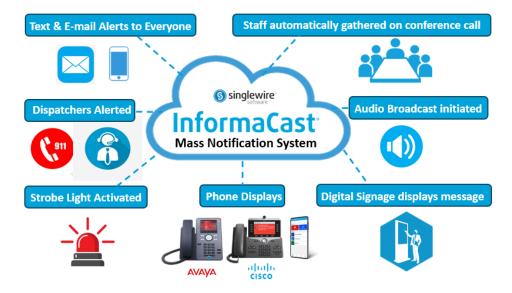
InformaCast Fusion is a leading mass notification solution used in thousands of organizations around the world to enhance safety and communication.

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.





Singlewire InformaCast & Mass Notification



The best chance of reaching your desired audience with critical notifications.

InformaCast is a powerful mass notification system that reaches your people on both their mobile and on-premises devices.

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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.

InformaCast Fusion integrates with **Microsoft Teams**, enabling users to trigger mass notifications and collaborate during an emergency. Using **InformaCast Fusion** as a central emergency notification hub, organizations can tie together existing systems and devices to deploy emergency messages.



PLAYS WELL WITH OTHER APPS

InformaCast Fusion enables you to send text and audio notifications to your existing devices and adds mobile notifications (SMS text, email, and push notifications) and native integration with collaboration tools like **Microsoft Teams, Cisco's Webex, ZoomOne,** and most cloud-based solutions.

InformaCast provides the speed and reach you need to ensure **everyone** receives the information they need to stay safe.



Someone in your organization recognizes a potentially dangerous situation that warrants sending a mass notification. In that case, an **InformaCast** alert can be activated directly within the Teams' interface using the **InformaCast** bot. Teams users must download the bot from the Microsoft AppSource store to properly integrate the two tools.

When the bot is activated, it will respond with an adaptive card. The user can fill out the card with additional information about the situation. This can include the location of the incident, a description of a medical emergency, or the characteristics of an intruder.

Once the card is completed, the bot will confirm the submission and send alerts through Microsoft Teams and the rest of your **InformaCast** ecosystem. This can include desk phones, mobile phones, IP speakers, digital signage, and other connected devices and systems.

Of course, alerting people is only half the battle. You also must manage and respond to the situation once you know it is happening. Following the alert distribution, key safety team members will receive a prompt to join a Microsoft Teams channel where they can collaborate and follow up on the situation.

In the Teams channel, users can view summaries of responses directly from InformaCast to see the effectiveness of the alert sent out. Follow-up messages can also be sent directly from Teams. If you're using Microsoft Teams and InformaCast, but haven't tied them together, or if you're using one of these solutions and want to learn more about the other, we need to talk.

VISITOR AWARE VISITOR MANAGEMENT

Safety starts at the front door. Stay a step ahead with Visitor Aware. Integrate Visitor Aware with existing technology to reduce costs and get up and running quickly.

Protect your entrance. Protect your people. Visitor Aware, our visitor and student management system, provides comprehensive tools to screen and verify guests and volunteers instantly, account for your people during a crisis, and assist with reunification after critical events.



With Visitor Aware, you'll provide peace of mind whenever someone enters your buildings.

- Implementing a digital enterprise visitor management system can drastically improve the security of an organization.
- Provides a structured and reliable method for monitoring and controlling access to the premises.
- By utilizing digital check-ins and identity verification, enterprises can ensure that only authorized individuals enter the building.
- This enhances security and streamlines the check-in process, making it more efficient and userfriendly.
- One of the key benefits of a digital visitor management system is the ability to monitor multiple locations simultaneously.
- For enterprises with several offices or facilities, having a centralized system that provides realtime insights into who is present at each location is invaluable.
- This enables security personnel to quickly identify and respond to potential threats, ensuring a consistent level of security across the entire organization.







Singlewire InformaCast Personal Duress Package



Your organization can leverage five different types of panic buttons to help employees request assistance the moment they need it. Panic buttons options include:

- Wearable device integration
- A mobile app
- Keyboard shortcuts for desktop panic buttons
- Mounted panic button integration
- Virtual panic buttons configured on desk phones
- When certain panic button types are activated (wearable device, mobile app), safety teams receive alerts with the name of the person who triggered the panic button and their location so they can quickly deploy a response.
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MULTIPLE OPTIONS FOR NOTIFICATION & LOCKDOWN, ETC.





WEARABLE PANIC BUTTONS & DEVICES

Keep staff better protected with easily accessible panic buttons.

Prioritize employee well-being by offering personalized protection. InformaCast integrates with wearable badges, such as personal ID badges, which have discreet buttons that can be pushed to request help during an emergency.

When the button is pressed, a message is sent to internal security teams with the name of the person who activated the button and their location.

With our InformaCast software, help is just a click away. Our five different panic button options enable people to discreetly send alerts directly to specific security teams or throughout a facility for rapid response.

Whether it's a medical emergency, violent intruder or other incident, these one-touch solutions ensure the right people are notified instantly so the issue can be resolved as soon as possible.

Desk Phone Soft Keys. Make panic buttons as accessible as possible by configuring soft keys on desk phones. These pre-configured buttons can launch lockdowns, evacuations, or signal danger.

This way, people can quickly activate alerts and get to safety without drawing attention to themselves. Send text and prerecorded audio to specific security personnel or throughout your organization.

System administrators can create mobile panic buttons within the InformaCast app web interface. These buttons then appear within the InformaCast app on designated end-users' phones.

When a user activates a button, they receive instructions and can connect with safety teams via a phone call directly from the app.

Administrators are notified when someone activates the button and can see the user's location through the app and send follow-up messages. The event is tracked so information can be relayed to first responders, so they know the situation, where to go, and who is involved.





WEARABLE PANIC BUTTONS & DEVICES





While Kontakt.io's cloud technology enables mobile apps that help people navigate indoor spaces, our mobile experience goes beyond wayfinding, bringing together insights from across our solutions.

Gain all critical data you need through our APIs—where you are, work you need to get done, the closest equipment, nearby colleagues, customers' whereabouts, an available meeting room next to you - to name a few.

By contextualizing the data with the user location, we help create innovative enterprise experiences, making a difference for staff and customers. We combine RTLS, IoT, and AI technologies within a unified platform to address your digital business challenges.



Easy to Buy. We simplify pricing with a single per-bed or per-room model that encompasses all the devices, apps, and services you will need to achieve desired outcomes.

Easy to Deploy. Using AI, cloud, and mobile technologies, our equipment autonomously communicates and validates itself without requiring human intervention, cutting deployment time from months to weeks and days.

Easy to Use. Breaking through static dashboards, our platform integrates ChatGPT to deliver answers in just seconds. Simple and human-centric in design, it's laser focused on helping users solve their problems efficiently.

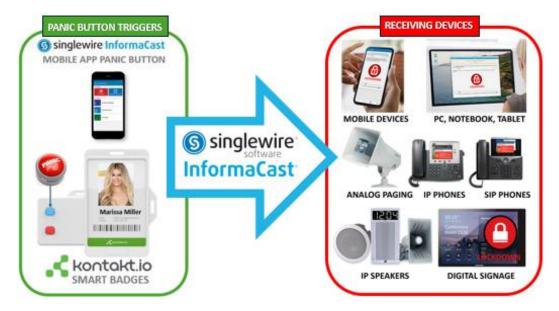


<u>Kontakt.io's staff safety solution</u> comes with BLE wearable devices that healthcare staff can use to activate InformaCast notifications when they need assistance.

Notifications can include the name and location of the worker that activated the alert and be sent to targeted recipients like security teams, or broadcast throughout an entire facility as text, audio, or visual messages.

Kontakt.io also leverages **AI-powered analytics** to reveal high-risk areas and times, helping all sizes of business improve safety protocols and **proactively prevent duress**.

Coupled with the incident management capabilities available within InformaCast, these two solutions can help healthcare organizations handle an emergency event from start to finish and provide quick and efficient responses to help those in need.



The **Kontakt** solution has **TWO discrete, programmable buttons** – one for assistance and one for security – in a lightweight, ultra-thin card holder.

They press the buttons and instantly communicated their identity, type of help needed, and the location with room-level accuracy.

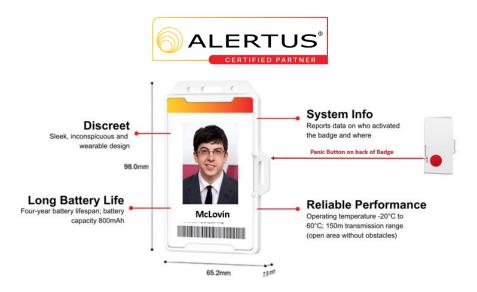
BLE Connected, Cloud Managed so they can easily push firmware over the air and monitor device health.







SECURITY & ACCESS CONTROL



Integration: Fully integrated with the Alertus suite of emergency mass notification products; can be configured to work with third-party systems or products

Simple to Use: Reporting an incident or launching an alert is as easy as pushing a textured button with a concave design to allow users to quickly find the button position without observing it and reducing the odds of mis-contact

Wearable: Lightweight with a slim profile. The badges can be fitted horizontally or vertically and attached to a keychain or lanyard alongside others

Facility-Wide Activation: Pressing the panic button multiple times activates notification alerts through all integrated products

Versatile: Use as a personal panic button to inform security and first responders of an incident or immediately launch a systemwide alert for a general emergency

Location Awareness: Bluetooth 5 compatibility offers room-level location accuracy to reduce response time; it doesn't require WiFi or cell service

Waterproof: Waterproof capabilities enable badges to perform reliably in even the most challenging environment



DESKTOP SOFTWARE

ANY DEVICE, ANYWHERE



CYBERSECURITY

Public and private school's data security should be a top priority for any district, and here's why: Students and faculty trust you with their most confidential information which makes most districts prime targets for cybercrime.

According to the 2022 ABA Cybersecurity Tech Report, 27% of law firms experienced a form of security breach. You don't want your law firm to become part of that statistic.

If lawyers cannot mitigate the risk of data breaches and keep their clients' data as secure as possible how does your district? Here are a few certifications that are designed to protect schools from a variety of cyber-attacks.



















































FEDRAMP. The **Federal Risk and Authorization Management Program** is a United States federal government-wide compliance program established by the General Services Commission (GSA) division of the US government that provides cloud-based products and services and their commitment and approach to authorization, security assessment, and continuous monitoring.

When a vendor states that their solution is FedRAMP authorized, it means that they have gone through the evaluation process, met the criteria and standards, and will be deploying their cloudbased solutions and services in one or more federal agencies.

Texas Risk and Authorization Management Program (TX-RAMP) provides a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process, store, or transmit the data of a state agency.



RANSOMWARE

Schools are faced with the challenge of protecting their systems & data from cyberattacks.

Coro Cybersecurity puts the power of AI into a comprehensive platform that is easy to use.

Coro protects every domain that your faculty, staff, and students interact with.

The CORO platform covers cloud apps, data, endpoints/devices, email, and user activity.



54% of schools reported being hit by

cyberattacks in 2022

44 Ransomware at

Ransomware attacks on schools and entire districts in 2022 **45%**

of schools paid cybercrime ransoms in 2022



Get the Security Your Business Needs and Spend Less Doing It. StreamPC has your back!

Coro Cybersecurity provides an innovative solution to this problem using the latest AI!

The monthly subscription is simple, cost-effective and allows you to focus on your business!





CLOUD-BASED PC



Streampt Protects Your Organization while enabling Productive Work from any Location, on Any Device

StreamPC simplifies true Cloud Computing by providing a streamlined approach to Cloud PCs. Here's why StreamPC is an excellent choice for your cloud desktop needs:

Key Features

- Affordability and Ease: For roughly \$99 per user per month, StreamPC offers a cost-effective alternative to direct Microsoft that includes full desktop support, cybersecurity measures, and comprehensive management of software licenses, patches, and updates.
- App Management and Security: StreamPC ensures secure app delivery through proprietary technology, protecting against hacks, malware, phishing, and ransomware. They handle all your app needs, including Microsoft Office, browsers, Acrobat, Zoom, and more.
- High Performance: Expect superior speed and performance from StreamPC's Cloud PCs. They guarantee faster and more efficient desktops with easy setup and usability.
- Robust Security: StreamPC's security features safeguard against Ransomware, viruses, and malware and use multi-factor authentication to enhance data security and compliance.
- Support and Maintenance: Subscribers have access to StreamPC's help desk support team, with automated updates for the latest OS security, virus, and ransomware patches.

This eliminates the need for your IT staff to manage workstation issues.

- Backups and Disaster Recovery: Automatic backups and data redundancy are standard.
- StreamPC's CloudLock Devices ensure secure connections to cloud-based Windows workstations with no local data storage or transfer options, reinforcing security and simplifying onboarding.
- StreamPC is a Microsoft Partner that includes the Microsoft 365 Office Suite license as well as any other applications you need for no additional charge. So whatever apps are free and web based are automatically available, like Adobe Acrobat Reader, Anti-virus, Anti-malware, Chrome, **Firefox, Internet Explorer, Slack, Microsoft Teams, Zoom,** & more. They *preload* these and more.





















SURVEILLANCE & SECURITY

Brookside Cloud Consulting has a strategic partnership with <u>Dyezz Surveillance and Security</u> to provide turn-key solution design and implementation of managed video surveillance, door access, fire, and security solutions that complement the 911Inform Emergency Event Management Platform.







Brookside's strategic partnership with **Dyezz Surveillance and Security** allows them to offer **video surveillance**, **access control**, **intercom systems**, **alarm systems**, and **fire alarm systems** to their clients.

These systems provide **real-time monitoring** to protect your business, home, and family. Choosing the right surveillance system is crucial for ensuring safety.

- Access Control. This service involves identifying, designing, and installing access control systems. These
 systems can range from restricting access to a single door to managing access across multiple points.
- **Alarm Systems.** Reprogramming alarm systems for burglar and fire alarm monitoring can be done for a cost as low as \$0.57 a day. This service ensures that your property is protected from potential threats.
- **Fire Alarm Systems.** Quick response time is crucial in the event of a fire. Installing an effective fire alarm system can be a critical decision for safeguarding your home or business.
- Intercom Systems. Intercom systems allow communication with visitors without granting them physical access. This adds an extra layer of security to homes and businesses.

















Dyezz has been providing the highest quality of installations and service for video surveillance systems, burglar and fire alarms, access control systems, covert surveillance, intercom systems, and home automation since 2001.

Texas Department of Public Safety License # B11530 and Fire License # ACR-2713

What started as a local Austin business that has grown to service the metropolitan markets of **San Antonio**, **El Paso**, **Dallas**, and **Houston**.



KEYLESS ACCESS CONTROL





Remotely manage ALL your security needs in ONE pane of glass. Combine simplicity with the most powerful features in the industry.

FEATURES & BENEFITS

Access Control. Run your workspace remotely, provide users with touchless access methods, set automated workflows and enjoy best-in-class reporting and analytics features.

Intrusion Detection. Set alarm zones and policies, define custom events, reduce false positive alerts, and never miss an incident with real-time security insights.

Video Surveillance. Monitor your locations directly from the Kisi dashboard, store your footage in the cloud, and combine access events with surveillance footage.

Security integrations. From temperature scanners to visitor management tools, you can connect Kisi to third party hardware and software via API or native integrations.

Secure your space with modern access control. Move to a reliable, cloud-based access solution made in the USA. Kisi is a unified, easy-to-deploy platform that works for every building, door, and user.

Scalable access control. Manage your spaces from a single pane of glass, anywhere, anytime.

Easily set specific access levels across your entire facility. Integrate door access with your SSO provider for real-time provisioning and insights on people entering and exiting your spaces.

Powerful integrations. Streamline operations and minimize security threats by integrating Kisi with your existing tech stack. Integrate security cameras, data analytics tools, visitor systems, and even industry-specific software like coworking or fitness apps to enjoy more control with less manual overhead.

Enterprise-grade access control. Upgrade your access control to a scalable, frictionless solution that you can customize to your unique security challenges.



ACCESS CONTROL

■ kisi - A new approach to physical security

VIDEO SURVEILLANCE



ACCESS CONTROL







KEY FOB

KISI APP

SMARTPHONE

FINGER ID







MOBILE ACCESS **KISI** MOBILE APP







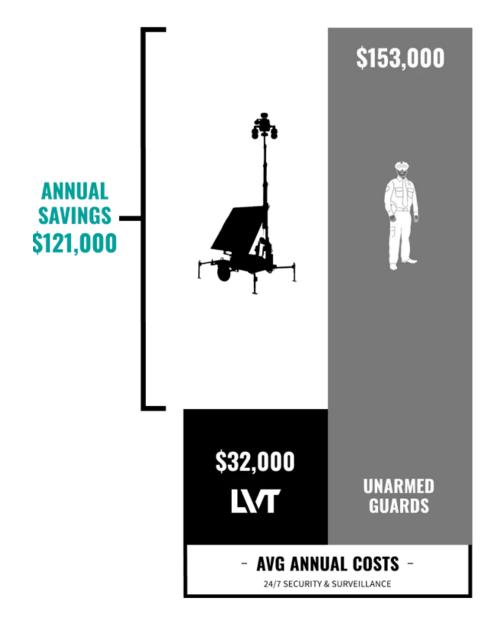
Simplified lockdown system for immediate response. Secure your spaces and influence people's safety even from the comfort of your home.

Detect, monitor, and get instant notifications on potential intruders. Use your phone wherever you are to initiate emergency lockdown on the whole place or lock down specific doors.

Enhance security with emergency lockdown. Enhance security to prevent and prepare for emergencies with Kisi's access control system. Detect intruders, get instant notifications for potential security breaches, and initiate door lockdown wherever you are.



RAPIDLY DEPLOYED SURVEILLANCE. NO INTERNET, NO POWER, NO PROBLEM.



Enterprise-ready cloud-based surveillance, 24/7 live control, detection, and world class sensors - all set up in minutes.

TO RENT OR LEASE A LYT SOLAR POWERED CAMERA TOWER, CONTACT

MIKE DANCE AT (512) 839-6460 OR E-MAIL MDance@BrooksideUS.com





SOLAR-POWERED PORTABLE VIDEO SURVEILLANCE CAMERAS ON A TOWER

D3 SECURITY PLATFORM FEATURES

- Thermal camera detection
- Two-way speaker communication
- Cloud-based
- · Communication link management
- 24/7 video recording
- Monitoring and onsite response
- Automated alerts
- Easy to use
- Infrared
- · iOS & Android apps
- Floodlights
- Live streaming video via cellular and satellite
- Low maintenance







SOFTWARE

LVT brings the only cloud-based solution that can actively manage data consumption. Saving you thousands of dollars in annual data charges.



SECURITY

The D3 Edge Security Platform provides state of the art detection, deterrence, and alerting in an easy to setup and use system.



STREAMING VIDEO

LVT's proprietary VMS system provides a live streaming video solution that offers site visibility anytime, anywhere, and from any device.

Enterprise-ready cloud-based surveillance, 24/7 live control, detection, and world class sensors - all set up in minutes.

TO RENT OR LEASE A LYT SOLAR POWERED CAMERA TOWER, CONTACT

MIKE DANCE AT (512) 839-6460 OR E-MAIL MDance@BrooksideUS.com





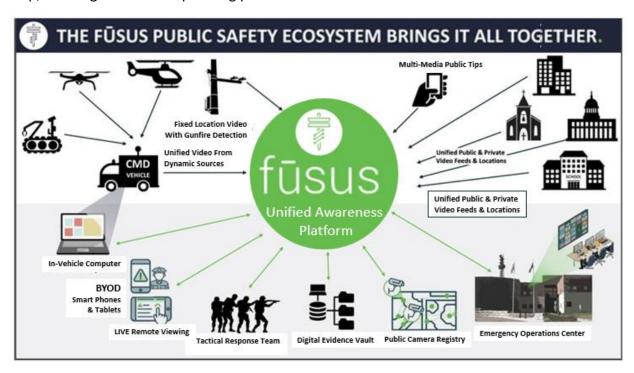
Create A Unified Public- Private Crime Mitigation Network with fūsus

Break Down Silos. Remove the barriers created by disparate technology systems by fusing all private and public video, data, sensor and CAD sources into a common operating picture.

Improve Security While Respecting Privacy. Unify public and private camera assets while maintaining policy-based access to real-time video. This means camera owners decide when and with whom their feeds are shared.

Enhance Situational Awareness. Combine live alerts, ALPR, gunfire detection and more into a single pane of glass. Give first responders a unified view of all cameras, including internal building cameras, accessible from their mobile devices.

Effectively Manage Resources. Enable greater remote command and control of all first responders and their live locations. Police, Fire, EMS and Public Works are all available within one map, creating a common operating picture.

















fūsus Real-time Crime Center Platform

Real-time crime centers provide public safety with a centralized facility equipped with advanced technology and data analysis tools that enable law enforcement agencies to monitor and respond to incidents in real time.

These centers can integrate various data sources, such as cameras, sensors, social media feeds and other information systems, to provide a comprehensive and *immediate* view of ongoing criminal activities or emergencies.



Ultimately, by aggregating all of this information into a single pane of glass for public safety, real-time crime centers enhance situational awareness, improve response times and support proactive crime prevention efforts by leveraging up-to-the-minute information and analytics.

Fusus can the increase safety in any moment, in every environment with their **Real-time Crime Center** solution designed to help law enforcement.

Whether it's a UAV, a traffic camera, a private cell phone video, a building security camera, or a bomb disposal robot, Fūsus extracts the live video feed and sends it to your PSAP and first responders' officers in the field.

Fusus creates a public safety ecosystem that combines video with other utilities like CAD data, gunfire detectors, real-time officer geolocator feeds, a registry map of all the public and private cameras in your region, a multi-media tips line for the public, and a digital evidence vault for investigators.

Fusus can cost-effectively provide a "single pane of glass" to track and monitor active incidents by integrating **live video footage** and other data points from various locations within a community to protect life, capture and preserve truth, and accelerate justice. And for some reason there are there are no seat licenses.







STEEL WINDOWS & DOORS



Since 2006, <u>Metro Steel Windows & Doors</u> has strived to provide our customers with unique & stylish doors & windows with only the best in quality professional and personalized service. Our mission is to help make our customers happy with the right products and a service that meets and even exceeds their design goals.

Bullet proof windows for schools are a necessity for the well-being of students and faculty. The benefits of these types of windows and doors include the following:

Increased protection: Faculty and students can have peace of mind knowing that the windows and doors in the school are reinforced with **bulletproof** glass. They can be engineered to withstand extreme force, including ballistics as well as explosives. Their properties can ensure that any attempts to breach the building through windows or doors can be delayed providing time for law enforcement and first responders to arrive at the incident.

Seamless integration: Our unique product designs have been created to complement today's architectural windows and doors while still offering maximum protection. Our engineering expertise means that these bullet proof doors for schools will fit into virtually any type of architecture as they keep educational facilities safe.

This means there is no need to worry about our products detracting from the historic design of many university buildings or interrupting the look of more-contemporary façades. Because the glazing in these products remains just as transparent as regular glass, they won't draw undue attention to themselves.

Energy efficiency: U.S. Bullet Proofing is one of the few manufactures in the industry that offer a complete energy-efficient solution with thermally broken windows. This means you'll get windows that contribute to lower utility bills for your facility. They offer a significant level of insulation that helps reduce the amount of energy your properties consume for heating and cooling purposes.

Steel windows and bullet-proof glass provide the security necessary to protect the teachers and students.



PAYMENT PROCESSING & POS

Business owners have experienced a shift from customers using cash to now preferring credit card payments, which have become the primary form of payment for most businesses and a growing expense.

Titanium Payments is an **Austin-based private company** that is part of a cooperative buying network that offers "processor direct" wholesale pricing in the electronic payment industry.

Titanium offers "Cash Discounting" or "Dual Pricing" allows businesses to accept credit cards without paying 3-4% for payment processing and/or merchant service fees. Everything you need to be successful from credit and debit card guidelines - including PCI compliance to protect you from the bad guys.

TITANIUM PAYMENTS HIGHLIGHTS

- Around the clock **24/7/365** support from an Austin-based Private company
- Lowest Credit Card Processing Fees & PCI Compliant
- Cash Discounting for Zero Cost processing where the cardholder pays the fees
- Easy transition with Minimal Paperwork with Month-to-Month terms
- Surcharge Compliant Card Terminal custom programmed to meet your needs
- SEE IF YOU QUALIFY FOR A FREE POINT-OF-SALE SOLUTION INCLUDING HARDWARE!

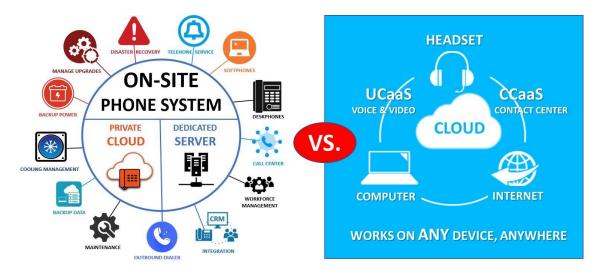




ON-SITE PHONE SYSTEM VS. CLOUD-BASED UCaaS

When comparing the difference between your **on-premises** solution that you own, the results will shock you. On-premise has huge responsibilities for the client are enormous compared with FREE support 24/7 for cloud.

Cloud-based solutions, as opposed to an on-premise system, make sure you can communicate with staff members, students, and parents inside and outside of your building securely using the latest cloud technology.



Key Benefits of Moving Voice & Video to the Cloud-based UCaaS

- Know exactly what you are going to spend on a cost per user basis for the next 3-5 years
- Minimal upfront cost and pays for itself through savings when comparing the total cost/user.
- Reduces complexity & responsibility for IT by getting rid of legacy server hardware & circuits.
- Consolidate collaboration tools to reduce the number of apps, logins, & passwords for users & IT.
- Pay for what you need on a per user basis and always have the latest features & capabilities.
- Meets business continuity & security goals with enterprise connectivity using fiber & SD WAN.
- Cloud-based solutions install easily, are always up to date, and come with 24/7/365 support.
- They integrate with applications like Google Workspace for Education & Microsoft 365/Teams.
- Consolidation and integration of key apps to deliver the best possible user experience.













































Microsoft Teams and use it as your Phone System

Microsoft Teams Monthly Active Users (MAU) has surged to literally everyone in the business world.

Teams allows your staff to effortlessly meet, work together, create content, and share resources in **Office 365** — featuring the simple, intuitive power of **Microsoft Teams**.

Microsoft Teams offers instant chat, file sharing and screen sharing, access to shared calendars for planning meetings, and integration with a range of productivity management tools.

Microsoft Teams makes sense as your go-to collaboration and communication tool if you already have a lot of investment in Microsoft tools and productivity apps. The integrations with the Microsoft ecosystem are excellent.

Microsoft Teams' flexible UCaaS Features include:

- Built-in Softphone for Work Number
- SMS Chat
- Direct routing to carriers or Microsoft phone plans (not recommended)
- Messaging and file sharing
- Video and audio conferencing
- Access to all Microsoft 365 productivity tools



Employees are already familiar with Microsoft Teams can help to drive adoption for businesses of all sizes.





Of course, other features make Microsoft teams a great tool for business communications, including:

- Meeting & Conferencing: Microsoft Teams offers several tools for hosting meetings and conferences across your practice. You can take advantage of online meetings, video conferencing, screen sharing, and even webinars. Easily schedule meetings, share meetings notes, invite guests, record meetings, and more all while benefiting from one-touch join and live chat.
- Calling: Teams enable voice and video calling on your computer, tablet, mobile device, or even desk phone if you still have one. Microsoft offers voice-over-IP (VoIP) and traditional PBX to fit your firm's needs. Calling features include conferencing, call management, direct routing, call queues, contact center integration, and an auto attendant for when you can't pick up. That means that Teams can double as your law firm's phone system, if implemented in its entirety.
- Chat: Inside Microsoft Teams, you can send messages to individuals or groups, join a video call, or share your screen. Plus, you can message those within your law firm from anywhere using the
- **File sharing:** Law firms generate a lot of files. With Teams, you and the rest of your firm can collaborate on projects in real-time. Instant and automatic sync with version tracking also eliminates the mess that is multiple versions of a single document. Files, including those inside Word and PowerPoint, can be edited without ever leaving Teams and you can set permissions to protect your files from wandering eyes.
- Calendar: Teams includes a ton of calendaring features so you can easily track your meetings, calls, and more. For example, you and others in your firm can add meetings to calendars while inside Teams. Those meetings can then be synced across each meeting guest's calendar without any additional effort.
- Tasks: Not only can you view your tasks from inside Teams, but you can also create new tasks from chat messages via Tasks Bot. For example, when your assistant sends you a message regarding a client call, you can easily create a task as a reminder for later.
- External collaboration tools: Via the guest access feature, Teams allows you to bring others from outside organizations into your channels easily, so they too can collaborate via chat, calling, and conferencing.

Your users are already familiar with, Microsoft Teams can help to drive adoption for businesses of all sizes. And just like the other apps inside **Microsoft 365, Teams** is **cloud-based** and available in-browser, with an installable desktop application, and via mobile devices.

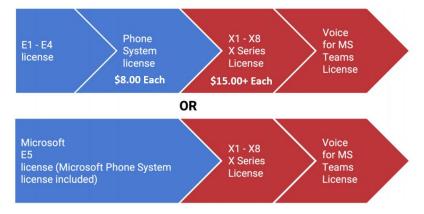






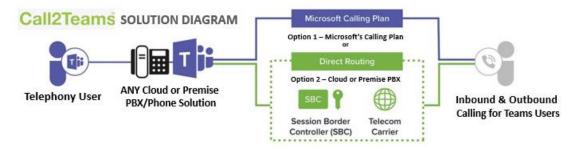
This is only a sampling of what Teams has to offer for your organization. It's also quite affordable when compared to other options out there when compare apples and apples.

Microsoft will charge for a Phone System License regardless of who you go with plus a provider license.

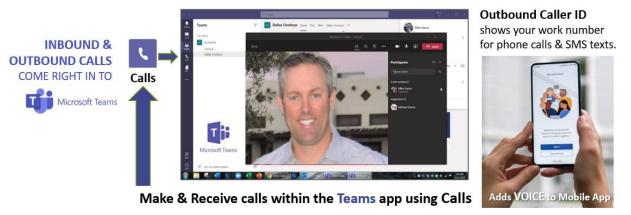


For example, it would be \$8.00 (Microsoft) + around \$15.00 for 8x8 = \$23.00 cost per user a month.

Microsoft Teams does not provide an **applications programming interface**, or "**API**" like everyone else. An API is programming code that enables data integration between one software product and another. Because there is no API, providers use the same *workaround* from cloud-based provider **Call2Teams**.



Too many organizations have trusted their IT people who convinced them Microsoft could deliver quality voice.







8x8 erases boundaries between **UCaaS** (voice & video) and **CCaaS** (contact center) with a **one platform** approach. **8x8** combines **UCaaS** and **CCaaS** into a single solution that is easy to manage on a secure and compliant cloud-based platform that has the industry's only **platform-wide 99.999% uptime SLA.**

Some of the leading features included in 8×8 UCaaS offering are:

- Integrations with Microsoft Teams, Salesforce, G-Suite, and others
- Audio and video conferencing functionality
- Self-service Interactive Voice Response (IVR) and Intelligent Virtual Assistants (IVA)
- Sophisticated Multi-level Auto-attendant functionality
- Messaging over SMS, voicemail, email, and apps from your work number
- Collaboration features and Employee presence
- Support for compliance requirements

The UCaaS solution from 8×8 ensures that companies have all the components they need in a single platform, from video conferencing and SMS, to voice and chat technology.

8×8 makes it easy to consolidate **all** your business communications into a single environment, reducing ongoing expenses in the workplace, and allowing for stronger insights.

You get **built-in redundancy** to protect against downtime, and you can access a wide range of solutions for omni-channel communications too.

8x8 provides unified administration capabilities that allow you to provision, configure, manage, and monitor all your communications with one administration console for UCaaS and CCaaS users.

8×8 supports **unlimited global calling** and **SMS**, and it's well suited to companies who have specific compliance requirements, thanks to a HIPAA compliant approach to conversations.

8x8 X Series provides a range of service plans that include **unlimited calling** to specific countries, for no additional cost, with up to **48 unmetered destinations** as you can see from this chart based on their **X1-X4 licensing.**







8x8 has deep native integration to **Teams** via **8x8 Voice for Microsoft Teams** which provides enterprise-level telephony *and* contact center with global inbound and outbound PSTN calling across to more than 46 countries.



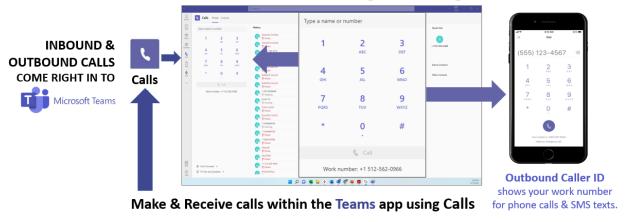


Most use **Teams** for **internal** with **external** calls on separate phone system & lines to manage like this:



Why not make it easier and use **Teams** for both inbound & outbound calling and use **ONE APP** for everything?

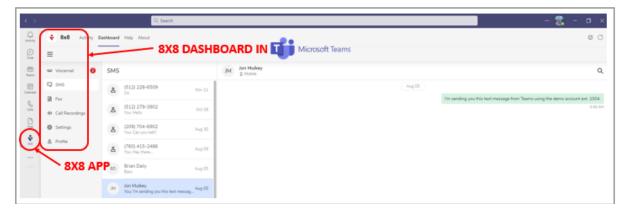
Add Inbound & Outbound Calling to Existing Teams





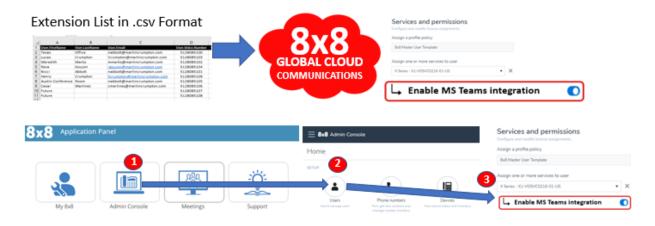


8x8 Voice for Microsoft Teams comes with a **dashboard** as part of an **8x8** app that operates within **Teams**.



It's super easy to install and provides the best overall experience for your users and IT with **ONE APP**. 8x8 techs will work with your IT people to set up Active Directory ONE-TIME that allows them to talk.

It all starts with a **USER TEMPLATE (.CSV File)** that has all the pertinent user information - name, direct number, e-mail, phone ext.



And the best part is once both 8x8 & Microsoft Teams have been set up with the right permissions, adding up the Teams users in 8x8 is as easy as 1-2-3. Flip the switch in the bottom right corner that says "Enable MS Teams Integration" when you add users.

BOTTOM LINE. Microsoft is one of the only companies that doesn't provide an Application Programming Interface (API) that would allow other companies to fully integrate their products with Microsoft Teams.

8x8 is a global company that was the first to develop a "workaround" for using voice in MS Teams.

Starting at around \$10.00 per user/month to add VOICE to their existing Teams account is a no-brainer!





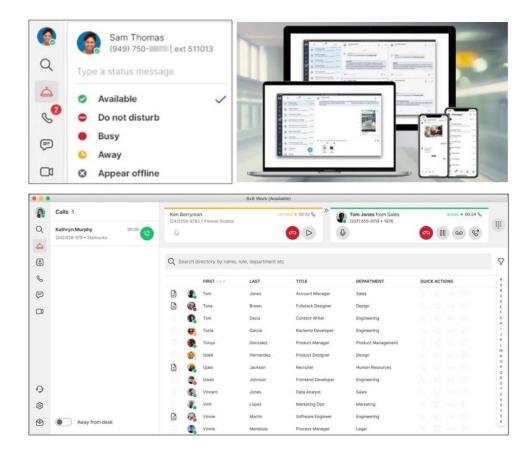
8x8 Frontdesk empowers receptionists & operators to represent your business better from anywhere. With advanced call handling, shared directory and presence, and one-click away-from-desk call diverting, route calls to the right person faster, every time. **All without installing a separate app.**

Answer and manage calls from anywhere. Optimized for high-volume call-handling and simply enabled in any environment with the **8x8 Work for Desktop**. Check out Frontdesk YouTube

Extends the receptionist role to any user. The Frontdesk interface can be activated for any user with an X Series X4 license, enabling you to front your business with your best people.

Unified operator experience for UC and Contact Center. As part of the **8x8 XCaaS** integrated solution, **Frontdesk** provides all-encompassing visibility and onward call connectivity to contact center agents, UC extensions and **Microsoft Teams** clients.

Simple to deploy for instant impact. There's no additional software to install and administrators can assign Frontdesk with a *single click activation* in Admin Console.







With everything moving to the cloud and a UCaaS model, Cisco acquired cloud-based **Broadsoft** in 2018. This design was more in-line with the latest technology in this space and would use WebEx as the client.

Calling, meetings, messaging, and events in the cloud for teams of all sizes.

Webex provides a highly secure and easy-to-use solution that offers the best possible user and customer experience along with **omni-channel contact center**, and more.

Webex Calling, the call control and infrastructure are hosted and managed by Cisco in the cloud, and it is a subscription-based service so maintenance and updates are handled by Cisco in the cloud, including voice services so organizations don't need to worry about SIP trunk charges, hardware upgrades, software patches, or software updates as new features and enhancements are rolled out automatically.

Webex Calling is designed to integrate with other Webex collaboration tools, such as Webex Meetings, Webex Teams, and Webex Contact Center, enabling a unified collaboration experience.

With **Webex Calling**, the call control and infrastructure are hosted and managed by Cisco in the **cloud**, and is a subscription-based service that includes phone lines, long-distance charges, and all maintenance.

Call from any device. Cloud calling made easy. Keep colleagues and customers close with a complete cloud phone system built to make and receive business calls on any device.

Meet from anywhere. Experience it with immersive share. Virtual presentations become as good as inperson meetings when you layer yourself over the content you're sharing.

Message instantly. Collaborate with anyone. Create a more efficient workflow with team messaging and file sharing for both internal and external teams—all in the same space.

Engage everyone. Instant audience engagement. Encourage more active participation in meetings and events with easy interactive audience tools for polling and Q&A.

Engaging webinar and event experiences made easy. Host interactive webinars and events for virtual and in person audiences. Host large virtual events with up to **100,000 attendees** to reach more users.

Simple connections. Let customers connect through the channel of their choice with seamless transitions from digital to human interactions. It's as easy as messaging a friend.

Wide range of capabilities. Give agents an intuitive desktop with customer context histories and in-app messaging through Webex or Microsoft Teams to keep agents constantly connected.

Painless management. Enjoy ease of management on a **single platform** where you can access important analytics and insights.



cloud contact center







Customer insights. Customer journey data provides key insights on customer journeys across any channel or application allowing agents to take real-time actions to provide the best experience.

Webex Connect. Orchestrate and automate customer journeys with an enterprise-grade Communications Platform as a Service (CPaaS).

Webex Contact Center AI Solutions. Empower agents with AI capabilities designed to improve satisfaction. **Webex Workforce Optimization.** Implement tools that increase the performance of contact center teams and agents.

Webex Contact Center Enterprise provides a comprehensive, customizable, highly secure cloud solution to meet the complex needs of the world's largest contact centers. It is extensible via open APIs and add-on options and backed by Webex's renowned security and support.

Webex Contact Center Standard or Premium Agents, or both.

- **Standard Agent** functionality includes inbound and outbound voice, browser-based agent desktop, and web and voice callbacks.
- Premium Agent functionality adds full omnichannel capabilities including email and web chat.



Enterprise scale

With support for up to 36,000 concurrent agents, Webex Contact Center Enterprise has the scale, security, and features to meet the needs of enterprise cloud contact centers.



Cisco-backed solution

As part of Cisco's global data centers and cloud infrastructure, this solution adheres to Cisco's market-leading security and privacy standards.



Cloud-based platform

Built on the Webex Platform, an open, flexible, multitenant cloud infrastructure that offers feature agility, innovation, and integration with other cloud applications.



Customizable and extensible

Integrate your contact center with other Webex applications and cloud applications such as business-critical CRM and WFO platforms.



Optimized user experience

A sophisticated and intuitive administration portal puts contact center management in the hands of the business and unburdens critical technical resources.



Rapid deployment option

Our quick deploy solution allows organizations to quickly and cost-effectively deploy an enterprise-grade cloud contact center software in 10 business days or less.







Cisco Unified Communications Manager (Unified CM) is a call control solution that requires hardware and software deployment within an organization's data center to provide telephony, high-definition video, unified messaging, Instant Messaging and Presence in a reliable, secure, scalable, and manageable call control and session management.

Your people are responsible for all **voice circuits**, i.e. a *finite* number of SIP trunks along with multiple virtual instances on your server that are all co-managed by your people. Way too much responsibility.



Once you move voice to the cloud with WebEx, all you need is stable and reliable internet connectivity. The rising cost of maintenance (SmartNet) goes away as does the responsibility for using IT resources.





why cisco webex?

Calling, meetings, messaging, and events in the cloud for teams of all sizes.

Working better, together. Trusted by 95% of Fortune 500 companies.

The future of work is hybrid. Webex powers a new way of collaborating that's centered around the work you do, not where you do it—whether it's in the office, at home, or anywhere in between.

Call from any device. Cloud calling made easy. Keep colleagues and customers close with a complete cloud phone system built to make and receive business calls on any device.

Meet from anywhere. Experience it with immersive share. Virtual presentations become as good as inperson meetings when you layer yourself over the content you're sharing.

Message instantly. Collaborate with anyone. Create a more efficient workflow with team messaging and file sharing for both internal and external teams—all in the same space.

Engage everyone. Instant audience engagement. Encourage more active participation in meetings and events with easy interactive audience tools for polling and Q&A.

Engaging webinar and event experiences made easy. Host interactive webinars and events for virtual and inperson audiences. Host large virtual events with up to **100,000 attendees** to reach more users.



This solution is perfect for firms that are currently using Cisco's premise-based private voice solution.

Between what you are spending on **Cisco SmartNET** and/or SIP trunks, it *pays for itself through savings*.







Zoom takes a **video-first approach** to collaboration, enabling quick and easy meetings at the touch of a button. It's very user friendly to set up audio and video meetings and teams can share files and screens, create breakout rooms, and change their backgrounds and it's easy to host webinars and events.

You can access a range of speaker views, including something like **Together Mode** - like MS Teams.

Supporting your administrators and providing flexible learning modalities for students has never been easier. Now you can manage your communication procedures and policies as well as emergency protocols all within **one platform**.

UCaaS & CCaaS. While you can enjoy simple and effective video meetings through the Zoom platform, you can also unlock UCaaS with **Zoom Phone** for calling, and even send messages to team members through **Zoom Chat**.

Ranging from a simple **Zoom app** where you can access all the features you need to connect with teams, to call transferring and management functionality; Zoom is a comprehensive platform that includes:

- Access to mobile and desktop apps
- Call transfer and routing capability
- Call forwarding and voicemail
- Salesforce, Microsoft, and Slack

- Elevate to meeting functionality
- Omni-channel contact center
- Monitoring for supervisors
- In-depth analytics and reporting

Zoom Contact Center helps businesses deliver prompt, accurate, and highly personalized customer experiences that drive loyalty. Reduce cost and complexity with ONE easy-to-use administration portal for contact center (CCaaS) and all those collaboration tools (UCaaS).

Provide intelligent self-service with Zoom Virtual Agent

- Boost your CSAT score. Our chatbot AI accurately understands what your customers are asking, regardless of how it's worded
- Improve first-contact resolution. Provide highly specific responses by integrating with your CRM, e-commerce systems, and all your company's source of truth
- Drive faster resolution. Seamless handoff with chat history so agents can efficiently take over where the AI
 chatbot left off

Zoom is perfect for organizations that really like the Zoom experience and just want to add voice to video as well as the latest omni-channel contact center using intelligent virtual assistants (IVA), etc.

And now they have Contact Center as a Service with omnichannel and customer journey analytics for CX.





Positive, secure interactions. Law firms need the ability to conduct secure calls, video meetings, and messaging from anywhere – while automatically keeping track of it all.

Focus on profitability. Your bottom line depends on your firm's ability to adapt to the needs of the modern, workfrom-anywhere workplace.

Modernize your law firm. Your clients, associates, and staff are your firm. Attract and retain them with modern law firm software that lets you securely and confidentially communicate from anywhere.

Manage billable leakages.

Time is money. Automatically track billable hours across meetings, phone calls, and messages.









Enhanced safety and notifications. Protect your users from the unexpected. Users can trust GoTo to keep users safe while online using:

- **Easy setup and configuration**. You don't have time to waste on getting up to speed. Quickly configure all your call routing in a drag and drop visual editor.
- Work from anywhere. Easily access client conversations all in one place. Access GoTo Connect on your desk phone, computer, or mobile device.
- **Trackable video calls.** Seamlessly switch between calls, HD video conferencing, and messaging. Track everything in one place.
- TLS encryption and 256-bit AES encryption at rest protects sensitive chat, recording, notes, and more.
- Secure video conferencing features for meeting hosts include password protection and meeting locks.
- Full-control over attendees (to monitor, mute, or remove someone)

Maintain a safe learning environment for attorneys and their staff leveraging GoTo's integrations with SIP-based safety devices and mass notification software.

- Phone system integration with on-premises paging and safety equipment including door locks, alarm system, and more
- Easily configure bells, paging and phones to broadcast announcements and alerts during an emergency
- Full integration with InformaCast and CatapultEMS mass notification systems to keep everyone safe, connected and informed

 Reliable cloud-based solution that keeps running even during outages with prioritized calling to emergency services.



Talk. Message. Meet. Support. One workspace for team & customer communications.

Dialpad provides *truly* unified communications, with advanced features all in one place—including call waiting, caller ID, and **built-in Ai technology.** Dialpad isn't just an ordinary business phone system. It gives you video meetings, SMS/MMS + team messages, and of course, phone calls—*all from one beautiful app.* It's flexible and scalable, allowing you to add (or remove) users whenever you need to.

Truly unified communications. Phone calls, instant messaging, and SMS/MMS messaging, all on one place. Dialpad has both a desktop app and mobile app (and works on browsers too). Whichever business communication channel you prefer, you can do it all right from Dialpad without having to switch between different tabs.

An integrated contact center. If your business has a contact center or support team, Dialpad also has a fully integrated CCaaS product. One user interface, one login—which means your agents and supervisors can make phone calls and message each other from the same place where they'd handle customer calls.

Safe and secure. Dialpad is **SOC2® Type II compliant** and can help you meet your **GDPR compliance requirements.** From personally identifiable information to actual phone calls, Dialpad ensures that your data is encrypted and secure no matter where you are and what device you're using.

Voicemail transcriptions. Don't have time to listen to all your voicemails? No problem. What if your business phone service could transcribe your voicemail messages so that if you're stuck in meetings all day, you can still read transcripts of important calls you might've missed?

Fully integrated contact center with built-in Ai tools. Build better agent and customer experiences with live coaching, sentiment analysis, predictive CSAT scoring, and more—all in the same communications platform where you send messages and host meetings.

Sales dialer with live Ai-enabled coaching. Give your sales teams the tools to close deals faster. Dialpad's Ai tracks action items and even automatically surfaces scripts when tricky questions come up on prospect calls.



dialpad The World's Most Advanced Al Contact Center







The **Dialpad AI contact center** is one of the most innovative CCaaS solutions. As artificial intelligence transforms CX workflows, countless vendors have begun implementing machine learning, generative AI, and LLMs into their platforms.

However, Dialpad is one of the few companies to place AI directly at the heart of its CCaaS platform. Promising the world's most advanced AI engagement platform, combined with AI sales tools and self service solutions, Dialpad is empowering true contact center transformation.

If you're wondering what the most exciting features of the Dialpad AI contact center are for 2023 and beyond, you're in the right place. Here's your guide to the intelligent Dialpad capabilities every business should consider exploring this year.

The Top Dialpad AI Contact Center Features. Though many modern CCaaS vendors offer omnichannel cloud contact center platforms infused with AI, Dialpad delivers something different. Every aspect of the Dialpad contact center has been enhanced by the latest innovations in AI and machine learning.

These tools give companies the resources to deliver more personalized and unique customer experiences. However, they're also designed to enhance your contact center agents' performance, productivity, and engagement levels.

Here are some of the most innovative Dialpad AI features you should consider implementing for your team.

1. Dialpad Al Transcriptions and Sentiment Analysis. The Dialpad Al contact center makes surfacing valuable insights from conversations easier than ever. The industry-leading transcription engine built into the contact center offers unparalleled accuracy. Plus, it can transcribe conversations in real time.

Aside from improving compliance and call clarity, Dialpad's Al-driven transcription engine can also deliver call summaries to agents after every conversation. These summaries include action items, key topics covered, and even insights into sentiment.

Built-in sentiment analysis technology even allows the Dialpad toolkit to notify supervisors and agents when a customer's attitude begins to shift so they can jump in and help agents. Plus, machine learning makes the system more advanced and accurate over time.

2. **Dialpad Self-Service Tools.** While self-service tools like chatbots and IVR systems might not be new to the contact center, they're growing more advanced. The Dialpad AI contact center self-service tools make it easier for companies to automate everyday conversations, with built-in conversational AI call deflection.



dialpad The World's Most Advanced AI Contact Center

When building custom chatbots within the Dialpad ecosystem, companies can integrate knowledge sources like CRMs, ticketing systems, and websites for personalized discussions. Plus, you can design entire workflows with a drag-and-drop editor (no coding required). Ongoing machine learning ensures you can consistently improve the customer experience based on data and discoveries.

Plus, Dialpad can even help companies identify missing knowledge sources for FAQs and websites based on frequently asked by customers. There's even a deep semantic search feature that allows bots to examine all of your content to deliver valuable answers to customers.

3. Dialpad AI Contact Center Intelligent Routing. Upgrading your routing strategy is one of the best ways to improve CX metrics and customer satisfaction. The Dialpad AI contact center supports omnichannel routing for traditional and digital channels. You can connect with customers through phone, web chat, SMS, Facebook, WhatsApp, and more.

Plus, since you can integrate data from your CRM and customer intelligence tools, the Dialpad system is excellent at routing calls based on customer histories and preferences. The system can even deflect calls to conversational AI agents when certain conditions are met.

Unlike other contact center routing solutions, Dialpad offers advanced built-in relationship analysis tools. This means agents can reference an entire conversation history with a customer during a conversation for enhanced personalization.

4. Dialpad AI Employee Coaching. Dialpad knows employee experience and customer experiences are closely connected. As such, it's one of the few companies to implement live coaching into the entire employee workflow. Supervisors and managers can use AI tools to find coachable moments briefly. Dashboards and analytics demonstrate where employees struggle so business leaders can jump in.

Plus, the AI agent assist technology ensures supervisors don't always have to be available to offer employee support. AI solutions deliver automatically triggered pop-ups on their screens with notes on responding to queries and concerns.

The Agent Assist tool can scan through all connected knowledge sources, from PDFs to past customer calls, to provide agents with in-depth information whenever needed.

5. Dialpad Quality Assurance and Insights. Speaking of Dialpad AI contact center features that enhance employee performance, the analytics and reporting tools built into the platform are incredible. Not only does Dialpad automatically transcribe and summarize calls for you, but it can also highlight relationships and contextual insights.

Dialpad also offers automated and Al-driven quality assurance solutions. With these QA tools, companies can reduce compliance risks, improve agent adherence, and track critical metrics. The Al system automatically acknowledges when QA Scorecard criteria have been met and draws attention to coaching opportunities.

6. Al CSAT Scoring. The Dialpad Al contact center is one of the first solutions on the market to take a new approach to monitoring customer satisfaction scores. Dialpad recognized companies were getting a restricted view of customer satisfaction ratings due to an inability to collect insights from every conversation.



dialpad The World's Most Advanced AI Contact Center

To address this issue, the company created an AI CSAT tool that automatically scores every call, allowing companies to access more robust insights. Dialpad's predictive analytics mean companies can immediately understand customer satisfaction levels and access optimization opportunities.

Plus, companies can use automation to send out automatic SMS surveys, combined with AI CSAT solutions, for an even more comprehensive view of customer experience.

7. DialpadGPT. Generative AI technologies are taking the contact center landscape by storm. Many of the world's top contact center vendors already invest in open-source LLMs to build their solutions. DialpadGPT, integrated with the Dialpad AI contact center, is one of the most exciting innovations in this landscape.

The uniquely specialized large language model solution gives companies rapid access to precise, scalable, and customizable generative AI features. Agents can access instant call summaries, in-the-moment coaching, and more for all use cases.

Since DialpadGPT is trained in business conversations, it's excellent at extracting action items and customer satisfaction scores from discussions. Dialpad also allows companies to configure the solution to their specific needs with first-party business data.

8. Dialpad Customer Intelligence Platform. Dialpad's customer intelligence platform, integrated with the Dialpad AI contact center solution, allows companies to unify various data sources for more robust insights. The solution can gather detailed customers from different environments using powerful integrations.

Then, the Dialpad AI and machine learning algorithms analyze the insights to deliver actionable insights to business leaders. This unified customer intelligence platform helps companies make intelligent decisions on personalizing and enhancing customer experience.

Plus, since Dialpad complies with a range of industry regulations and guidelines, companies can rest assured that their unified data will remain safe and secure.

9. AI Collaboration Tools. Finally, the Dialpad AI contact center ensures companies in today's flexible workforce can unify and align their employees as effectively as possible. With built-in collaboration features for video and audio meetings enhanced by intelligence, agents can accomplish more.

Every agent gains access to a unified ecosystem where they can access support from other subject matter experts during customer conversations. Teams can communicate via messaging and share videos, photos, and files with team members.

This intelligent environment gives employees more freedom to work effectively together when solving complex consumer challenges.

The Innovative Dialpad AI Contact Center. Artificial Intelligence is quickly becoming a must-have component of any contact center. However, the Dialpad AI contact center approaches the concept of CX intelligence, unlike any other platform on the market. By infusing AI and machine learning into every aspect of the digital contact center experience, Dialpad unlocks new opportunities for both customer and employee engagement.











Vonage Business Communications (VBC), and it offers telephony, SMS, messaging and meetings. It integrates with Vonage's CPaaS & CCaaS on the **Vonage Communications Platform (VCP)**.

Vonage develops and operates its entire technology stack and sells mainly to the midmarket - but can and will support larger enterprises.

More than **90%** of its users reside in North America, although service to Latin America, the U.K., Europe and the Asia/Pacific region continues to expand.

Key changes in 2022 include enhancements to **Virtual Receptionist (IVR), AI Virtual Assistant** and automated integration with **Microsoft Teams**.

Vonage Meetings has increased the scalability to 200 participants, an Integrated Whiteboard, Mute All, and the ability to escalate to video from **SMS**, **Team Messaging** and any web-based app.

VBC is *tightly* integrated with the **Vonage Contact Center**. Organizations with Contact Center as a Service (CCaaS) and UCaaS capabilities benefit from a consistent user interface, **single sign-on**, common call controls and a common directory.

The cloud contact center software that brings it all together. When you boost the agent experience, you help them to deliver an all-around better customer experience. And that can positively influence your sales and service delivery.

There is no question that the **Vonage Contact Center (VCC)** can positively impact your:

- Team productivity and satisfaction.
- Controlled costs.
- Customer first-call resolutions.
- Integrated CRM.

Cloud phone system integration with top business applications. Done better.

A cutting-edge phone system integrations platform that seamlessly connects to the key business productivity tools you depend on while helping you better manage your communications data.

The **Vonage® Integration Suite**, powered by **Unify**, platform reimagines the way business communications are initiated and captured for better productivity, reporting, and business intelligence.

This integration can be extended to seamlessly bring together both voice and data into your key sales, customer service and business productivity applications, including **Salesforce** and **Bullhorn**.

Ericsson completed its acquisition of Vonage in July 2022.









Every business leader knows that customer experience is mission-critical, but it's also more challenging than ever. As consumer expectations continue to rise, so does the bar for customer service. Customers expect quick service around the clock from a knowledgeable agent and via the channel of their choosing.

Customers LOVE their communications with friends and family. But do they love communicating with businesses? Not so much! One thing they DON'T do with a smartphone: Put it down.

App-based messaging. Mobile phone calls. Email. Social media posts. They do it ALL — non-stop. The channels customers love with friends and family — they DON'T love them for non-routine purchases!

OMNI-CHANNEL. Omni-channel gives your customers a consistent and cohesive experience on every channel, **both online and offline**. It's designed with the customer experience (CX) in mind, and it provides a convenient interaction at every touchpoint — whether that's social media, text messaging, voice, chat, or another medium.

Because omnichannel solutions are integrated with one another, they retain crucial context that enables a smooth CX. An omnichannel solution allows a customer to switch channels — for example, from voice to text as they are running out the door to an appointment — so the customer can continue their conversation without having to recap it from the beginning for a different agent.



This approach enhances customer satisfaction and accelerates first-call resolution.

In fact, companies with strong omnichannel customer engagement retain an average of 89% of their customers compared with just 33% for companies without.

LONG WAIT TIMES TO SPEAK TO AN AGENT	CONTACTING MULTIPLE TIMES TO RESOLVE AN ISSUE	UNABLE TO ANSWER YOUR QUESTION – RIGHT PERSON IS UNAVAILABLE	DESCRIBING ISSUE TO MULTIPLE AGENTS, BEING TRANSFERRED MULTIPLE TIMES
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A bad CX — having to repeat themselves, on hold too long — prompts 75% of customers to take their business elsewhere. Does that old story sound familiar? Bet you haven't embraced AI yet!







Today Nice CXOne is powering seamless experiences for every customer journey and at 7,500+ NICE employees is the largest company in the cloud-based contact center and customer experience (CX) space.

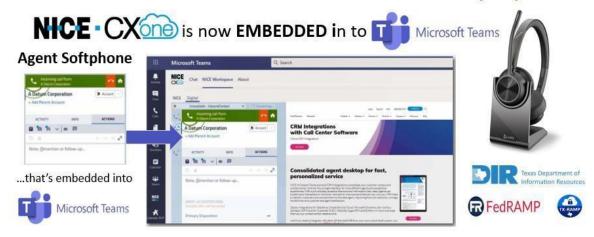
NICE is passionate about removing the friction between companies and consumers, creating extraordinary customer experiences that build brand loyalty and create unbreakable bonds.

Nice enables organizations to address today's consumer and employee expectations, by delivering effortless, consistent, and personalized digital-first experiences with **CXone**, the world's leading cloud CX platform.

Nice is well known for their innovation and comprehensive end-to-end CX approach, combining digital entry points, journey orchestration, smart self-service, prepared agents and complete performance suite, all embedded with our purpose-built CX Analytics, AI, and domain expertise.

Elevating customer experience and solving contact center challenges is their specialty—and passion. With Nice's award-winning complete cloud CX platform and applications suite, outcome-focused people, and powerful partner ecosystem, they are positioned to help you tackle any challenge, no matter the size.

REDUCE COMPLEXITY & CONFUSION with SINGLE SIGN-ON (SSO)



NICE was named a Gartner® Magic Quadrant™ Leader for Contact Center as a Service, or "CCaaS"



FedRAMP is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.



TX-RAMP is a program of the **Texas Department of Information Resources** that provides "a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process the data of a state agency."

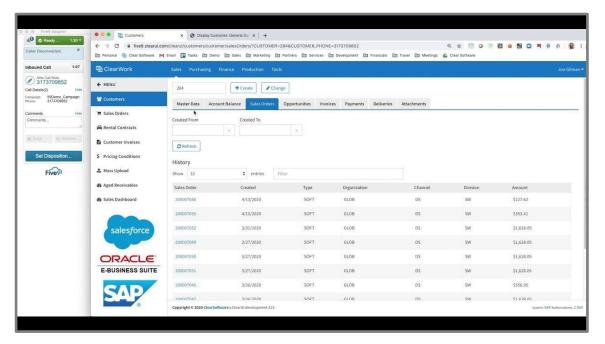
FedRAMP & TX-RAMP empower Federal & state and local government agencies to use modern cloud technologies, with emphasis on security and protection of federal information, and helps accelerate the adoption of secure, cloud solutions.







Five9 is an industry leading CCaaS platform that empowers your agents to engage with customers across their channel of choice, provides your managers with visibility into contact center performance, and brings overall agility to your business.



Five 9 is driven by a passion to transform contact centers into customer engagement centers coupled with a deep understanding of the cost and complexity involved in running a contact center.

Five9 rapidly gained momentum as contact centers began to understand the potential of the cloud and started looking for alternatives to traditional, premises-based solutions. Five9 has been leading the cloud charge ever since and consistently a **Gartner Magic Quadrant** provider for several years in a row.







Creating powerful customer connections since 2001, Five9 is a leading provider of cloud-based contact center software and related applications and integrations.





genesys CLOUD CX aws

Genesys Cloud CX is a suite of cloud services for enterprise-grade communications, collaboration, and contact center management.

The **Genesys Cloud CX** contact center platform empowers your business to provide exceptional service across the customer journey. According to the company, its contact center solution delivers more than 70 billion customer experiences in over 100 countries.

Genesys Cloud CX is built on top of **Amazon Web Services (AWS)** and uses a distributed cloud environment that provides secure access to organizations around the world with a marginal IT footprint.

Amazon Web Services recently announced that contact center provider Genesys picked AWS as its preferred cloud provider. This means **Genesys Cloud**, the company's public cloud contact center platform leverages the power of AWS.

With Genesys Cloud, now built on AWS's extensive set of cloud functionalities, Genesys customers can develop and deliver new features to customers. The partnership will also enable organizations to deploy and scale the Genesys Cloud platform.

The platform uses a wide range of AWS services such as computing, database, analytics, machine learning, storage, as well as AWS security and with over **1,000,000 paying customers** on the AWS platform, it is this experience Genesys hopes the Amazon subsidiary will bring to its contact center solution which has endured the novel Coronavirus.

AWS will help agents using the **Genesys Cloud** solution to generate real-time insights that guide human agents along with chatbots during customer engagements. This has all sorts of implications, including understanding when to adjust agent behaviors to meet the needs of customers based on real-time sentiment analysis.

Genesys Cloud is capable of indexing customer interactions using Amazon DynamoDB, a database that delivers single-digit millisecond performance at any scale, I'm told. This enables users to identify patterns in customer service requests around the world and accommodate extreme concurrency of requests, and could very well deliver a much-needed boost to customer experience.

Genesys Cloud also features microservice architecture and application programming interfaces (API) that enable customers to customize the experience agents have via third-party software integration



PHONE OPTIONS

You have *multple* options for a deskphones that will do what you need them to do.



CISCO IP PHONES 8800 SERIES

















































We help you find and identify the best solution that meets your specific needs and budget. For **FREE!**



CONFERENCE ROOM SPEAKERPHONES

Every conference room is different, and no one knows conference room speakerphones like Poly.





If using Microsoft Teams, there are multiple products that come *pre-loaded* with software *ready to go.*



AUDIO CONFERENCING

The Conference Bridge feature of VoIP allows large groups of people to participate in a phone call. Conventional phone service limits conference calling to a maximum of three people.

This advanced system can accommodate hundreds of participants on a single call, all at the same time.

Conference bridge calling eliminates communications the problem of long-distance travel, hectic schedules, and financial limits as obstacles to scheduling meetings.

Timely and effective interaction between many stakeholders in the larger community is the central requirement for any successful educational institution.

Features and Benefits of Conference Bridging

No Setup Required — The conference bridge is implemented by the VoIP provider. Your firm needs only a dedicated phone line and the proper audio equipment. Participants will be connected by dialing into the conference bridge, using a phone number and PIN provided.

- Choice of Capacity Conference bridging technology supports multiple conference rooms and multiple call
 participants in each. You select the number of conference room and participants based on the model, hardware,
 and licensing terms you choose.
- **Graphical User Interface** Advanced features of better systems include a GUI that enables participants to see who has joined the conference and who is currently speaking. Moderators and call administrators have even more advanced controls providing more information.
- Convenient Attendance Clients can attend many meetings without even leaving their workplaces or homes. Save time that can be used to get more done, by eliminating the need to drive to firm to attend every meeting in person. Attorneys can gain back precious time by meeting anytime, as needed, with clients when important issues come up.
- Flexible Participants can dial into the conference call from landlines, smartphones, computers, tablets or
 other devices. Unlike face-to-face meetings, this allows meetings to be scheduled around needs instead of
 schedules.



ON-LINE FAXING

Online fax sends scanned paper documents or digitally created documents in a digital file format from your computer or mobile device via the internet.

The modern online faxing alternative to traditional faxing requires feeding paper documents into a stand-alone fax machine to send and physically removing received paper documents from the fax machine after they are printed.

Online faxing lets you fax securely and directly from your office, home, hotel room, or anywhere else with strong internet bandwidth.

Features and Benefits of Online Faxing

- Large File Transfers Online faxing lets you send files of more than 100 pages, high-resolution photos, videos, audio files, and large workbooks of spreadsheets. Without this, it can be difficult or impossible to transmit files over a certain size limit.
- Group Delivery The system automatically sends a message to each addressee's inbox. <u>Send paperless faxes</u> to
 many different lawyers, parents, student groups, or other large groups of recipients simultaneously as needed.
- **Electronic Signatures** Sign received or sent faxed documents digitally. This is essential in today's standard practice at most cost-conscious institutions. Transmitting forms through electronic channels, saves a lot of time and money for firm, compared to using slow and costly paper mailing or hand-to-hand transfers.
- Mobile Faxing Receive document transfers from anywhere there is internet access. Online fax capability
 enables busy firm administrators to avoid the processes of having employees back at the office fax items for
 them while they're out of the office.
- Increased Privacy Faxes sent online can be delivered to your email inbox, instead of to your law firm's office fax machine, for increased delivery speed, convenience, efficiency, and protection of sensitive information.



PAGING & INTERCOM

So now that we know what to look for when shopping for VoIP equipment and conference room hardware for schools, let's take a closer look at some of the equipment itself. There's a wide range in equipment, price, makes, models, and buying options to consider before finalizing a purchase.

Brookside knows how to help get the right equipment and get it installed and working.

We want to make sure you have enough information on each piece of equipment to make the most informed decision possible. More specifically, we're going to look at mics, paging/intercom systems, conferencing equipment, and digital whiteboards.

PAGING - The Best Defense Against Active Shooters and Other Emergencies



Alyssa's Law is legislation to mandate that all public elementary and secondary school buildings be equipped with **silent panic alarms** that notify law enforcement directly. These **Emergency Response Applications** Must Include:

- Administrative Access to Critical Information
- Silent Panic Alarm System
- Real-Time Communication Between First Responders
- 2-Way Communication with Users

Schools and colleges can save lives by adopting proven strategies to improve the effectiveness of their campus public address systems. Brookside is very familiar with all the latest paging solutions from **Algo** as well as **Valcom**, **Viking**, and **Bogen**.











VALCOM

PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

As the largest provider of telephone integrated paging systems in the world, Valcom is the standard product offering for major telephone companies. Valcom's pre-engineered technology uses your existing infrastructure, which eliminates the need for additional wiring when connecting speakers and other intercom products.

Lockdown & Emergency Preparedness. When emergencies happen, the situation can escalate quickly. Actions taken in the first few seconds are critical and can be lifesaving.

Valcom's IP6000 software solution is a key instrument in preparing for potential threats, whether those threats are man-made or weather related.

Preparation helps you deliver real-time information to people within your organization so they can stay safe and informed during an emergency situation.

Daily Communications. Schools run more efficiently with a daily communications system in place. Morning announcements keep the school running on time and hassle free. The IP6000 software allows you to set and amend your calendar throughout the year. Sync your bell schedule, clocks and automate announcements, all of which can be controlled from the school or district level.

Versatility. You can leverage existing messaging systems with **IP6000** to create one seamless notification platform working in concert to deliver time sensitive information to people throughout your organization.

- Efficient daily communications
- School automation for repetitive events
- Browser-based calendars and bell schedules
- Time collaboration and time management

Scable. The **IP6000** is a pivotal piece of Valcom's suite of software solutions that enables your school to run effectively and seamlessly and has infinite scalability to accommodate multiple locations, various notification paths and devices giving you a complete solution start to finish.







IP Backbone/Retrofit System

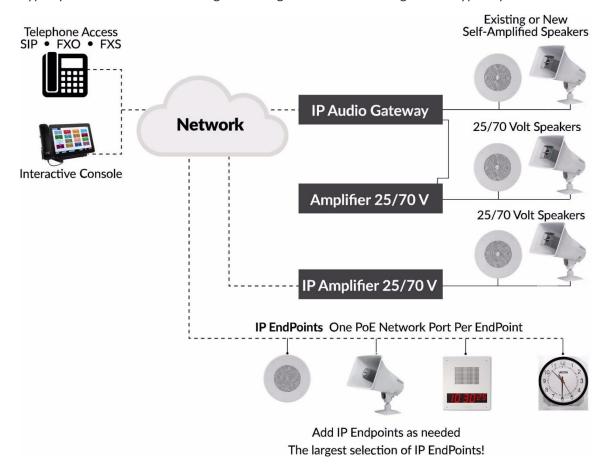
IP backbone/retrofit general purpose paging systems are a combination of analog speakers and cabling connected IP network audio gateways on existing or new network infrastructures.

This type system allows use of existing analog infrastructure/speakers, and provides the advantage of migration to IP control.

IP backbone system deployment is much faster than analog and offers the benefit of using software to make changes such as volume levels, zoning, etc.

Access to make page announcements can be stand-alone phones or microphones, as well as FXO, FXS, and SIP. IP backbone systems also provide the ability to connect IP speaker and horn endpoints that broadcast simultaneously with analog speakers.

This type system is often used for larger buildings or areas of coverage and is typically 1 to 200 zones.







Full IP EndPoint System

Full IP general purpose paging systems are modern, flexible, easy to install, and use new or existing network infrastructures.

Each endpoint including, speakers and horns, simply plugs into a PoE network switch.

All communications and power is provided with this single PoE port which makes installations fast and simple.

Set-up and programming is 100% software controlled and managed. Making changes is simple and done with the click of a mouse including speaker volume levels, zoning, and all call page broadcast.

Access can be standalone phones, microphones, IP Interactive Consoles, FXO, FXS, and SIP. A full IP system has no limits on zones and can be expanded without the need to purchase new headend equipment.

This type system is used in all type applications including small buildings, extremely large buildings, multi-buildings, multi-site, and multi-campus.

Full IP systems can be linked together for enterprise customers and controlled from a central location.

