

TECH REFRESH GUIDE

CLOUD-BASED SOLUTIONS



REDUCE COMPLEXITY, SAVE LIVES, & SAVE MONEY



BROOKSIDE
CLOUD CONSULTING



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BROOKSIDE CLOUD CONSULTING OVERVIEW

Brookside is an Austin-based company that delivers a comprehensive suite of vendor-agnostic IoT, CX, and AI-powered technology solutions that help organizations communicate, collaborate, and protect their people—while streamlining operations and modernizing infrastructure across business, education, and government sectors.

BROOKSIDE'S CORE SOLUTIONS

Voice & Video Collaboration. Unified communications that securely integrate **voice, chat, & video** for your users on any device anywhere (BYOD) including **Teams, Zoom, 8x8, Dialpad, & Nice** UC Clients.

Business Software Integration. Integration to **Microsoft Teams, Salesforce, Dynamics, Copilot, & more.**

Customer Experience (CX). Customer journey analytics to optimize engagement and performance.

Video Surveillance & Access Control. IP cameras, card readers, and centralized video management systems that enhance situational awareness and streamline investigations along with lock/unlock all doors.

Network Infrastructure. Enterprise Wi-Fi, cabling, switching, SD-WAN, and QoS for fast, reliable connectivity—plus secure guest Wi-Fi with captive portals and segmentation.

Internet Connectivity. Fiber, Coax, Wireless 5G, and Satellite options with built-in redundancy and bandwidth planning to keep your business online.

Emergency Management. A unified command and control cloud-based platform that connects the 911 PSAP to first responders to help cut response times in half for 911 calls. The interactive digital map of your site provides access to ALL cameras and the ability to lock and unlock all of your doors with the right access.

FCC's Next Generation 911 (NG911) Compliance. Kari's Law, Alyssa's Law & the RAY BAUM's ACT

Mass Notification. Automated alerts via text, email, phone, PA systems, signage, and desktop pop-ups.

Cybersecurity & Ransomware Protection

Layered Defenses: firewalls, endpoint protection, MFA, email security, and tested backup/recovery plans to minimize breach impact.

AI Weapon Detection. Augment video surveillance with AI that identifies firearms and sends real-time alerts to accelerate response and reduce risk.

POS & Payment Solutions. Reliable countertop and mobile POS systems with PCI-compliant credit card processing, transparent pricing and seamless integration including cash discounting & dual pricing,.

Custom Iron & Steel Fabrication. **Metro Steel Windows & Doors** specializes in ultra-slim, thermally broken steel doors and windows designed for modern architectural environments.

STRATEGIC PARTNERS

ACCESS TO THE WORLD'S BEST CLOUD PROVIDERS & CARRIERS



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



Why Brookside Should Be Your Trusted Technology Advisor

1. Vendor-Agnostic Expertise

We're not tied to any single provider. Brookside evaluates all major platforms to find the best-fit solution for your needs, budget, and environment—whether it's voice, contact center, emergency management, or internet connectivity.

2. Unified Communications & Contact Center Solutions

From cloud-based PBX and SIP phones to AI-powered contact center tools, we simplify operations, reduce costs, and scale from small offices to enterprise deployments.

3. Emergency Management & Mass Notification

We help deploy platforms like 911Inform and Singlewire Informacast that deliver real-time alerts, building control, and multi-channel notifications—keeping your people safe and your response coordinated.

4. High-Availability Internet That Never Goes Down

We design resilient connectivity solutions using fiber, wireless 5G, satellite, and SD-WAN—ensuring uptime even during outages or emergencies.

5. Best Credit Card Processing Rates + FREE POS

Brookside connects you with PCI-compliant payment platforms offering transparent pricing and free countertop or mobile POS systems — no hidden fees, no gimmicks.

6. Integrated, Scalable Ecosystems

We specialize in building interoperable systems that combine voice, video surveillance, access control, paging, and visitor management into a **single pane of glass**.

7. No-Cost Advisory Services

Our consulting is FREE to you—we're compensated by providers and carriers, so you get unbiased guidance without added expense.

8. Proven Experience Across Sectors

We've helped municipalities, schools, healthcare facilities, and businesses deploy secure, scalable solutions that protect people and streamline operations.

Brookside ensures your organization stays connected, protected, and prepared—with the right technology, the right partners, and zero guesswork.



UNIFIED COMMUNICATIONS AS A SERVICE (UCaaS)

The Best Possible User Experience (UX)

Unified Communications as a Service (UCaaS) brings together **cloud-based voice, video, chat, and collaboration** into a single platform—allowing teams, students, and constituents to stay connected from anywhere, on any device.

Core Capabilities

- **Anytime, Anywhere Access:** Cloud-based voice, SMS, video, chat, and file sharing across desktop, mobile, and web.
- **Collaboration Tools:** High-quality video conferencing, team messaging, shared calendars, and project workspaces.
- **Platform Choice:** Native integrations with **Microsoft Teams, Zoom, Cisco, 8x8, Dialpad, Slack, Google, HubSpot, Salesforce**, and more.
- **Secure & Compliant:** End-to-end encryption, compliance certifications, and automatic updates ensure safe communication.
- **APIs & Analytics:** Deep integrations with CRM and productivity apps plus real-time performance and usage insights.
- **Centralized Management:** Unified telephony, messaging, meetings, and files managed from a **single dashboard**.

Benefits of UCaaS

- **Seamless User Experience:** Consistent, intuitive communication tools across all devices and locations.
- **Improved Productivity:** Faster collaboration with fewer barriers between apps and channels.
- **Business Agility:** Scales easily for remote, hybrid, or on-site environments.
- **Cost Efficiency:** Reduces hardware and maintenance costs by consolidating services in the cloud.
- **Enhanced Reliability:** Carrier-grade infrastructure with built-in redundancy and uptime guarantees



CONTACT CENTER AS A SERVICE (CCaaS)

The Best Possible Customer Experience (CX)

CCaaS is a cloud-based, AI-powered customer engagement platform that enables organizations to deliver seamless, personalized service across every channel. It unifies voice, SMS, chat, email, and social media into a single interface, empowering agents and enhancing customer experience.

Core Capabilities

- Omnichannel engagement across all major communication channels.
- AI tools for intelligent routing, chatbots, virtual agents, sentiment analysis, and natural language processing (NLP).
- Native CRM and application integrations (Salesforce, HubSpot, Microsoft Dynamics, Zendesk, ServiceNow).
- Work-from-anywhere flexibility for remote or office-based agents.
- Analytics and insights for performance, satisfaction, and efficiency.
- Scalable, secure cloud infrastructure with compliance and redundancy.
- Speech and text analytics to uncover insights and improve real-time interactions.

Business Benefits of CCaaS

- Faster resolution and improved customer experience.
- Personalized service informed by customer history and sentiment.
- Business agility with instant scalability.
- Empowered agents with unified tools and reduced burnout.
- Data-driven decisions through real-time analytics.
- Strong security and compliance frameworks.

Omnichannel & Analytics

Voice remains the preferred service channel, but digital engagement is growing. Social media and messaging integration allow organizations to meet customers where they are. Customer Journey Analytics provides visibility across all touchpoints, while AI-driven speech and text analytics uncover actionable insights for improving both immediate and future interactions.

Bottom Line: CCaaS combines cloud flexibility, omnichannel engagement, and AI-driven intelligence to deliver secure, scalable, and personalized customer service.

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

OMNI-CHANNEL CUSTOMER EXPERIENCE (CX)



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.

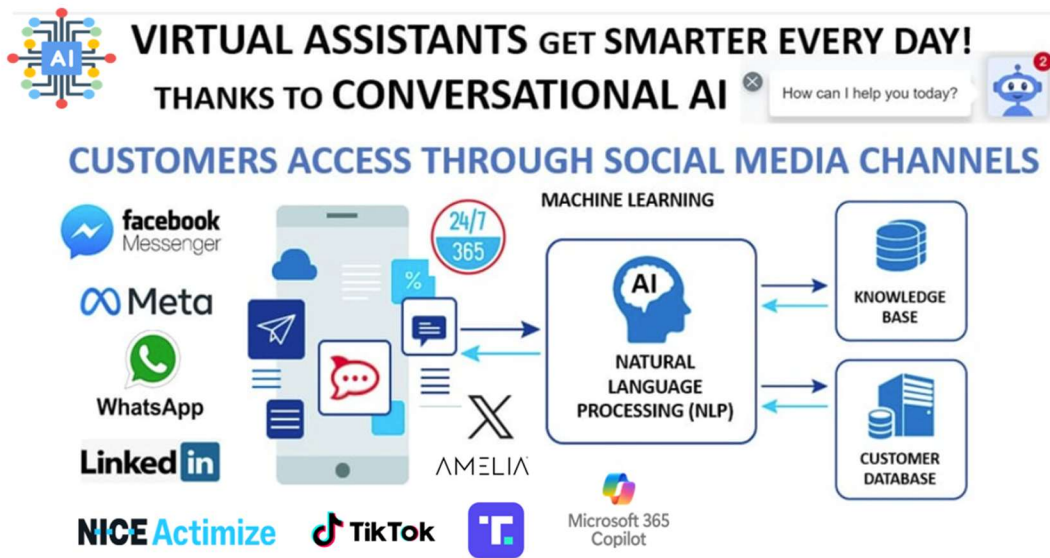
Although digital channels continue to grow in popularity, **VOICE** remains the preferred channel for customer service queries. **Natural language processing (NLP)** makes it possible for technology to understand conversations in the everyday language customers use when speaking to your customer service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

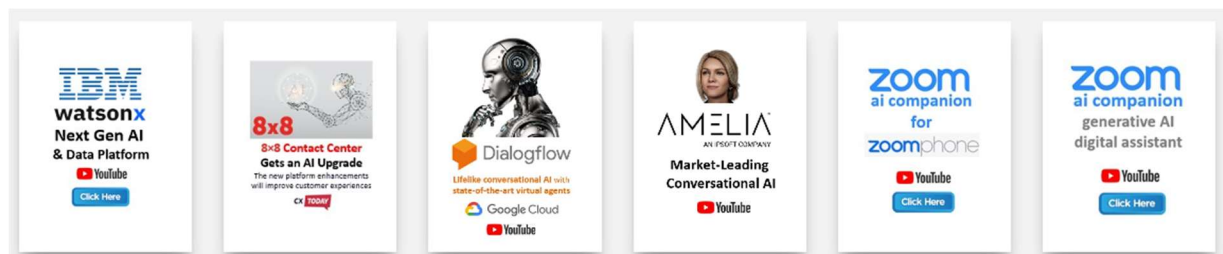
IVA's use **conversational AI** to simulate human conversations and answer questions from a knowledge base and act like a live person that is **available 24/7/365** for students, teachers, etc.



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

MULTIPLE OPTIONS FOR CONVERSATIONAL AI

Here are several companies we work with that provide conversational AI and more.



HIGH AVAILABILITY (HA) INFRASTRUCTURE

The Highest Level of Business Continuity

High availability, or **HA**, is a process that **removes single points of failure within an IT system**. The goal is to maintain continual operations during both planned and unplanned system outages or downtime, guaranteeing reliability for internal and external users.

Reliable internet connectivity today 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.

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.



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 provide any additional support during the setup.

By leveraging these relationships, Brookside helps businesses get reliable HA high-speed fiber internet services at competitive rates, ensuring they can operate effectively in today's cloud-based environment.

SOFTWARE DEFINED WAN (SD WAN)

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.



FEATURES & BENEFITS OF SD WAN

- **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.

Gartner Magic Quadrant Providers for SD WAN



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

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



STATE & LOCAL GOVERNMENT



The **Federal Risk and Authorization Management Program (FedRAMP)** is a U.S. federal government-wide compliance program established by the General Services Administration (GSA). It provides a standardized approach for:

- Authorization of cloud-based products and services
- Security assessment to ensure compliance with federal standards
- Continuous monitoring to maintain security over time

When a vendor states that their solution is FedRAMP Authorized, it means:

- They have undergone a rigorous evaluation process
- They meet strict federal security and compliance standards
- Their cloud services are approved for deployment in one or more federal agencies
 - Owner: U.S. General Services Administration (GSA)
 - Purpose: Standardized security assessment, authorization, and continuous monitoring for federal agencies using cloud services.
 - Impact: If a vendor is FedRAMP Authorized, their cloud solution can be deployed in federal government environments.



The **Texas Risk and Authorization Management Program (TX-RAMP)** is a state-level program that provides a standardized approach for:

- Security assessment of cloud computing services
- Authorization for use by Texas state agencies
- Continuous monitoring of systems that process, store, or transmit Texas state agency data

TX-RAMP ensures that cloud providers serving Texas agencies follow consistent security practices, similar to how FedRAMP operates at the federal level.

- Owner: Texas Department of Information Resources (DIR)
- Purpose: Standardized security assessment, authorization, and continuous monitoring for cloud services that process, store, or transmit Texas state agency data.
- Impact: Any cloud vendor serving Texas state agencies, universities, or eligible local governments must be TX-RAMP certified.

NG 911 COMPLIANCY

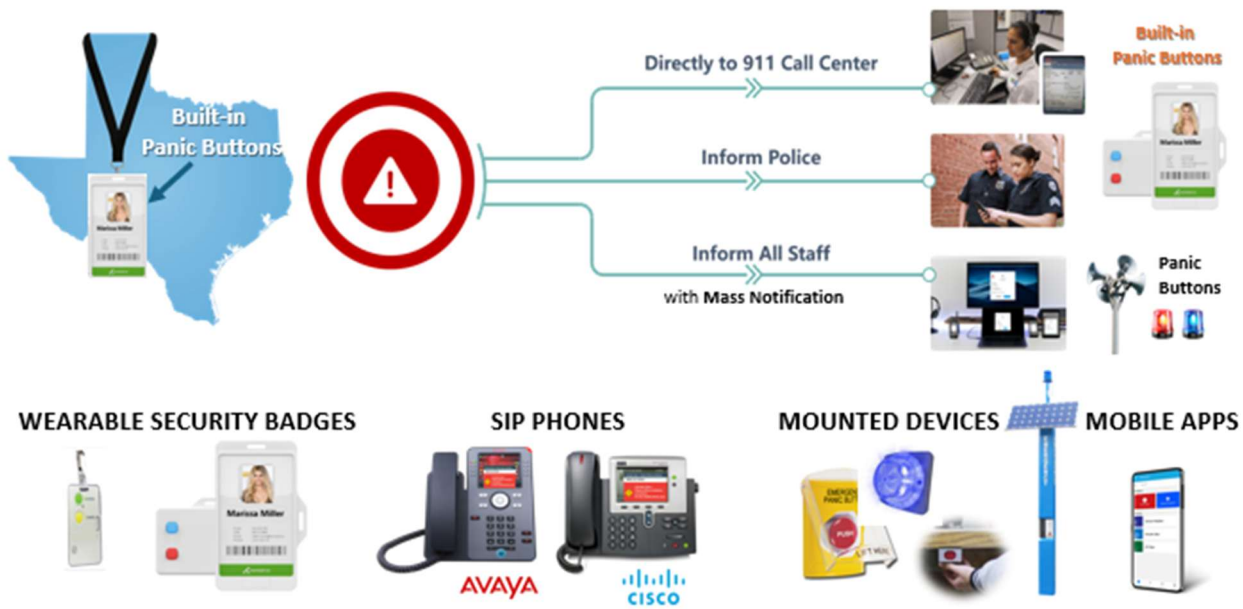


Alyssa's Law is life-saving legislation mandates and **funds silent panic alarms** for public schools in the United States in an effort to improve the response time of law enforcement in school districts and open-enrollment charter schools in Texas.

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**.

NEW LAWS HELP Save Lives! 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. The goal is to cut response times for first responders in half which can only help.

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



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CYBERSECURITY & RANSOMWARE

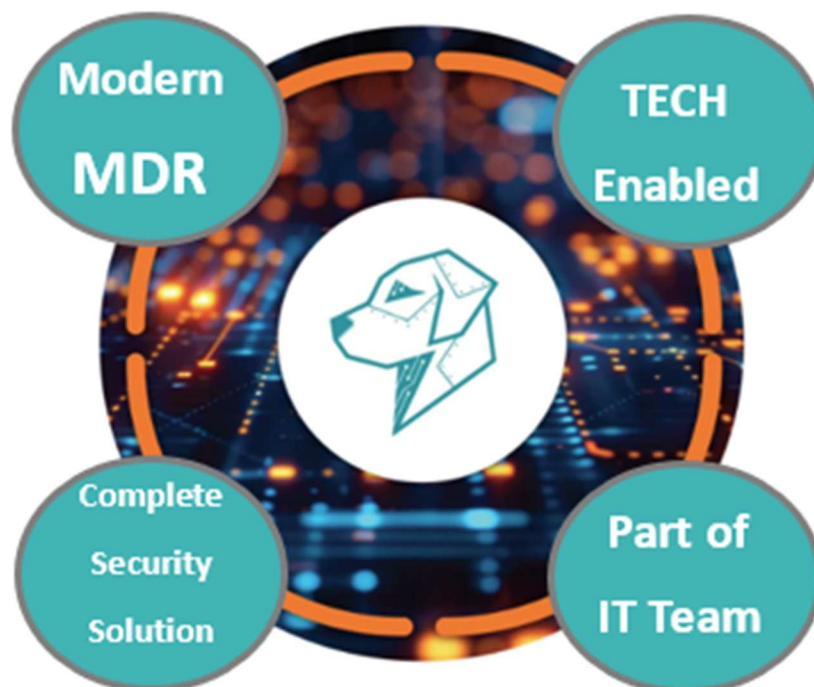


CyberMaxx is a tech-enabled cybersecurity service provider specializing in modern Managed Detection and Response (MDR) solutions designed to help organizations assess, monitor, and manage cyber risks.

Their philosophy centers on an "offense fuels defense" approach—thinking like an adversary to build proactive, adversarial-minded defenses that outpace evolving threats.

Core Services

- **MaxxMDR:** A flagship MDR offering that integrates detection, 24/7 monitoring, and full threat response—all powered by CyberMaxx's Security Operations Center (SOC).
- **Threat Hunting:** Proactive, hands-on threat detection and investigation.
- **Cyber Resiliency Services:** Blending offensive and defensive capabilities to strengthen overall security posture.
- **Offensive Security, DFIR, GRC:** Covering red-teaming, compliance, digital forensics, and incident response through an expanded portfolio.
- **Security Control Management (SCM):** In partnership with Sentinel One, CyberMaxx supports configuration, monitoring, and response management for Sentinel One's EDR platform

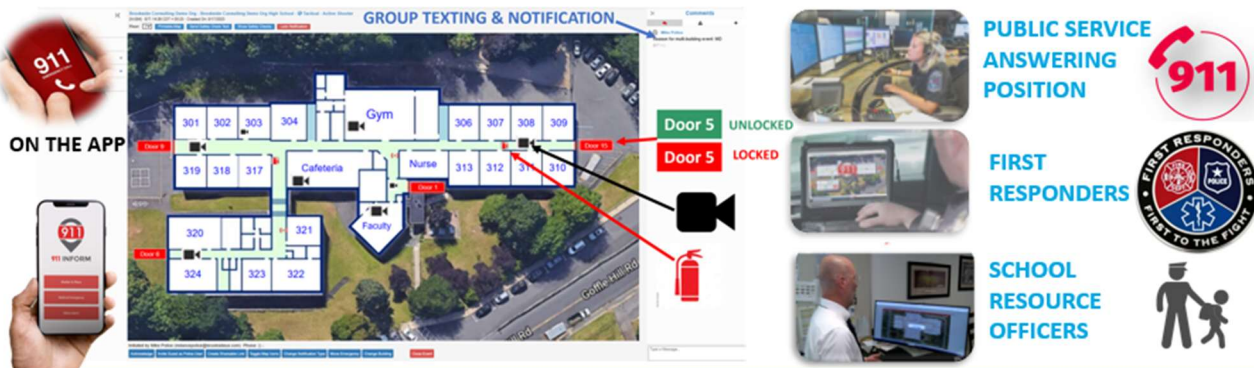


EMERGENCY MANAGEMENT PLATFORM



911 INFORM EMERGENCY 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



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.

EMERGENCY MANAGEMENT PLATFORM

Emergency Management & AI-Powered Security Platforms

- NG911-compliant solutions with interactive situational awareness maps.
- Mass notification platforms integrated with panic buttons and smart badges.
- AI-powered weapon, gunshot, facial, and license plate recognition.
- Visitor management solutions for streamlined facility security.

Artificial Intelligence (AI) in Emergency Response. Artificial Intelligence is transforming how public safety agencies and first responders detect, assess, and respond to emergencies. By analyzing vast amounts of real-time data from sensors, cameras, devices, and communications, AI delivers faster insights and more accurate decision support when every **second counts**.

Applications of AI in Emergency Response

- **Threat Detection:** Identifies weapons, gunshots, or unusual activity from surveillance cameras and audio sensors.
- **Predictive Analytics:** Forecasts risks such as natural disasters, wildfires, or community violence by analyzing environmental and historical data.
- **Caller Assistance:** AI-driven virtual agents triage 911 calls, transcribe conversations, and detect stress or distress in voices.
- **Resource Allocation:** Optimizes dispatch of police, fire, EMS, and medical resources based on real-time data and location.
- **Medical Support:** AI integrates with wearables and health databases to share critical patient information (allergies, heart conditions, medications) with responders.
- **Situational Awareness:** Synthesizes data from IoT devices, drones, and connected vehicles into actionable dashboards for command centers.

Benefits of AI in Emergency Response

- **Faster Decision-Making:** Reduces response times by providing instant analysis.
- **Improved Accuracy:** Minimizes human error in threat detection and data interpretation.
- **Enhanced Safety:** Increases responder and community protection through better situational awareness.
- **Scalable & Adaptive:** Learns and improves over time, adapting to new threats and response protocols.



EMERGENCY MANAGEMENT PLATFORM

911 INFORM EMERGENCY EVENT MANAGEMENT The Complete Solution for Campus, School, Enterprise, Safety & Compliance



LAW ENFORCEMENT & PUBLIC SAFETY PARTNERS



EMERGENCY MANAGEMENT PLATFORM

911 INFORM FEATURES & BENEFITS

911inform is the *only* notification & emergency event management solution that is co-located *within* 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 on-site 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.

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

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

911 INFORM - NEW ENHANCEMENTS TO PLATFORM

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.



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 broadcast on personnel's existing



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.

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.

WEAPON DETECTION

ZEROEYES AI-POWERED GUN DETECTION – HOW IT WORKS

ZeroEyes software analyzes **36,000+ images per second** from existing security camera feeds. If a suspected firearm is detected, the image is sent to the **ZeroEyes Operations Center (ZOC)**, where a trained specialist confirms the threat within seconds.

AI Trained for Firearm Detection—Nothing Else. Our AI is trained exclusively on real-world firearm datasets. It does **not** perform facial recognition, voice recording, or other invasive surveillance. Unlike other systems, ZeroEyes is purpose-built to **detect guns, not people**, eliminating privacy concerns.

Accuracy + Human Verification

- AI scans streaming video feeds in real time for any make or model of firearm.
- Every detection is verified by trained military and law enforcement veterans in the ZOC, reducing false alarms.
- Confirmed threats are communicated to security teams and first responders in **3–5 seconds**, helping to accelerate response times and save lives.

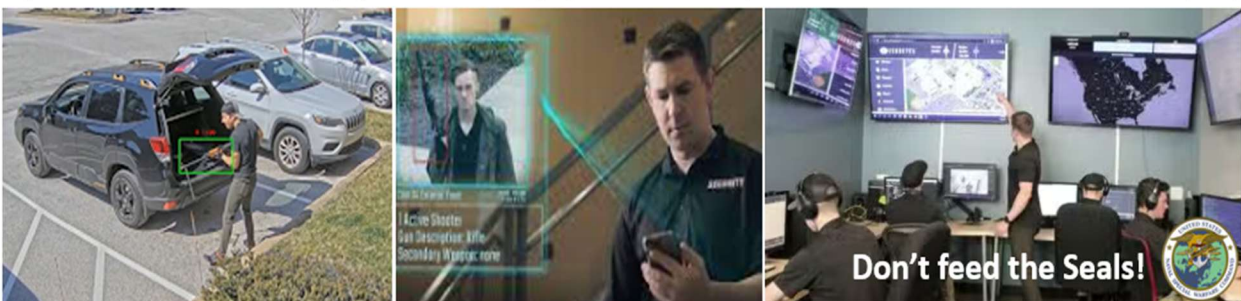
Reduced False Alarms, Increased Trust. Human verification is what sets ZeroEyes apart. By combining advanced AI with human expertise, we minimize false positives and provide the most reliable firearm detection on the market.



ZeroEyes' AI-powered gun detection technology sends critical data to **RapidSOS 911 telecommunicators** and **first responders**, delivering an end-to-end solution for real-time alerts and situational awareness during emergencies.

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.

1) AI-POWERED DETECTION, 2) VERIFICATION, 3) RESPONSE ➡  ZEROEYES OPERATIONS CENTER (ZOC)



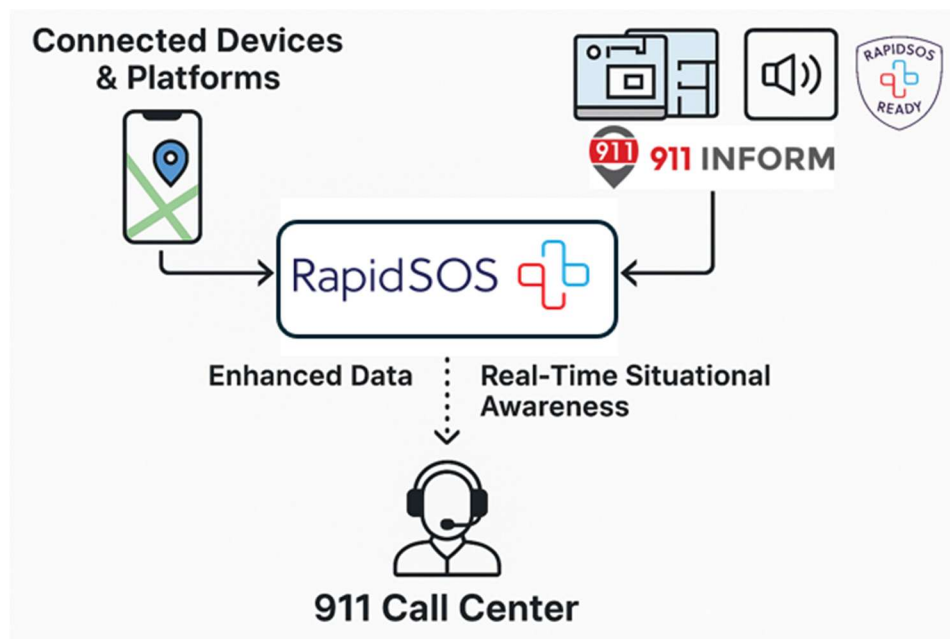
RapidSOS

RapidSOS is an intelligent safety platform that connects life-saving data from more than 540 million devices—including smartphones, wearables, vehicles, and smart homes—directly to 911 centers and first responders.

By securely integrating real-time information like precise caller location, medical history, vehicle telematics, and connected safety alerts, **RapidSOS empowers faster, more informed emergency response.**

The platform leverages AI and APIs to deliver data through solutions such as:

- **RapidSOS Connect API:** An API that allows technology companies to send real-time data directly to 911 centers. Embeds emergency data directly into applications and devices.
- **RapidSOS Portal:** A free tool for 911 dispatchers to access crucial caller data.
- **RapidSOS UNITE:** An evolution of the intelligent safety platform that provides rich content, AI automation, and redundant connections to emergency services.
- **RapidSOS Harmony:** An AI copilot for public safety to support decision-making.
- **RapidSOS Safety** – Provides safety agent support to enhance response beyond traditional 911 call



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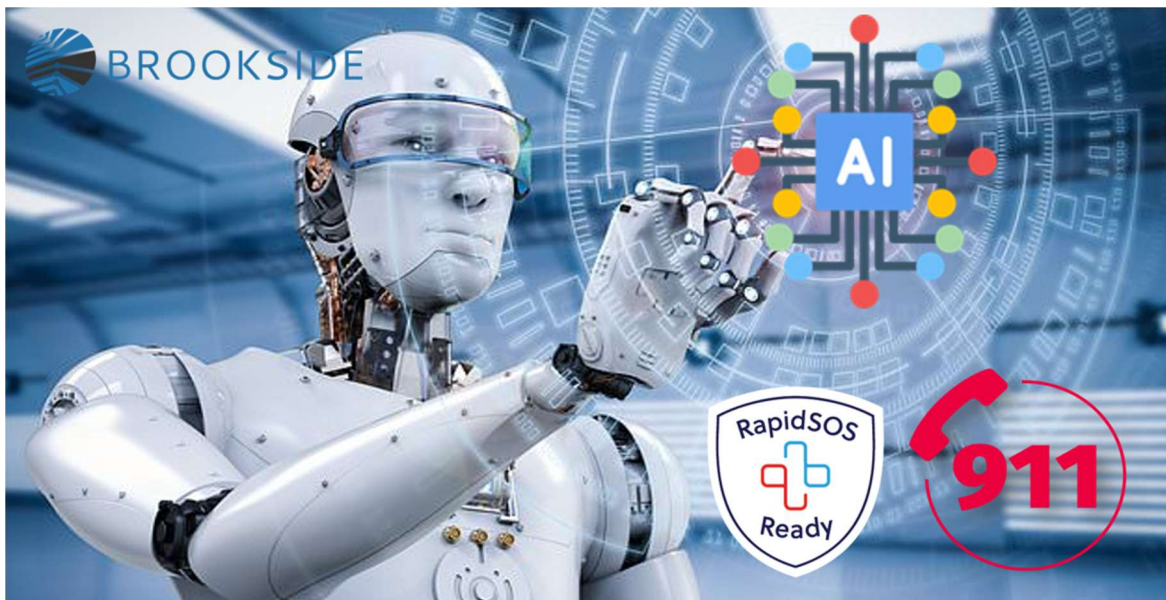
RapidSOS

Types of Connected Devices & Platforms

- **Smartphones:** Provides exact location, emergency contacts, and health information (via Medical ID).
- **Wearables:** Can include health data and emergency alerts.
- **Vehicles:** Transmit crash data.
- **Smart Homes & Building Systems:** Can provide access to information relevant to an emergency.
- **Connected Cameras:** Can stream live video during an emergency.

Key Benefits:

- Faster, more accurate emergency response.
- Reduced time verifying caller details.
- Enhanced situational awareness for first responders.
- Nationwide reach with integration into 5,000+ Emergency Communications Centers (ECCs).



RapidSOS is an emergency response data platform that securely links life-saving data from connected devices, apps, and security systems directly to 911 centers and first responders.

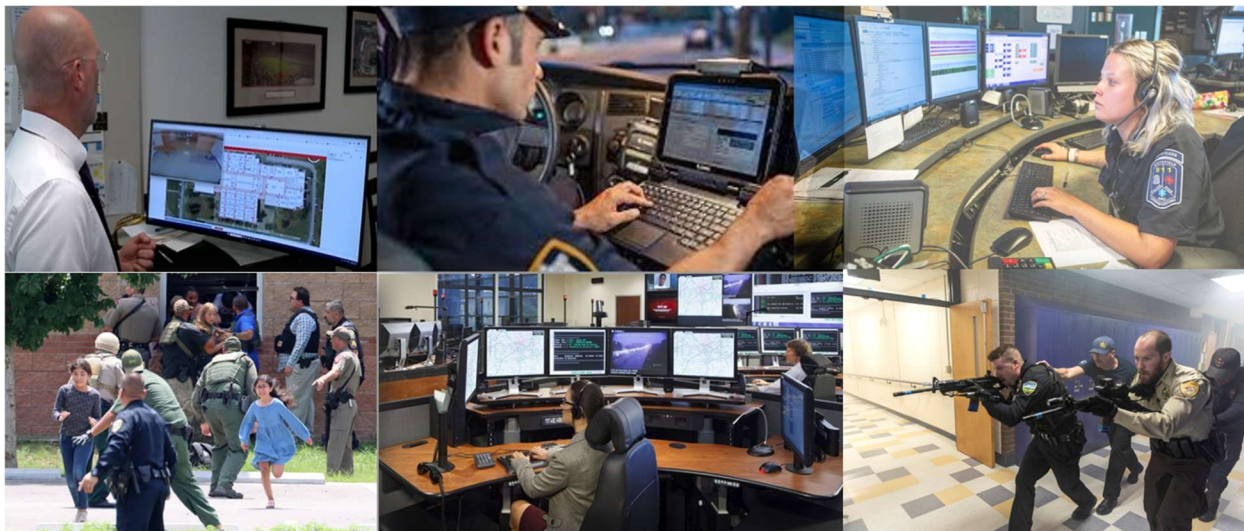
By delivering real-time information—such as precise location, medical details, and critical incident data—RapidSOS helps **reduce response times, improve situational awareness, and save lives.**

COMPARISON

EMERGENCY MANAGEMENT & MASS NOTIFICATION COMPARISON

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 classroom 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 survivability in case of catastrophic outage				✓
Completely accessible and functional from Police vehicle				✓
Police control doors from dispatch and/or vehicle				✓
LTE Back-up (911 works without internet or phone service)				✓
911InformPod (Enhanced Panic 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.



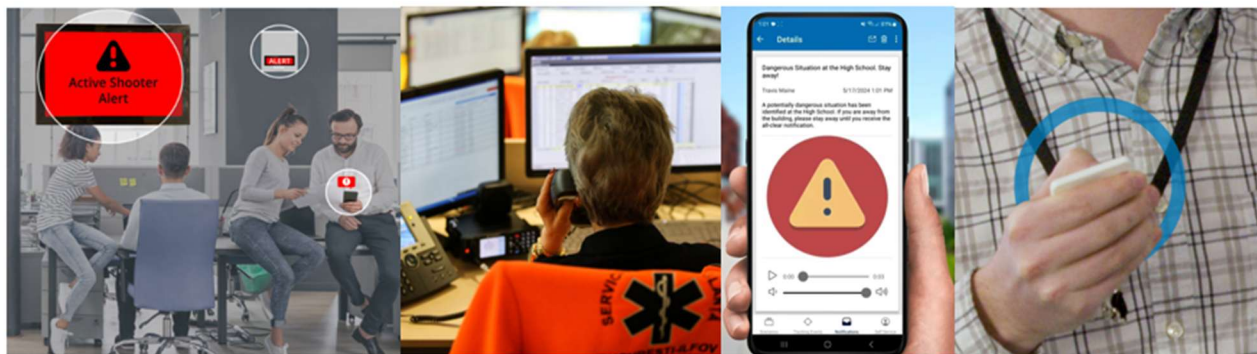
We help you find and identify the best solution that meets your specific needs and budget. For **FREE!**

singlewire® software suite

 **InformaCast Mass Notification**

 **Visitor Aware Visitor & Student Management**

 **Personal Duress/Panic Buttons/Smart Badges**



InformaCast

Detection

- 911 Alerting – CallAware
- Guiding 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

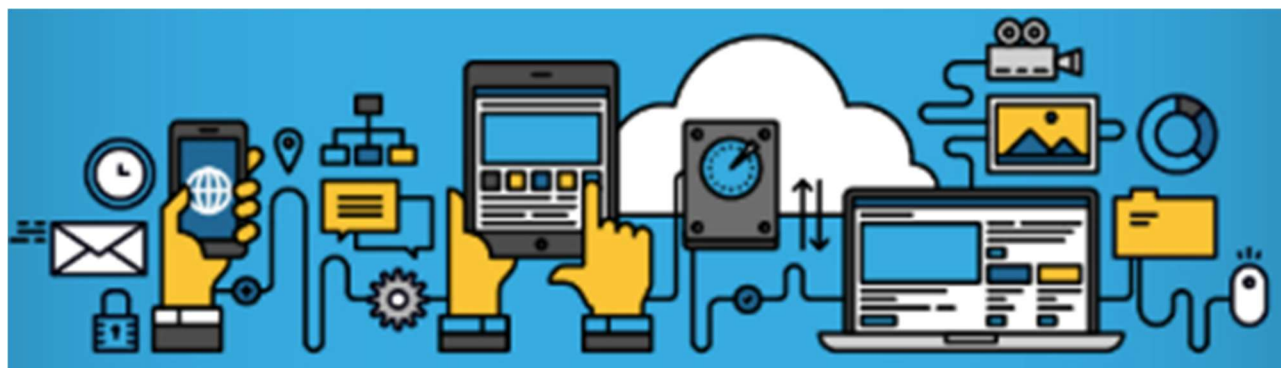
- Wearables
- Mobile App
- Keyboard Shortcuts
- Desk phone Keys
- Mounted Devices

Request Immediate Assistance

- Delivers name & location information to response teams

Activate Alerts

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



singlewire InformaCast Mass Notification software



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 recorded audio.

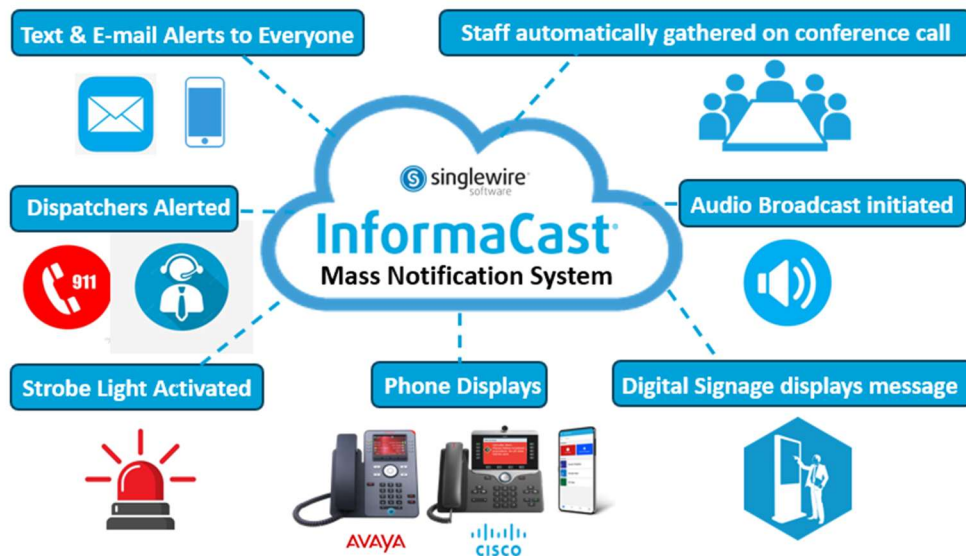
ALERT BEYOND YOUR ORGANIZATION • Connected devices can trigger visual alerts like flashing strobe lights, digital displays and scrolling text. Have visitors self-enroll to receive notifications simply by texting a designated number. •

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

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.

InformaCast Fusion is integrated 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.





SingleWire's Informacast software can integrate with your existing or new Cisco phone system to provide numerous paging and notification features.

Since the release of **Cisco Call Manager Version 9**, Cisco has included Singlewire software called Informacast with Call Manager Business Edition 6000. It also can be downloaded free and installed with Call Manager 8.5 and higher.

The Informacast Basic Paging license level is FREE with Cisco Call Manager. Basic Paging allows customers to live pages up to 50 IP phones through the speaker built into the phone. Custom groups can be created to page different areas, departments or groups.

Informacast can run as a virtual appliance on your existing VM hosts supporting your current UC virtual machines. Since Informacast runs as an appliance, no Windows licensing is needed.

Informacast Basic Paging is also supported by Cisco TAC if you have an active support contract for Call Manager. Within the same application supporting Basic Paging, a license upgrade unlocks the Advanced Notification features.

Below are some of the most popular features. These features can be easily customized to fit your business needs in healthcare, education, manufacturing, financial or retail.

- Live or pre-recorded audio paging to Cisco IP phones and overhead paging systems.
- Notification and confirmation to mobile devices (Apple iOS, Android and SMS), IP phones and desktop workstations.
- Common Alerting Protocol integration with the National Weather Service, NOAA and Homeland Security.
- Notification to Jabber Clients and Twitter
- 911 call monitoring, alerting and recording
- Automated weather notifications
- Message confirmation
- Trigger notifications from other systems (door locks, panic buttons, lights, etc.)

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

VISITOR AWARE VISITOR MANAGEMENT

Safety starts at the front door. Stay ahead with Visitor Aware. Integrate Visitor Aware with existing technology to reduce costs and get up and run 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 user-friendly.
- 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 real-time 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.



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.

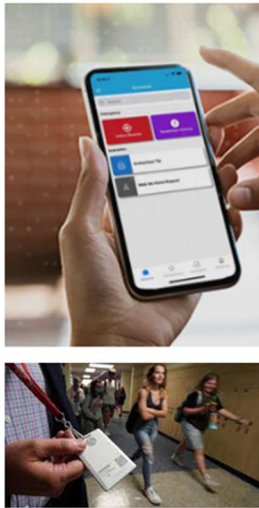
Protect your entrance. Protect your people. Visitor Aware, our visitor and student management system, provides comprehensive tools to screen and verify guests and volunteers instantly, account for your people during a crisis, and assist with reunification after critical events.

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

					
Encrypted facial recognition results in fewer false positives	No proprietary hardware means you save money using existing tools	Multi-site insights eliminate multiple same-day check-ins for approved visitors	QR codes help identify and verify visitors with ease	Preregistration links save time and hassle	Mass notification compatibility with InformaCast software

Reasons You Need a Visitor Management System

- 1. Stop Relying on Manual Logs.** Paper sign-ins are unreliable and easily lost—digital records keep your campus secure and organized.
- 2. Make a Great First Impression.** A modern visitor system shows parents and guests that **student safety is your top priority.**
- 3. Keep Accurate, Accessible Records.** Instantly track who's on campus with secure, searchable visitor data.
- 4. Deter Unauthorized Access.** Visible security measures discourage intruders before they even step inside.
- 5. Get Powerful Visitor Reporting.** Easily generate reports to identify trends, manage risks, and strengthen security protocols.
- 6. Boost Staff Efficiency.** Automate check-ins, reduce paperwork, and free up staff time for more critical tasks.
- 7. Quickly Identify Guests vs. Staff.** Visitor badges and registration eliminate confusion and make it easy to spot unauthorized individuals.



The **InformaCast Personal Duress Package** allows 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



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 SECURITY BADGES



SIP PHONES



MOUNTED DEVICES



MOBILE APPS



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.

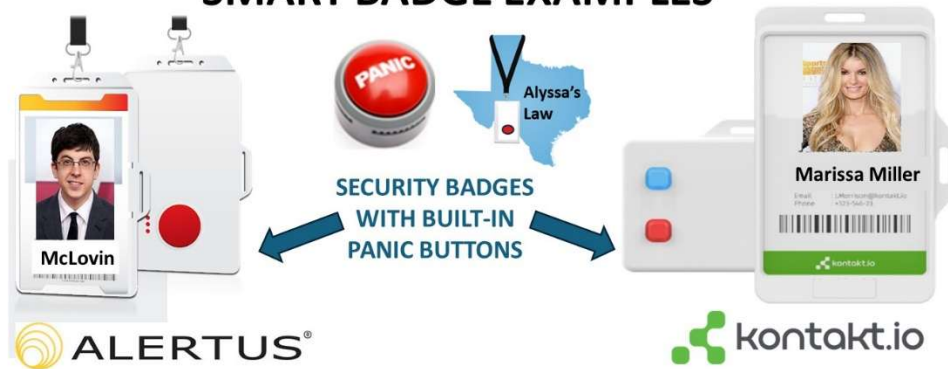
When a user activates a button, they receive instructions and can connect with safety teams via a phone call directly from the app.

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 & SMART BADGES

SMART BADGE EXAMPLES

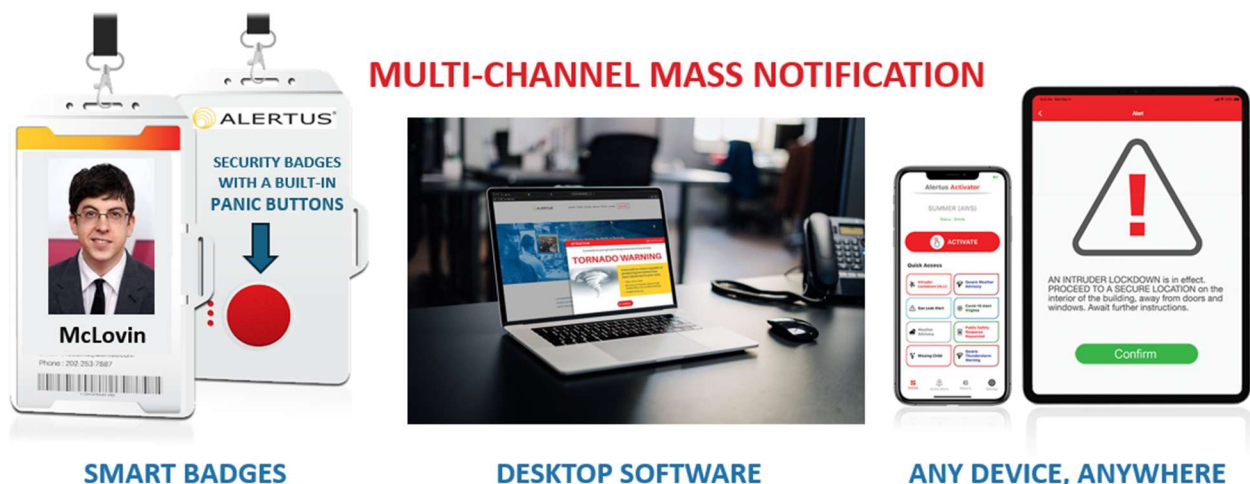


[Kontakt.io's staff safety solution](#) comes with BLE wearable devices that healthcare staff can use to activate InformaCast notifications when they need assistance.

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.



KEYLESS ACCESS CONTROL



Unlock any door with the credential you prefer



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

Core Capabilities:

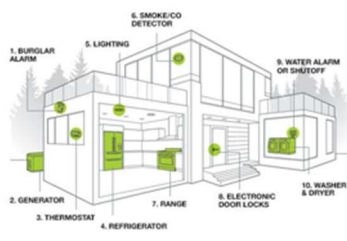
- **Access Control:** Touchless entry, automated workflows, and advanced reporting—all managed from a single dashboard.
- **Intrusion Detection:** Custom alarm zones, real-time alerts, and reduced false positives for smarter incident response.
- **Video Surveillance:** Cloud-based footage storage with integrated access event tracking for enhanced visibility.
- **Security Integrations:** Seamless API and native connections to temperature scanners, visitor management tools, and more.
- **SSO Integration:** Real-time provisioning and access insights through single sign-on systems.
- **Enterprise-Grade Scalability:** Tailor access levels, streamline operations, and integrate with your tech stack—from cameras to coworking apps.

KEYLESS ACCESS CONTROL

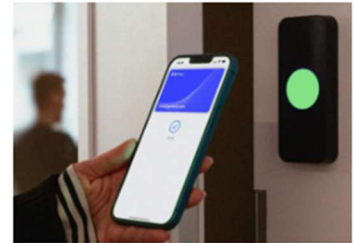
VIDEO SURVEILLANCE



INTRUSION ALARM



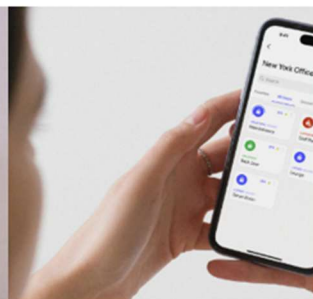
ACCESS CONTROL



KEY FOB



KISI APP



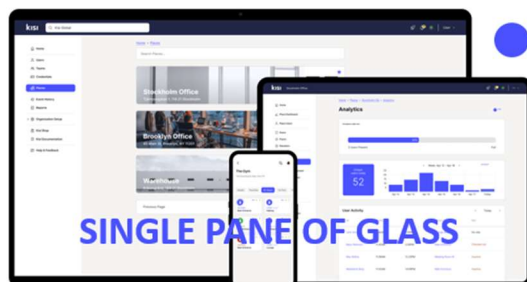
SMARTPHONE



FINGER ID



MOBILE ACCESS **kisi** MOBILE APP



 **kisi**



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.

VIDEO SURVEILLANCE SOLUTIONS



Industry Drivers

- Rising security needs across public, commercial, infrastructure, and industrial sectors.
- Smart city initiatives fueling demand for wide-area surveillance and AI recognition tools.
- Migration from analog to IP-based systems, with growing adoption of cloud, edge, and AI analytics.
- Increasing need for remote monitoring and centralized management—especially relevant for municipal and enterprise deployments.

Emerging Trends

- **Cloud & Edge Analytics:** Hybrid architectures with on-camera processing and cloud orchestration.
- **AI/Analytics:** Tools like loitering detection, people counting, and license plate recognition are becoming standard.
- **VSaaS Adoption:** Shift toward subscription-based, cloud-managed surveillance platforms.
- **Integration & IoT:** Cameras increasingly tied into access control, building automation, and smart infrastructure.
- **IP & Networked Systems:** PoE, wireless, and 5G support are now common; analog is declining.
- **Privacy & Cybersecurity:** Compliance with GDPR and secure architecture are critical as analytics expand.

KEY VIDEO FEATURES TO EVALUATE

1. Resolution & Image Quality

- Higher resolution = more detail (helpful for identifying faces, license plates, etc). For instance, one guide says “a video resolution of 1080p or higher will provide enough detail to tell people apart...”
- Consider field of view (FOV) / lens type: wide vs narrow, depending on area to cover.
- For low-light / night: look for sensors, IR LEDs, color night vision.

2. Camera Form Factor & Variety

- Different form factors for different sites: dome, bullet, turret, PTZ (pan/tilt/zoom) for large areas.
- Outdoor vs indoor: Outdoor needs weather-resistance, vandal proofing.

3. Storage, Retention & Connectivity

- How footage is stored: local (NVR/DVR), edge (on-camera), cloud.
- Retention period: depending on regulations/needs, you may need days, weeks or years of retention.
- Connectivity: Wired (PoE) vs wireless (WiFi) — for enterprise installations wired may be preferred for reliability & security.

4. Analytics & Smart Features

- Advanced analytics: e.g., people counting, line crossing, loitering detection, license plate recognition (LPR) — useful for public safety, large facilities.
- Motion detection, zones, object vs human detection to reduce false alarms.

5. Integration & Flexibility

- How well the camera/system integrates with existing security infrastructure: VMS, access control, alarms, network infrastructure.
- Open vs closed ecosystems: In your advisory role you’ll want flexibility for future tech.
- Scalability: Can it scale across multiple sites, handle many cameras, centralized management?

6. Deployment, Maintenance & Total Cost of Ownership

- Ease of installation: mounting, wiring, configuration.
- Durability & environment: outdoor cameras must resist weather, tampering.
- Long-term costs: licenses, cloud fees, analytics subscriptions, replacement/upgrade paths.
- Security of the camera/system: encryption, secure remote access, patch-management.

7. Use-Case Fit & Site Requirements

- Define what you need: what area, what distance, what resolution, what time of day/night. One guide says: “It is important to ask yourself why you need cameras and what you intend to watch with them” when selecting.

CAMERA COMPARISON

When comparing **Eagle Eye**, **Verkada**, and **Meraki** cameras, they focus on cloud architecture, analytics, integration flexibility, camera variety, and long-term scalability. Each platform has strengths depending on your priorities:

1. Cloud Architecture & Management

- **Verkada:** Fully cloud-native with onboard storage; managed via proprietary Command platform.
- **Eagle Eye:** Open cloud VMS; supports 4,000+ camera models; flexible cloud/on-prem storage options.
- **Meraki:** Cloud-managed with edge storage; integrates into Cisco's unified dashboard.

2. Camera Compatibility & Variety

- **Verkada:** Requires proprietary cameras; limited model range.
- **Eagle Eye:** Works with most third-party cameras; offers bullet, dome, turret, PTZ, and specialty formats.
- **Meraki:** Offers dome, fisheye, multi-sensor, and varifocal cameras; up to 4K resolution.

3. AI & Analytics

- **Verkada:** Face Match, motion detection, people counting; intuitive reporting tools.
- **Eagle Eye:** Smart Motion, Loitering, Intrusion, Line Crossing, License Plate Recognition.
- **Meraki:** Motion recap, object detection, intelligent search; integrates with other Meraki sensors.

4. Storage & Retention

- **Verkada:** 256GB onboard SSD; cloud archiving available; retention fixed at purchase.
- **Eagle Eye:** Adjustable retention from 7 days to 10 years; cloud-first with edge encryption.
- **Meraki:** Solid-state storage up to 4TB; motion-based retention policies.

5. Integration & API

- **Verkada:** Closed ecosystem; limited third-party integration.
- **Eagle Eye:** Open API; integrates with access control, visitor tools, and industry-specific apps.
- **Meraki:** Native integration with Cisco switches, Wi-Fi, and sensors.

6. Deployment & Scalability

- **Verkada:** Plug-and-play simplicity; fast setup.
- **Eagle Eye:** Ideal for multi-site deployments; flexible provisioning.
- **Meraki:** Scales easily across networks; centralized management via Cisco dashboard.

SERVER-BASED VS. CLOUD-BASED VIDEO STORAGE

Check out these side-by-side breakdowns of Cloud vs. On-Premise Server for Video Surveillance, especially useful for schools, cities, or organizations evaluating a modernization path.



✓ Server-Based Pros:

- Full control of data and hardware
- No ongoing subscription fees (after install)
- Works even if internet goes down

⚠ Server-Based Cons:

- Higher upfront costs
- Complex to scale
- Requires ongoing maintenance and security
- Limited remote access unless configured

✓ Cloud Pros:

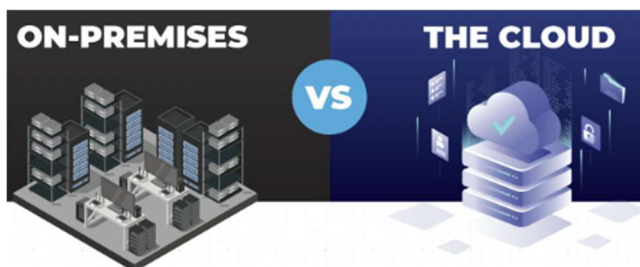
- Easy remote access and management
- Fast deployment and scaling
- Minimal IT overhead
- Automatic software/security updates
- Often bundled with AI features (search by person, license plate, motion)

⚠ Cloud Cons:

- Monthly/annual recurring cost
- Dependent on internet connection
- Some stakeholders may have data privacy concerns

If you see value in flexibility and integration, Eagle Eye is the most open and scalable.
For Cisco-centric IT environments, Meraki offers seamless network/security unification.
Verkada is best for quick deployments with minimal IT overhead.

Feature	Server-Based (Traditional NVR/DVR)	Cloud-Based (Verkada, Eagle Eye, Meraki)
Storage Location	On-premise (local NVR/DVR or SAN)	Cloud (with optional hybrid edge storage)
Remote Access	VPN or static IP; less user-friendly	Web browser/app; easy and secure
Scalability	Limited by hardware and network	Highly scalable; pay-as-you-grow
Maintenance	High IT overhead; manual updates	Automatic firmware & security updates
Redundancy & Reliability	Risk of local hardware failure	Cloud backups + edge redundancy
Bandwidth Usage	Low (local LAN)	Depends on configuration (smart streaming)
Cybersecurity	Dependent on local IT	Built-in with encryption, MFA, audit logs
Initial Costs	High CAPEX for servers/storage/licenses	Lower upfront (OPEX/subscription-based)
Compliance & Retention	Manual policies, offsite backup needed	Built-in features (HIPAA, SOC 2, CJIS, etc.)



Factor	In-House Servers	Cloud Computing
Scalability	Moderate	High
Agility	Moderate	High
Cost	High	Moderate
Security	High (if managed properly)	Moderate (but improving)
Compliance	High (if managed properly)	Moderate (but improving)

VIDEO & ACCESS CONTROL ALL-IN-ONE



Cloud-based Video Surveillance, Access Controls, Visitor Management, & more

Verkada makes video security cameras, environmental sensors and alarms that allow you to connect all your physical security devices in a single, cloud-based platform.

The company aims to tackle the challenge of safety and security by providing an integrated system encompassing features like video security cameras, access control, environmental sensors, alarms, and intercoms.

Aggregate data across devices within a centralized platform. Access all your devices and manage physical security on-the-go from an intuitive app. This includes **Cameras, Access Control, Sensors, Alarms, and Guest Management** all in a **Single Pane of Glass**.

With no port forwarding, complicated firewall rules, or VPNs required. And most recently Verkada has taken steps to add the latest AI into its public safety and security products.



✔ Verkada High Quality Cameras

- Built-In Onboard Storage, No NVRs or DVRs
- Bandwidth Friendly (20–50kbps in Steady State)
- Single Ethernet Cable (PoE) to Operate
- Cloud Managed – Seamless Access to All Cameras
- Unlimited Storage for Archived Clips (AWS)
- Secure HTTPS/TLS Encryption
- Intuitive Browser-Based User Interface
- Modern User Authentication (SAML 2.0, 2FA)
- No Plugins or Downloads required
- Dome, Bullet, Fisheye, and Mini Models



✔ Verkada Access Control & Intercoms

- Cloud Managed
- Seamlessly Integrated with Cameras, Alarms, and Sensors
- Single-Door, 4–Door Controller & 16–Door Controller
- Multi-Format Door Reader
- IO Controller
- Electromagnetic Locks
- Intercoms
- Verkada Pass App

AIR QUALITY & ALARM MONITORING



Verkada Alarm Monitoring

- Cloud Managed
- Seamlessly Integrated with Cameras, Doors, & Sensors
- Professional 24/7/365 Monitoring
- Cellular 4G/5G Back-up
- Alarm Panel & Console
- Verkada Alarms App
- Alarm Hub W/Sensors - Motion, Glass Break, Door Contact, Water Leak, & Panic Buttons



Verkada Air Quality

- Cloud Managed
- Motion
- Temperature & Humidity
- TVOC & Air Quality Index*
- Noise Level
- PM2.5
- Vape Index

* TVOC stands for Total Volatile Organic Compound of all the different Volatile Organic Compounds



GUEST MANAGEMENT & TEAMS INTEGRATION



Verkada Workplace

- Centralized Guest Management Across all locations
- Verkada Access Control Integration
- Verkada Camera Integration
- Guest Tracking within Command
- Remote Unlock
- Sex Offender Security Screening
- Guest Sign-In, Employee Wellness Check-in, Visitor Screening
- Label Scanning & Photo Validation
- Instant Recipient Notifications



Open doors in **Microsoft Teams** via **CyberGate**



No need for: an SBC, direct routing, phone system, operator connect or additional Teams licenses.

Certified for
Microsoft Teams

 **VERKADA**
AUTHORIZED RESELLER

PROFESSIONAL INSTALLATION

PhySaaS An Integrated Physical Security Platform

A fully managed, cloud-based, Building Security Suite with proactive alerting and monitoring

- Smarter security for people/buildings rolled into a **low monthly fee**
- Eliminate need for NVR/DVR, Built-In onboard storage**
- No port forwarding**, complicated firewall rules, or VPNs required
- Cameras, Access Control, Sensors, Alarms, and Guest Management all in a **single pane of glass**

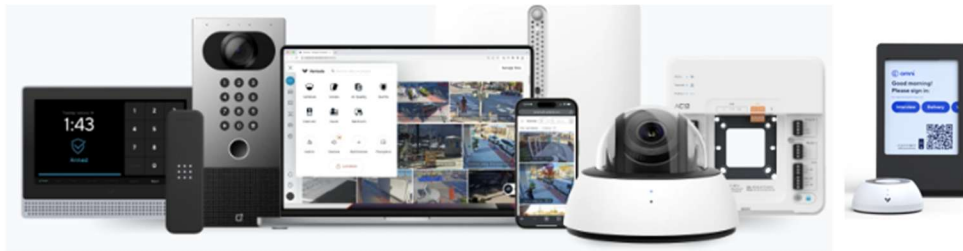


TURN-KEY INSTALL WITH A 10-YEAR WARRANTY

Fully Managed
Cloud-based



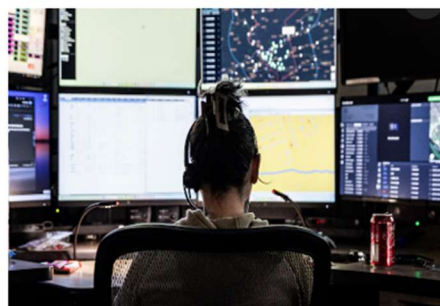
Verkada



Cloud-based Video & Access Control for a Monthly Fee that covers everything



AUTHORIZED RESELLER



UNMANAGED VS. MANAGED

Traditional **Unmanaged** Security Model – Do it Yourself

-  **Upfront Equipment Costs.** Customers must pay for all hardware at the time of purchase.
-  **DIY Setup or Paid Help.** Users are responsible for installation—or must hire outside technicians.
-  **Costly Changes & Repairs.** Any upgrades or fixes require paid service visits, and often new equipment.
-  **Limited Equipment Lifespan.** Exterior cameras typically last only 3–5 years before needing replacement.
-  **High Service Call Fees.** Each technician visit costs approximately \$450, not including parts.
-  **Ongoing Repair Charges.** Repair fees accrue after 30 minutes, with additional charges every 15 minutes.

Fully Managed Model with **PhySaaS** & **Verkada**

-  **Predictable Monthly Pricing.** Eliminate unexpected costs with easy-to-budget plans.
-  **Transparent "All-In" Costs.** No hidden fees—just simple, upfront pricing.
-  **End-to-End Managed Solution.** From installation to real-time monitoring, everything is handled for you.
-  **Automatic Software & Firmware Updates.** Stay secure and up-to-date
- With the latest software without lifting a finger.
-  **Complimentary Service Visits.** Included at no extra cost whenever support is needed.
-  **10-Year Hardware Warranty.** Long-term coverage and peace of mind.
-  **Low Support Needs.** On average, customers submit just 2 support requests per month.

VIDEO & ACCESS CONTROL ALL-IN-ONE

Why go with  **PhySaaS** &  **Verkada**?

OPEX vs CAPEX

Minimal Upfront Cost & Low Monthly Payment

FLEXIBLE OPTIONS

3-year, 5-year, & 10 Year Terms

ALL-INCLUSIVE PACKAGE

Nationwide Installation & Design

SUPERIOR SUPPORT

24x7x365 Monitoring, Alerting, and Support

TEAM

Verkada Network & Security Certified Engineers

MANAGE FROM ANYWHERE

Access and Manage Physical Security from any device, anywhere

100% CLOUD-BASED

No NVR/DVR or On-premise Servers

UNLIMITED CLOUD ARCHIVING

Unlimited Storage for ALL Events

ZERO-TOUCH MAINTENANCE

Automatic Firmware & Feature Updates

24X7 ALARMS & PROFESSIONAL MONITORING

Turn a single camera in to a Complete Alarm System



Verkada Advantages

- **End-to-end encryption:** Secure access and remote monitoring for enhanced protection.
- **Scalable solutions:** Customizable video and audio retention periods.
- **Cloud-based access control:** Manage entry, schedules, and logs from a mobile app.
- **People analytics:** Facial recognition for person-of-interest alerts and efficient investigations.
- **Easy to maintain:** Seamless software updates without disrupting operations.
- **Live monitoring:** Real-time camera feeds and instant notifications via mobile app.
- **Face blur feature:** Ensures privacy when sharing footage with others.
- **Video verification:** Instant alerts and police notifications for emergencies.
- **Objective video evidence:** Clear and detailed footage for law enforcement use.
- **No DVR/NVR required:** Simplified, cloud-based system management.



Eagle Eye Camera Platform Overview

Eagle Eye Networks offers a robust **cloud-based Video Management System (VMS)** that supports over **4,000 camera models**, including its own plug-and-play Eagle Eye Cameras. The platform is built for flexibility, security, and deep integration with third-party systems.

Key Features:

- **Cloud VMS:** Centralized video management with remote access, real-time alerts, and flexible storage options.
- **AI-Powered Analytics:** Includes object counting, loitering detection, line crossing, and license plate recognition to enhance situational awareness.
- **Intrusion Detection:** Customizable motion zones and real-time notifications for proactive threat response.
- **Smart Video Search:** Search across multiple cameras and locations for people, vehicles, or objects—no special hardware required.
- **Open API & Integrations:** Seamlessly connect with access control systems, visitor management tools, and industry-specific software.
- **Enterprise Scalability:** Designed for multi-site deployments with bandwidth management, secure connectivity, and easy provisioning.

 **Camera Models:** Eagle Eye Cameras are ideal for organizations seeking a future-ready surveillance solution that combines cloud flexibility, AI intelligence, and enterprise-grade security. Eagle Eye offers a wide range of indoor/outdoor cameras including:

- Bullet, Dome, Turret, and PTZ formats
- Resolutions from 4 MP to 20 MP
- Specialty options like panoramic, fisheye, and dual-sensor cameras

Hardware Ecosystem:

- Eagle Eye Bridges: On-premise devices that securely connect cameras to the cloud.
- CMVRs: Cloud-managed video recorders for local buffering and secure transmission.
- Managed PoE Switches: Optimized for high-bandwidth deployments and seamless integration.

Eagle Eye Cameras are ideal for organizations seeking a future-ready surveillance solution that combines cloud flexibility, AI intelligence, and enterprise-grade security. Eagle Eye Cameras are cloud-managed, AI-enhanced surveillance solutions designed for scalable, secure, and intelligent video monitoring across industries.



From super-fast Wi-Fi and secure WAN solutions to smart cameras and sensors, Cisco Meraki is simply better IT.



Technology
Partner

Cisco Meraki Video Security Overview

Cisco Meraki's video security platform is built around cloud-managed smart cameras that simplify deployment, monitoring, and retention. Each camera includes onboard storage and processes video locally, while management and analytics are handled via the Meraki dashboard.

Key Features:

- Cloud-native architecture with no NVRs or DVRs required
- Onboard solid-state storage (up to 4TB) with motion-based retention
- Motion search and recap for fast incident review
- Encrypted video streams and secure access controls
- Form factors include dome, fisheye, and multi-sensor cameras

Unified Management: Video + SD-WAN + Wi-Fi

Meraki's strength lies in its single-pane-of-glass dashboard that unifies video security with network infrastructure:

SD-WAN Integration

- Meraki MX appliances provide secure, resilient WAN connectivity
- Built-in firewall, IDS/IPS, content filtering, and threat protection
- Dynamic path selection and bandwidth optimization for video traffic
- Centralized VPN and site-to-site connectivity for multi-location deployments

Secure Wi-Fi Integration

- Meraki MR access points deliver enterprise-grade wireless
- Layer 7 traffic shaping, client isolation, and identity-based policies
- Cameras can be deployed over secure Wi-Fi with PoE or wireless bridging
- Wi-Fi analytics can complement video insights (e.g., occupancy trends)

Dashboard Benefits

- Centralized visibility across cameras, networks, and devices
- Role-based access and audit logs for compliance
- Scalable provisioning for new sites, cameras, or network gear
- API access for automation and third-party integrations

VIDEO SECURITY PLATFORM COMPARISON

- **Verkada:** All-in-one, cloud-native system with onboard storage and built-in analytics. Ideal for fast deployment and simplified management but limited third-party integration. Verkada is ideal for fast deployment and simple cloud management but may limit flexibility due to its closed ecosystem.
- **Eagle Eye Networks:** Open cloud VMS supporting thousands of camera models. Offers advanced AI analytics, flexible storage, and deep integration with access control and visitor tools—great for multi-site, scalable environments. Eagle Eye offers the most open architecture and analytics-rich platform—great for multi-site, integrated environments.
- **Cisco Meraki:** Cloud-managed cameras with edge storage and seamless integration into the Meraki IT ecosystem. Best suited for organizations already using Cisco infrastructure seeking unified network and security management. Meraki excels in unified IT/security management, making it a strong fit for organizations already using Cisco infrastructure.

Each platform excels in different areas—Verkada for simplicity, Eagle Eye for flexibility, and Meraki for IT integration.

When comparing Verkada, Eagle Eye, and Meraki cameras, focus on cloud architecture, analytics capabilities, integration flexibility, and long-term scalability.

Each brand offers distinct strengths depending on your security priorities.

FEATURE	 VERKADA	 EAGLE EYE NETWORKS, INC.	 CISCO Meraki
Cloud Architecture	Fully cloud-native with onboard storage; closed ecosystem for the most part	Cloud VMS with open API; supports 4,000+ camera models	Cloud-managed with edge storage; integrates with Meraki dashboard
Video Quality	Up to 4MP (streamed at 1080p); IR night vision	5MP resolution standard; advanced low-light color reproduction	Up to 4K and 20MP; wide range of models including fisheye and telephoto
Analytics & AI	Basic motion detection, Face Match facial recognition	Smart Motion, Loitering, Intrusion, Line Crossing—all built-in	Intelligent motion search, object classification, motion recap
Storage & Retention	256GB onboard SSD; cloud archiving available	Cloud storage with bandwidth optimization; edge encryption	Solid-state storage up to 4TB; motion-based retention
Integration & API	Limited to Verkada ecosystem; proprietary cloud	Open API; integrates with access control, visitor tools, etc.	Seamless with Meraki switches, sensors, and Wi-Fi; single dashboard
Deployment & Scalability	Plug-and-play simplicity; fast setup	Supports multi-site deployments; flexible camera	Scales from small to enterprise; wireless options available
Security & Compliance	Encrypted data; some concerns over privacy history	Secure boot, edge encryption, 10-year warranty on Pro Series	Automatic encryption, secure boot, granular access controls
Form Factors	Dome, bullet, mini, PTZ	Bullet, dome, turret (fixed/varifocal)	Dome, fisheye, multi-imager, varifocal, telephoto

SURVEILLANCE & SECURITY PARTNER

Brookside Cloud Consulting has a strategic partnership with [Dyezz Surveillance and Security](#) 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.

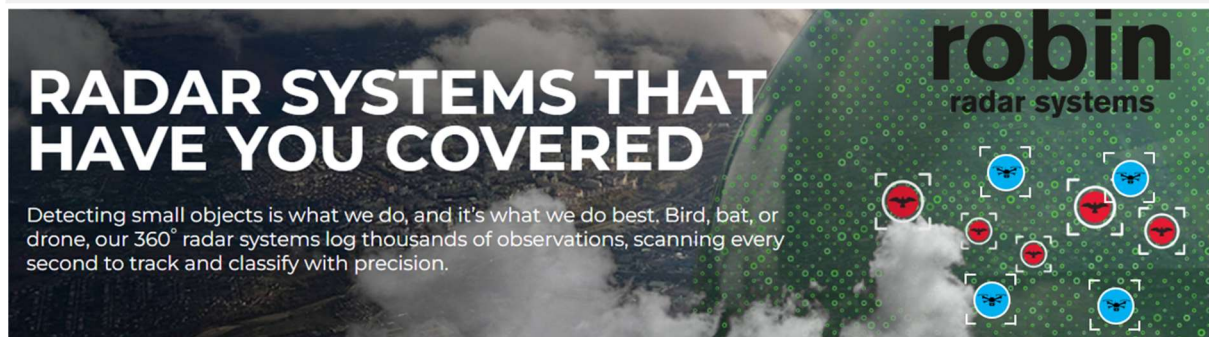


Dyezz has been providing the highest quality of installations and service for **video surveillance systems**, **burglar and fire alarms**, **access control systems**, **covert surveillance**, **intercom systems**, and home automation since 2001.

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**.

DRONE DETECTION



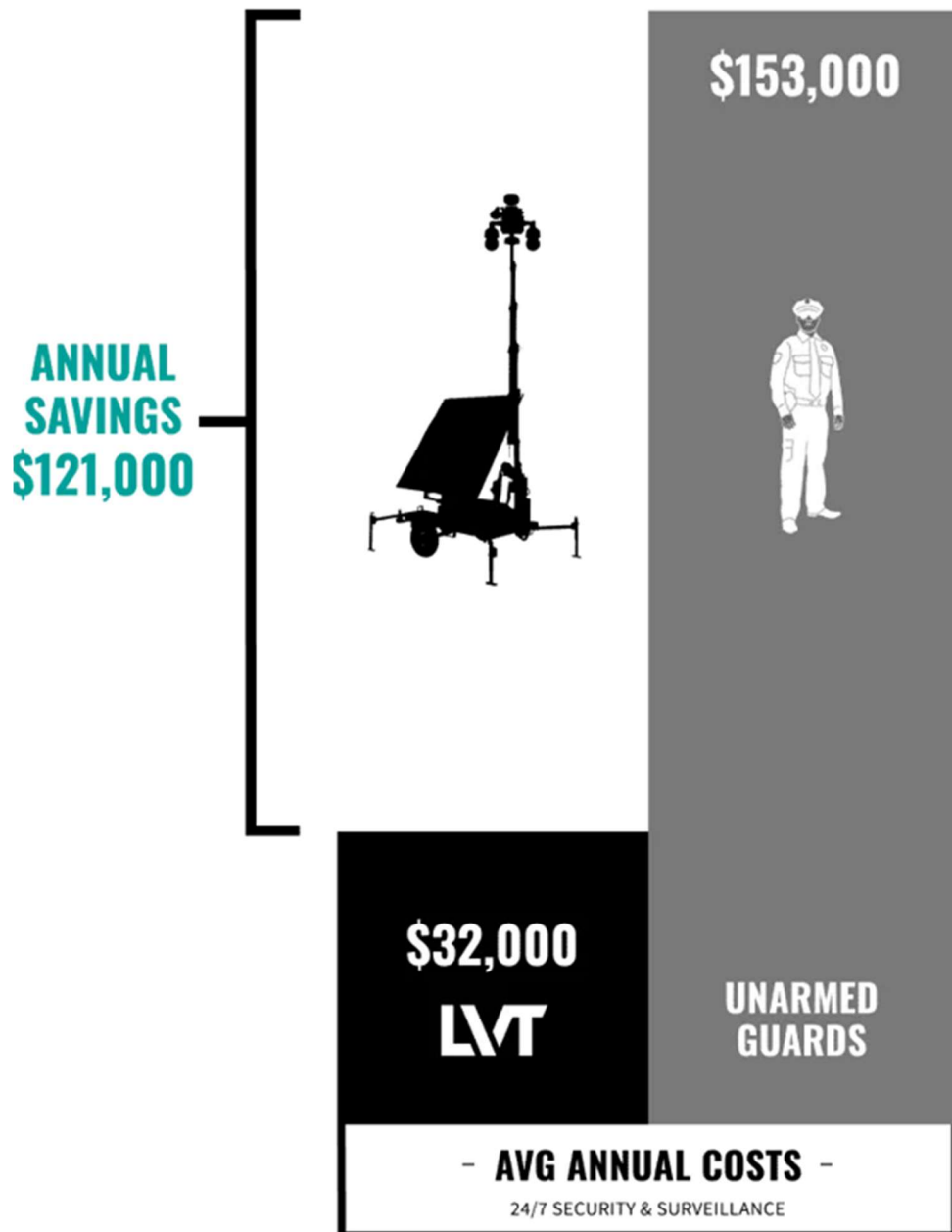
AeroDefense solutions are designed to be accessible and effective for organizations of all sizes, not just those with large budgets or special waivers.

Our range of drone detection solutions are designed to match your risk level to your investment and ensure you find the right fit for your use case.



OUTDOOR SECURITY CAMERA TOWERS

LMT **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

OUTDOOR SECURITY CAMERA TOWERS

LVT NO INTERNET, NO POWER,
NO PROBLEM.

**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.

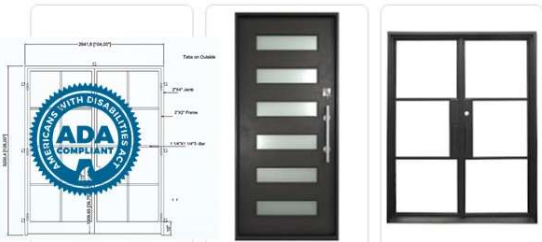


STREAMING VIDEO

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.

STEEL WINDOWS & DOORS



Since 2006, [Metro Steel Windows & Doors](http://MetroSteelWindows.com) 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.

STEEL WINDOWS & DOORS

Metro Steel Thermally Broken Steel Windows & Doors

Since 2006, **Metro Steel Windows & Doors** has strived to provide our customers with unique & stylish doors & windows with best in quality personal service.

Our mission is to help make our customers happy with products & service that meets and/or exceeds their design goals.

ONE COMPANY ➡ ORDERS IT ➡ MAKES IT ➡ INSTALLS IT ➡ SERVICES IT



Offering **custom solutions** to bring your unique and modern style to the surface with gorgeous and durable **steel** options.

Anything your architect can draw we can make!

All work is custom and priced by the square foot.

Delivery varies but usually runs 4-6 weeks



Metro Steel BULLET PROOF WINDOWS & DOORS



STEEL WINDOWS & DOORS

Face it, kids abuse doors. Kids throw their backpacks against them, bang on them, kick the doors open and slam them shut. Teachers and maintenance staff roll carts into doors and wedge them open with chair legs or broom handles. Steel provides superior resistance to this relentless abuse because it is naturally strong and built to last.

Steel's natural strengths make it the perfect door material for schools.

- **Weather resistance**
- **Dent resistance**
- **Easy to remove graffiti from properly finished door**
- **Extremely hard to pry open when paired with appropriate hardware**
- **Low cost of maintenance**

Using wood doors in such a high use, high abuse area is wasteful. Much of the splinters and cracks that wood doors are so susceptible to are irreparable. When wood doors are repaired, it's often a laborious and expensive task. The same applies to aluminum doors. When they are repairable, they usually have to be removed and sent to a workshop. However, aluminum doors are often irreparable too.

Steel doors are less likely to need repairs in the first place because they don't crack. Most damage that does occur can easily be addressed in the field by applying a filler material and some fresh paint. Graffiti can often be easily removed from steel doors too.

Specialty School Steel Doors

Schools can also benefit from many of the specialty steel doors that are available and each project is different and require customization to meet their specific needs. And federal grants pay for it!

IBC 2015 mandates that new construction of schools in areas susceptible to tornadoes—specifically those located in the 250mph wind speed zone—have storm shelters. Tornado resistant door assemblies required on these storm shelters must pass the testing requirements of ICC 500 and be provided with a certified label of compliance.

Many schools in the eastern U.S. but outside of 'Tornado Alley' already specify hurricane-resistant door assemblies to increase safety and minimize the risk of property damage. Many more will soon follow.

With the abundance of steel specialty products available, the possibilities are endless:

- Noise-reducing acoustic doors are ideal for classrooms, music rooms and quiet rooms.
- Steel fire doors are rated up to three hours, offering more protection than other door materials. They are often lighter than fire-rated wood doors too, and do not require through bolting the hinges or door closers—a common requirement for heavy fire rated wood doors.
- Wood-grained finished doors provide the durability and ease of maintenance of steel, with the appearance of wood.
- Hurricane-resistant assemblies have a variety of glass light, louver and other options, while meeting hurricane resistant building codes.

STEEL WINDOWS & DOORS

Metro Steel Windows & Doors specializes in ultra-slim, thermally broken steel doors and windows designed for modern architectural environments. Their products blend minimalist aesthetics with high durability and customization options for residential and commercial projects.

Core Specializations

1. Thermally Broken Steel Fenestration

- Offers *enhanced energy efficiency* through advanced insulation.
- Ideal for both interior and exterior applications in climates with temperature extremes.

2. Ultra-Slim Profiles

- Frames feature *minimalist lines* that maximize natural light and create a sleek, contemporary look.
- Popular among architects and builders aiming for clean, modern design.

3. Custom Steel Doors

- Available in various styles including pivot, sliding, and hinged configurations.
- Supports *dual-pane glass* and custom glazing options for performance and aesthetics.

4. Steel-Framed Windows

- Designed for *durability and elegance*, with options for fixed, casement, and awning styles.
- Reinforced construction ensures long-term performance and security.

5. In-House Glazing & Hardware Options

- Offers *white-glove glazing services* for select projects.
- Wide range of locksets and finishes to match any design palette.

Ideal Applications

- **Modern residential homes** seeking refined elegance and energy efficiency.
- **Commercial buildings** requiring durable, stylish fenestration.
- **Architectural firms** focused on blending urban edge with timeless design.

STEEL WINDOWS & DOORS

Steel doors offer unmatched strength, durability, and longevity, making them a trusted choice for schools, universities, and public institutions. Their compatibility with electronic access control systems enhances campus security and **streamlines emergency response**.

Key Benefits:

 **Enhanced Security:** Easily integrated with electronic locks, card readers, and panic hardware for controlled access and rapid lockdown capabilities.

 **Design Flexibility:** Available in a range of finishes, custom paints, and vision light configurations to match architectural aesthetics.

 **Hardware Adaptability:** Steel doors can be modified to accommodate evolving access control technologies without compromising structural integrity.

 **Campus Safety:** Ideal for protecting students, faculty, and staff while enabling faster response times for campus police and first responders

Steel doors are compatible with electronic access control hardware, providing increased security and convenience. They can be modified easily to accommodate the hardware. Steel doors can also be aesthetically pleasing with various design options, including vision lights and custom painting.

Overall, the strength, durability, and longevity of steel doors make them a preferred choice for educational facilities to help protect the students and faculty and the campus Police respond faster.



In today's educational environment, ensuring the safety and security of students, faculty, and staff is paramount.

Glass doors, windows, and storefronts are often the **most vulnerable points of entry** in to business and school buildings.

The increasing prevalence of **active shooter incidents** and **forced-entry crimes** necessitates robust security measures.



Complete Solutions For Your Payment Processing Needs

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 Payments offers "Cash Discounting" or "Dual Pricing" which allow 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**.



- **Customizable payment integrations:** Built via **API**, letting developers *seamlessly* connect your software, systems, and data streams with clicks – not code.
- **Across ALL channels:** Works with card-present (POS), e-commerce, invoicing, ACH, mobile payments, has integration to most food delivery companies, and more.
- **B2B & recurring billing:** Supports ACH/ARC, invoicing, and multi-transaction billing - ideal for service businesses
- **Freedom & transparency:** No long-term contracts, no hidden fees, processor-direct wholesale pricing, and a **FREE POS** in most cases.
- **24/7 U.S.-based**  **support:** Emphasizes responsive concierge-level service.



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

FREE POINT OF SALE SYSTEM



PROVIDES A **FREE!**  **clover pos**
A *fiserv*.company



The **all-in-one credit card point of sale (POS)** solution to power your business

Flexible Rates with No Surprises.

You determine rates from ZERO with Cash Discount to anywhere from 3-4%

Accept Payments Anywhere

In store, online, on the go, or on the phone

Fast and Simple Setup

All Clover point-of-sale systems devices are payments-ready

Pocket-sized POS

Turn any smartphone or tablet into a portable point-of-sale systems with the Go Card reader and Clover's Go App.

clover virtual terminal



No POS device needed!



Get online ordering, loyalty programs, contactless pay, and more

Simple set-up

Prepare your menu, hours, and more in minutes.

Any future changes you make to your information will sync automatically.

Connect with Guests

With the Clover App, you can add rewards, promos, and feedback programs to thank your loyal fans.

Process online orders

Receive and fulfill orders from customers when they order from you online.

Track Inventory & Easily Manage Employees

Powerful apps that help tackle everything from online sales to customer loyalty programs and everything in between.



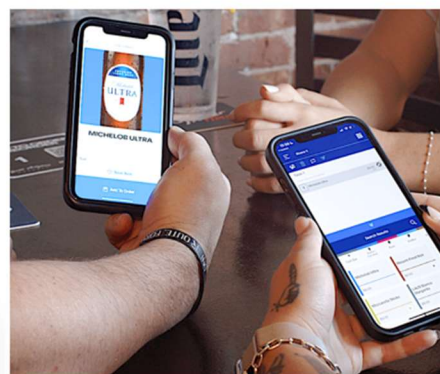
FREE POINT OF SALE SYSTEM

union point of sale (POS)

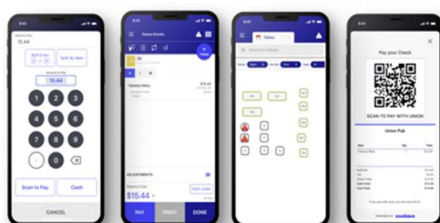


 App for the Restaurant

 App for the Customers



union pos



Customers can browse & order and even pay their tab through the Union App for Customers.

UNION POS is a cloud-based point-of-sale system built especially for **high-volume hospitality venues** (bars, restaurants, nightclubs, live venues).

Its core mission: support fast ordering/payment, reduce friction at busy service points, and give owners/operators insight into performance and guest behavior.



POS System

- A POS built exclusively for high-volume hospitality locations
- Guest-led ordering/payment is a match made in Heaven.
- The only platform that allows for seamless hybrid control of check management



Guest-Led Order & Pay

- Seamless scan order, and pay increases revenue & staff efficiency
- When guests can order at will, with no waiting, they order more frequently
- They also spend more driving revenue and tips



Union Recommendations

- Instant personalized recommendation and rewards to help your fans get their drinks faster



Customer Loyalty

- Increasing speed of service and freeing up staff time to better engage drives guest satisfaction.



Let's see if you qualify for a FREE POS platform!

MUNICIPAL BILLING SOLUTIONS

MUNIBILLING®

MuniBilling is a cloud-based utility billing platform purpose-built for municipalities. It streamlines billing operations for water, sewer, refuse, and stormwater services while integrating smoothly with your existing systems.

- **Built for Municipalities:** Supports all major utility billing types.
- **Managed Services:** Bill printing, lockbox processing, and call-center support to reduce operational burden.
- **Cloud-Based & Accessible:** Real-time reporting, configuration flexibility, and secure access from anywhere.
- **Integration-Ready:** Connects easily with ERP, GIS, accounting software, meter systems, and asset management tools.

Innovative Technology & Seamless Collaboration

MuniBilling is more than a software platform — it's a long-term partner focused on improving operational efficiency and customer satisfaction. With extensive experience and trusted support, MuniBilling helps municipalities eliminate manual processes, modernize their billing operations and usually save money.

Core Capabilities

- **Resident Self-Service Portal:** Online payments, account management, and statement access reduce call volume and improve customer experience (CX).
- **Built-In Communication Tools:** Push updates, notices, and educational information directly to residents.
- **ERP & Meter System Integrations:** Automated data exchange improves accuracy and reduces manual entry.
- **Standardized Data Interfaces:** Ensures consistency and simplifies multi-system workflows.
- **Secure Payment Processing:** PCI-DSS compliant with support for ACH, credit/debit cards, and lockbox payments.
- **Enhanced Cash Flow:** Flexible payment options reduce delinquencies and accelerate revenue collection.



GLOBAL PAYMENT PROCESSOR



Elavon is a leading global payment processor and a wholly owned subsidiary of U.S. Bank, serving over two million customers across diverse industries. Elavon provides end-to-end payment processing solutions, including:

- Credit/debit card processing
- Electronic check services
- Prepaid and gift card programs
- Dynamic currency conversion and multi-currency support
- Fraud monitoring and risk management
- POS terminals and integrated payment solutions
- Mobile and online payment platforms
- Reporting and analytics tools



Annual Transaction Volume: Nearly \$577 billion

Markets Served: U.S., Canada, UK, Ireland, Poland, Norway, Spain, Germany

Industries Supported: Retail, restaurants, healthcare, government, education, travel & hospitality, automotive, & supply chains.

Forbes Advisor has named Elavon among the **top 10 payment processing companies**, with special recognition for global payments expertise.

Elavon is proud to support clients and partners around the world with best-in-class POS solutions, key integrations, transaction security, and more.

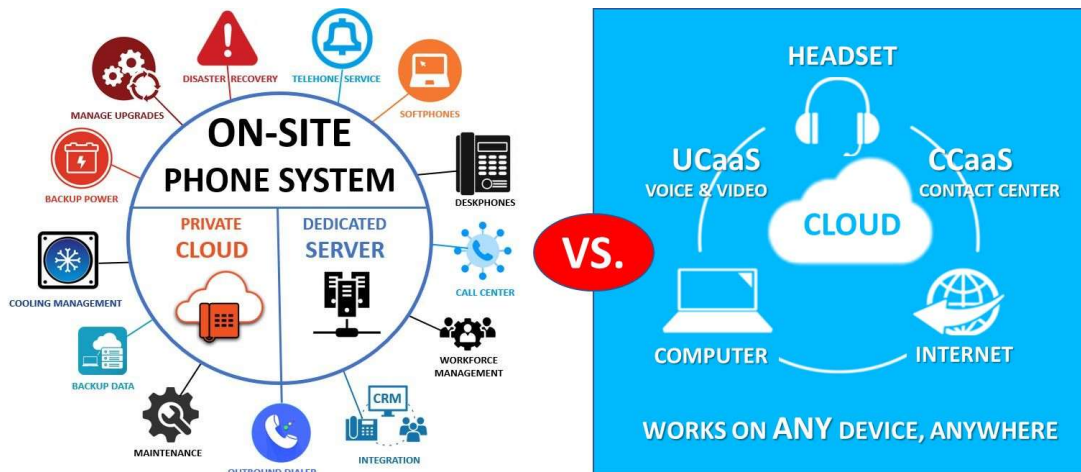


Elavon Payment Processing
Best Credit Card Processing Companies

ON-SITE PHONE SYSTEM VS. CLOUD-BASED

When comparing the difference between your **on-premises** solution that you own, the results will shock you. On-premises 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.



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

Move **VOICE** to Microsoft Teams and use it as your **Phone System**



Microsoft Teams Monthly Active Users (MAU) have skyrocketed, making it one of the most widely adopted collaboration platforms in the business world. Designed to streamline communication, teamwork, and productivity, Teams integrates seamlessly with Microsoft 365 to give your organization a unified, flexible collaboration platform.

Why Choose Microsoft Teams?

If your organization already leverages Microsoft tools and productivity apps, Teams makes perfect sense. It offers instant chat, file sharing, screen sharing, shared calendars, and deep integration with the Microsoft ecosystem, helping employees work smarter and stay connected.

Core UCaaS Features of Microsoft Teams:

- Built-in Softphone for your work number
- SMS chat for quick messaging
- Direct routing to carriers or Microsoft phone plans (note: carrier routing is recommended over Microsoft phone plans for flexibility)
- Messaging & file sharing for team collaboration
- Video and audio conferencing
- Full access to Microsoft 365 productivity tools

Move **VOICE** to Microsoft Teams and use it as your **Phone System**

Key Collaboration Tools

1. **Meetings & Conferencing**
 - Online meetings, video calls, screen sharing, and webinars
 - One-touch join, live chat, meeting recording, and guest invitations
 - Shared meeting notes and scheduling
2. **Calling**
 - Voice and video calling across computers, tablets, mobile devices, and desk phones
 - VoIP and traditional PBX support
 - Features: call management, call queues, auto attendants, and contact center integration
3. **Chat**
 - Individual or group messaging, video calls, and screen sharing
 - Access from anywhere, inside and outside your organization
4. **File Sharing & Collaboration**

Real-time co-authoring with version tracking

- Edit Word, Excel, and PowerPoint files without leaving Teams
 - Permission controls to protect sensitive files
5. **Calendar & Scheduling**
 - Track meetings, calls, and tasks
 - Sync meetings automatically across attendees' calendars
 6. **Task Management**
 - Create tasks from chat messages using Tasks Bot
 - Keep track of follow-ups, client calls, and deadlines
 7. **External Collaboration**
 - Guest access lets outside partners and clients join channels
 - Full access to chat, calling, and conferencing features

Adoption Advantages

- Employees familiar with Microsoft tools drive easier adoption
- Cloud-based platform accessible via browser, desktop app, or mobile device
- Centralizes communications, collaboration, and productivity in a single interface

Move **VOICE** to Microsoft Teams and use it as your **Phone System**

Direct Routing for Microsoft Teams allows Microsoft Teams to function as a full phone system (PBX) by connecting Teams to a telecom carrier of your choice. Instead of using Microsoft's calling plans, you can route calls through an existing phone provider, giving your organization flexibility and potentially lower costs.

Key Benefits:

- **Use Your Existing Phone Numbers:** Keep your current business numbers while using Teams for calling.
- **Flexible Carrier Choice:** You are not locked into Microsoft phone plans—choose carriers based on cost, coverage, or features.
- **Full Calling Features:** Includes call queues, auto attendants, call forwarding, voicemail, conferencing, and integration with Teams chat and video.
- **Scalable & Secure:** Works for organizations of all sizes, from small businesses to large enterprises.
- **Integration with Teams UCaaS Features:** Users can call, chat, and share files all within Teams while using Direct Routing for voice services.

When to Use Direct Routing:

- You want more control over phone carriers or costs.
- You have existing telecom contracts or on-premises PBX systems.
- You need advanced calling features not fully supported by Microsoft Calling Plans.

Implementation: Requires a Session Border Controller (SBC) to connect your chosen telecom carrier to Teams. Many certified partners provide turnkey **Direct Routing** setups.

Microsoft Teams: A Complete Collaboration Hub

Microsoft Teams is more than a messaging app—it's a **full collaboration and communication platform**. For organizations invested in Microsoft 365, Teams provides a **powerful, flexible, and secure solution** for chat, file sharing, screen sharing, and shared calendar management, all integrated with Microsoft productivity tools.

Accessibility & Adoption: Teams is cloud-based, accessible via browser, desktop app, or mobile device, making it easy to adopt for businesses of all sizes, particularly for users already familiar with Microsoft 365.



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 **8x8** 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 **8x8** ensures that companies have all the components they need in a **single platform**, from video conferencing and SMS, to voice and chat technology.

8x8 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.

8x8 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 Work App

Works on ANY device, ANYWHERE



MOBILE PHONES **TABLETS** **DESK PHONES**

Make & Receive Phone Calls & Texts from App
Uses their business number – not their mobile

Download Options

Available on the
App Store

available at
amazon appstore

Download
Desktop App

GET IT ON
Google Play

8x8 Voice for Microsoft Teams

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.

8x8 Voice for  Microsoft Teams is a cloud-based PBX-to-PBX integration to Microsoft's Phone System.



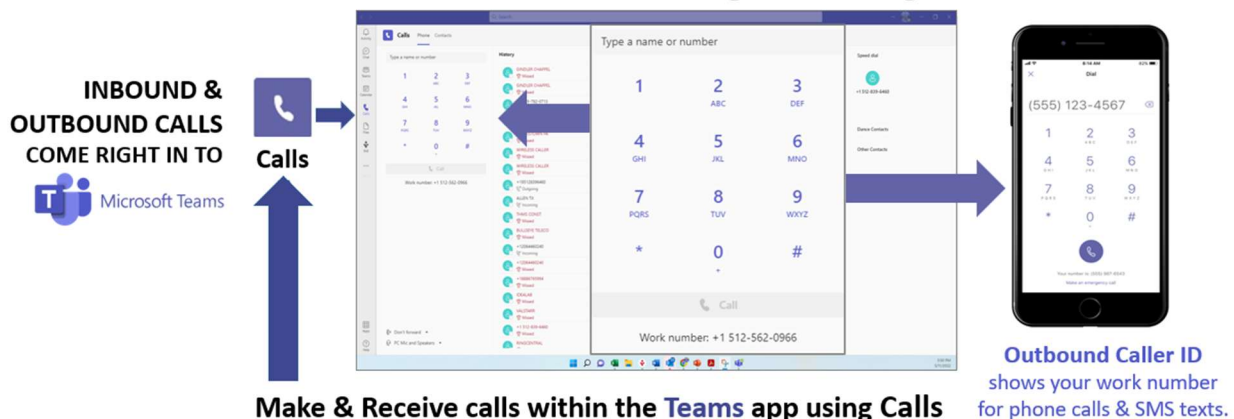
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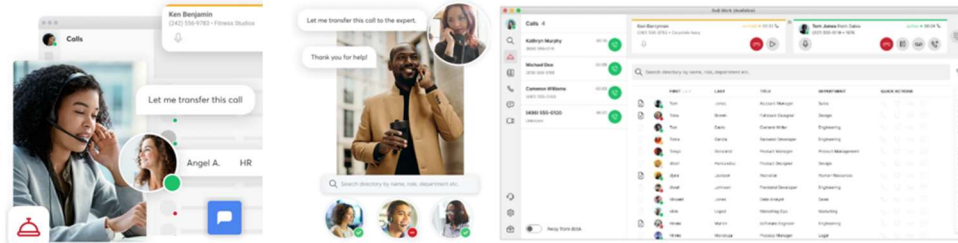
Most use **Teams** for **internal** with **external** calls on separate phone system & lines to manage like this:



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





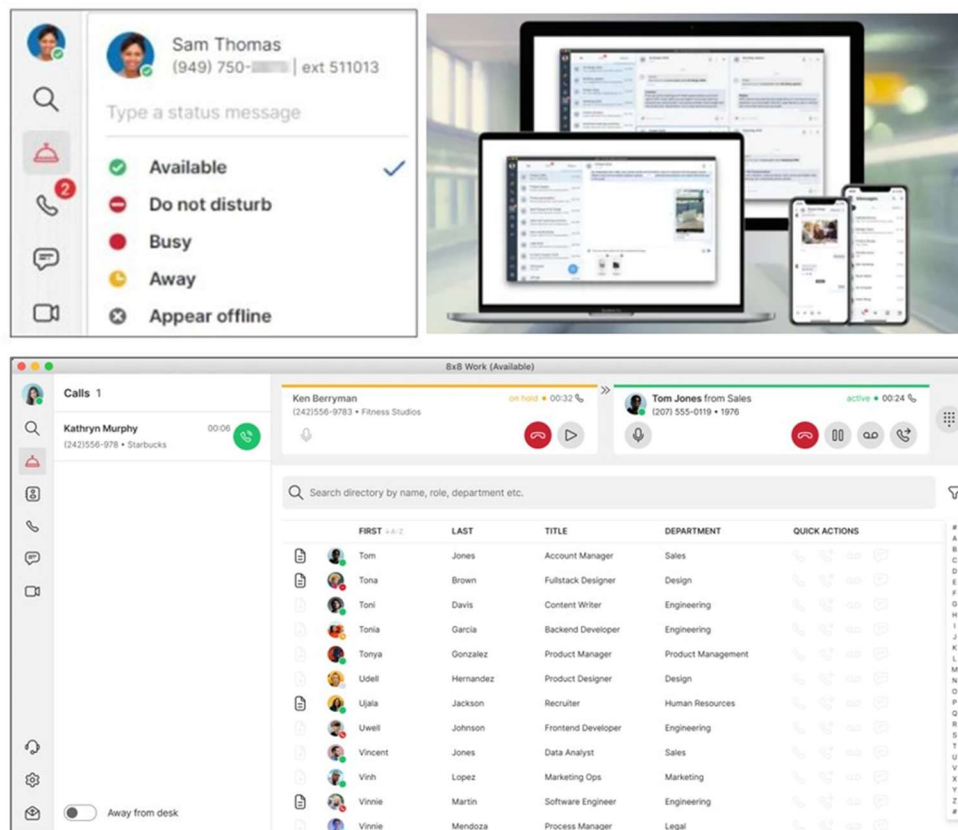
8x8 Front Desk empowers receptionists & operators to represent your business better from anywhere. With advanced call handling, shared directory and presence, and one-click away-from-desk call diverting, route calls to the right person faster, every time. **All without installing a separate app.**

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 **8x8 Front Desk**  **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 in-person 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.



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 customer (CX) AND agent experience (UX).

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** adds full omnichannel capabilities including email & webchat.

	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.

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

BROOKSIDE THE CLOUD MIGRATION EXPERTS

UNIFIED COMMUNICATIONS MANAGER (UCM)
PREMISE-BASED HARDWARE ON YOUR NETWORK

WEBEX CLOUD-BASED UC as a SERVICE (UCaaS)
IP PHONES CONNECT DIRECTLY TO THE CLOUD



HARDWARE-BASED SOLUTION WITH SIP TRUNKS

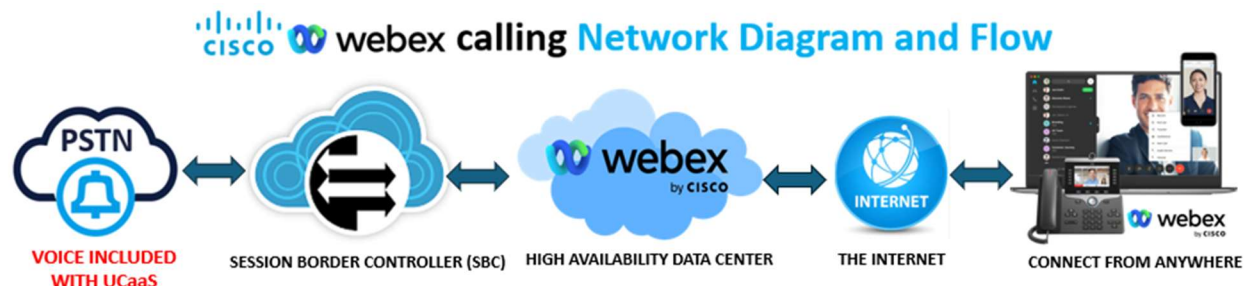
THE LATEST CLOUD-BASED UCaaS WITH IoT & AI

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 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 in-person meetings when you layer yourself over the content you're sharing.

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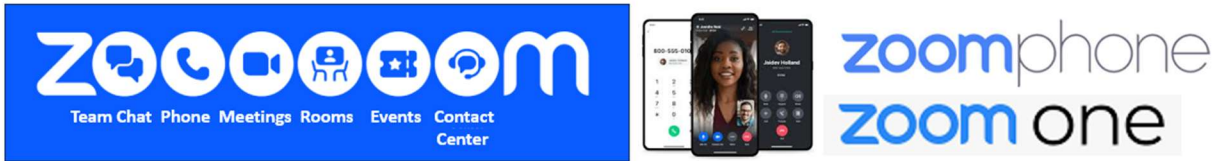
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Engaging webinar and event experiences made easy. Host interactive webinars and events for virtual and in-person audiences. Host large virtual events with up to **100,000 attendees** to reach more users.



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, work-from-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 **Catapult EMS** 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 AI 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 AI Transcriptions and Sentiment Analysis. The Dialpad AI 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 AI-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 AI-driven quality assurance solutions. With these QA tools, companies can reduce compliance risks, improve agent adherence, and track critical metrics. The AI system automatically acknowledges when QA Scorecard criteria have been met and draws attention to coaching opportunities.

6. AI CSAT Scoring. The Dialpad AI 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!



The #1 Cloud Customer Experience CX Platform

NICE CXone Mpower transforms customer and agent experiences with the world's leading cloud-native CX platform. Built on an **Open Cloud Foundation**, CXone is the first and only solution to unify Omnichannel Routing, Analytics, Workforce Optimization, Automation, and AI—all in one place.

Why CXone Mpower?

- **One Unified Platform.** A single, cloud-native solution for every channel, every interaction, every time.
- **Faster Innovation.** Rapid onboarding, flexible capabilities, and built-in AI keep your team ahead.
- **CXi: Customer Experience Interactions.** Meet customers wherever their journey begins, deliver frictionless self-service, and equip agents to resolve needs successfully.
- **Trusted Worldwide.** Organizations of every size choose CXone to be their first choice for customer loyalty, innovation, and employee experience.

Core Capabilities

- **Digital Entry Points.** Smarter starts every journey with knowledge management, websites, mobile apps, and search integration.
- **Journey Orchestration.** AI-powered routing to seamlessly guide customers across self-service and live support.
- **Smart Self-Service.** Conversational bots and proactive outreach that resolve issues the first time.
- **Empowered Agents.** Real-time insights and guidance for faster, more personalized interactions.
- **Complete Performance.** End-to-end visibility and closed-loop feedback to unlock your full CX potential.
- **Enlighten AI.** Purpose-built, CX-focused AI that powers better self-service and agent-assisted journeys.
- **Open Cloud Foundation.** Enterprise-grade, secure, scalable, and extensible to fuel continuous innovation.

Bottom line: NICE CXone Mpower is the only AI-powered customer experience platform that brings every interaction, channel, and process together—so you can deliver extraordinary experiences across the entire customer journey.

NiCE | CXone Mpower

The #1 Cloud Customer Experience CX Platform

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 · CXone is now **EMBEDDED** in to  Microsoft Teams

Agent Softphone



...that's embedded into




 Texas Department of Information Resources

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.

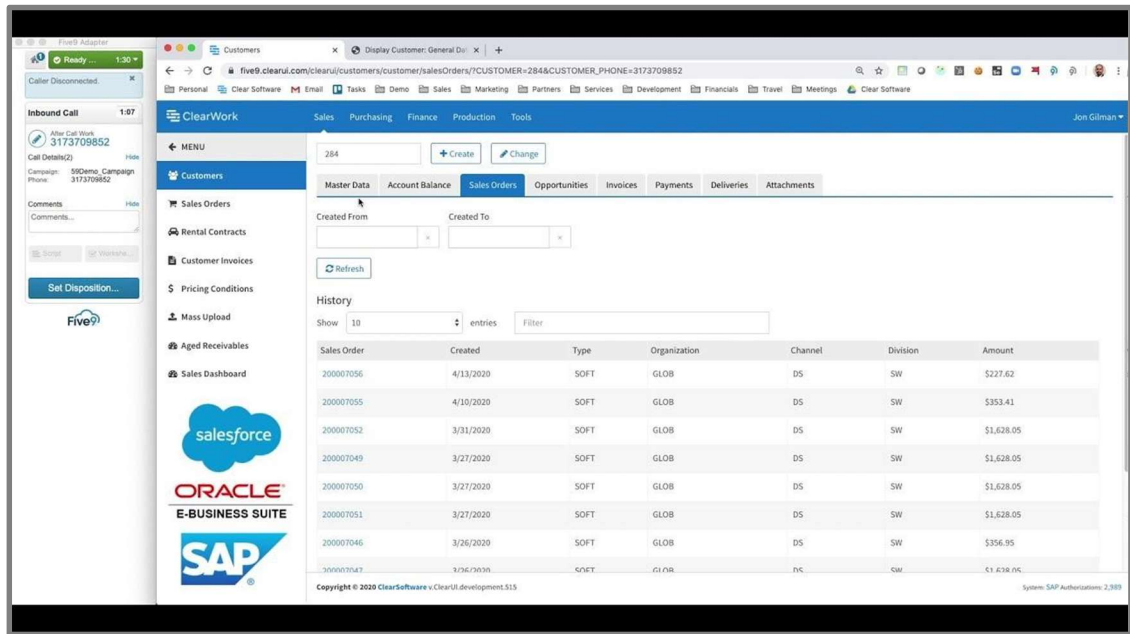


TX-RAMP is a program of the **Texas Department of Information Resources** that provides "a standardized approach for security assessment, authorization, and continuous monitoring of cloud computing services that process the data of a state agency."

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.


20+

years of cloud contact center experience



2,500+

employees around the world



293K

concurrent agent seats (12/31/21)

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 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



HARDWARE PHONE OPTIONS

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





Microsoft Teams





ANY DEVICE RUNNING





Microsoft Teams

Single Sign-On (SSO)
Any device, Anywhere
Voice & SMS show Work Caller ID
Reliable, Secure, and Easy to Manage



Certified for
Microsoft Teams



TABLETS



NOTEBOOKS



MOBILE



EXECUTIVE



BASIC DESKTOP



HEADSETS

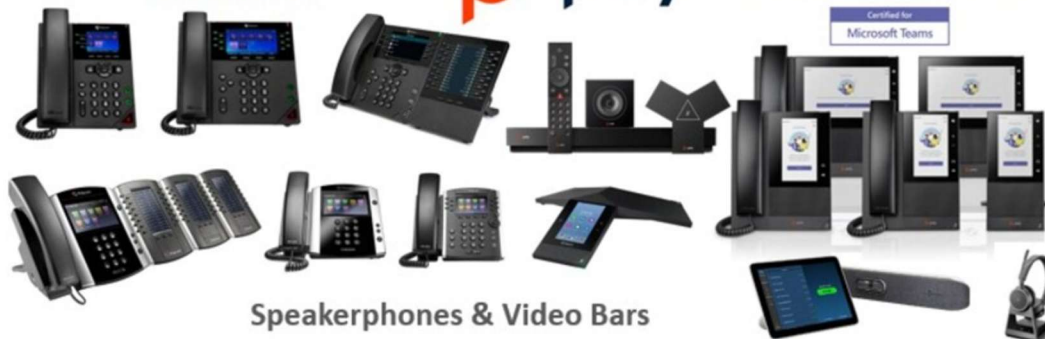
IP PHONES 8800 SERIES



VVX Phones



CCX Phones & Headsets



Speakerphones & Video Bars

 poly
Desktop Phones & Accessories



CONFERENCE ROOM SPEAKERPHONES

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



Trio 8800



Trio 8300



Trio C60



Expansion Microphones

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



Trio C60



Trio 8800

Studio Soundbar



**CCX
Phones**

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

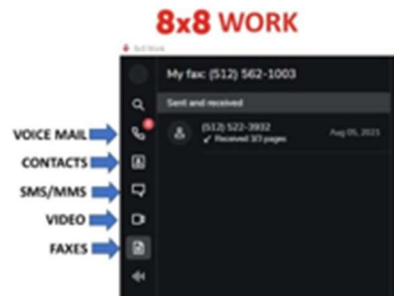
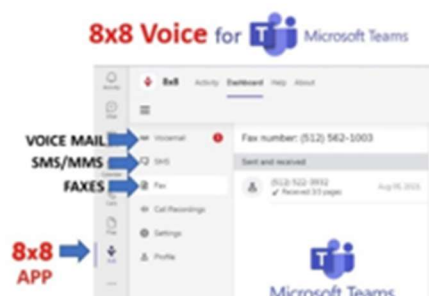
Online fax sends scanned paper documents or digitally created documents in a digital file format from your computer or mobile device via the internet.

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. Send paperless faxes 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**.

ALGO

VALCOM

BOGEN
COMMUNICATIONS, INC.

VIKING
Security and Communication



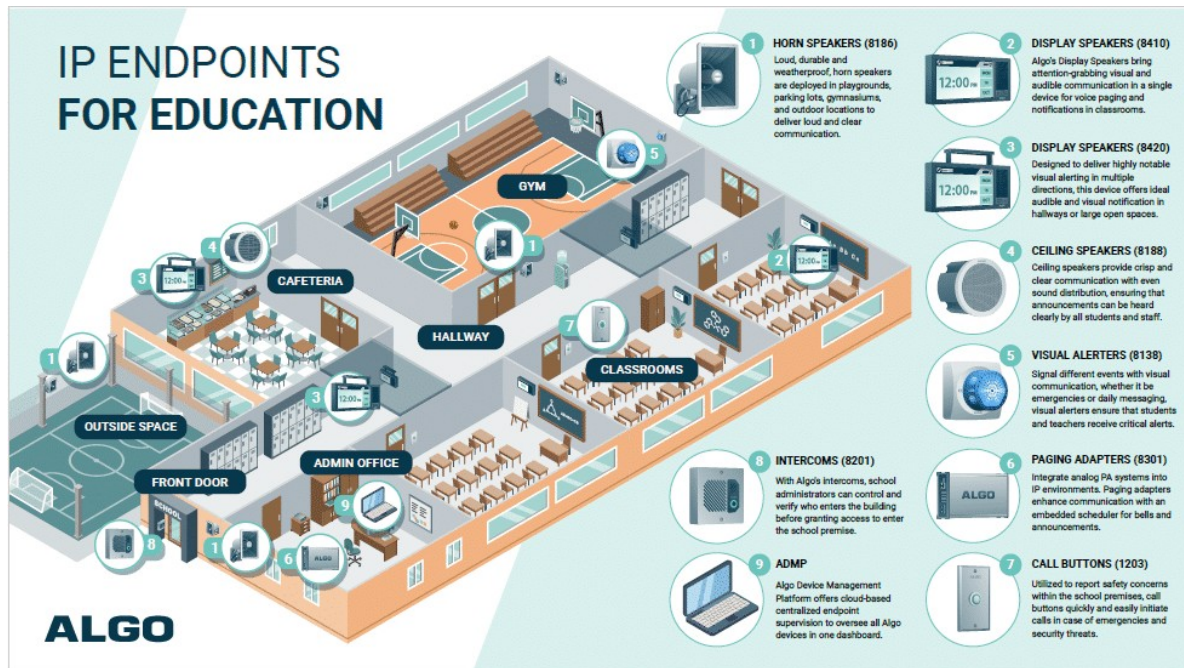
PAGING & INTERCOM

ALGO

IP Paging Made Simple



ALGO IP Paging Solutions including Public Address (PA), Door/Gate Entry Intercom & Access Control



PAGING & INTERCOM

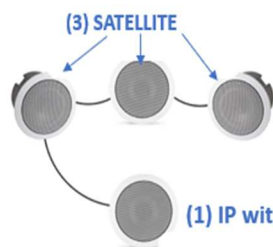
ALGO IP Paging Solutions including Public Address (PA), Door/Gate Entry Intercom & Access Control

Algo IP Endpoints can be used in any education facility offering **voice paging, alerting, and emergency notification**, enriching the audible and visual communication experience for teachers and students.

Ceiling speakers are an ideal choice for crisp, clear audible communication. With options for drop ceiling or surface-mount installation with both the Ceiling and Surface-Mount Speakers for the classroom.

Significant Cost Savings. The Algo 8198 and 8196 speakers can provide significant savings when combined with one or more 1198 or 1196 satellite speakers.

For expanded coverage and reduced costs, up to three satellite speakers may be connected to the 8196 or 8198 speakers sharing the 16W of available audio power. Each satellite speaker attached is automatically detected by the 8198 or 8196 IP Speaker and monitored for connectivity.



- Up to **75% less network cable drops**
- **High Quality Wideband Audio**
- Lower cost per speaker and licensing costs
- Ability to connect to **3 Satellite** speakers for each **IP speaker**
- User-friendly **web interface** or **auto provisioning** and **remote management**
- Supports **SIP, Multi-cast, Poly Group page, InformaCast, Revolution, RESTful API**

Horn speakers, with a durable and weatherproof design, are often used for playgrounds and parking lots in schools and for courtrooms, stadiums, and other outdoor locations in universities to deliver clear communication. For locations where a single horn speaker is required, the 8186 IP Horn Speaker can deliver very high levels of audio output to be heard over children playing or traffic.

Wall speakers are often chosen in education for their high visibility clock allowing professors, teachers, and students to easily keep track of time. The clock automatically functions on network time protocol, showing the exact time for the local region. There are optional **strobe lights** along either side of the device that can be used in tandem with voice paging to represent different alerts or events.

ALGO 8301 IP Paging Adapter & Scheduler



The PoE 8301 IP paging adapter provides a dry page output to a traditional amplifier, thereby offering a seamless bridge from VoIP to a legacy analog voice paging / public address (PA) system.

The paging adapter is a fully compliant 3rd party SIP endpoint and compatible with most ALL systems.

The device also functions as a scheduler for automated bells, tones, and announcements.

Brookside has extensive experience with paging and intercom systems and can help get the best deal.



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 life saving.

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.

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

Scalable. The **IP6000** is a pivotal piece of Valcom's suite of software solutions that enables your school to run effectively and seamlessly.

The **IP6000** gives you the ability to layer additional software such as **VEMASS**, **V-Alert** and **Desktop Notification**. It also has infinite scalability to accommodate multiple locations, various notification paths and devices giving you a complete solution start to finish.



PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

Emergency Management & Visibility

- From the initial alert to the “All Clear” message, manage an emergency event from a local to a district level.
- Monitor the activity from a central location.

On-Premises Notifications

- Reach every part of your school or district with audio and visual notifications.

One Click Simplicity

- Send consistent messaging to multiple devices with a single click.

Desktop & Mobile Alerting

- Send critical information to Android and iOS devices and desktops.

Bell Systems

- Schedule and automate your bells schedules.

System Health

- Monitor and maintain your Valcom system health from one user interface.



Valcom solves problems such as:

- **Inadequate Communication Infrastructure** – We provide integrated communication solutions that minimize upgrading costs and provide a scalable path that accommodates your current and future needs.
- **Security and Safety Concerns** – Valcom leads in supplying robust, reliable emergency communications that reduce vulnerabilities and deliver peace of mind.
- **Lack of Genuine Human Interaction** – Our systems are delivered by highly skilled and approachable professionals who care about your needs and match them to real solutions. We offer a human connection to your concerns.
- **Industry-Specific Communication Challenges** – Our solutions are tailored to your unique requirements and scalable to accommodate your future. Our core platforms have been customized to address many sector-specific needs
- **Complex Communication Systems** – Valcom has technical solutions to complex communications needs. We deliver those solutions in a way



PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

IP Backbone/Retrofit System

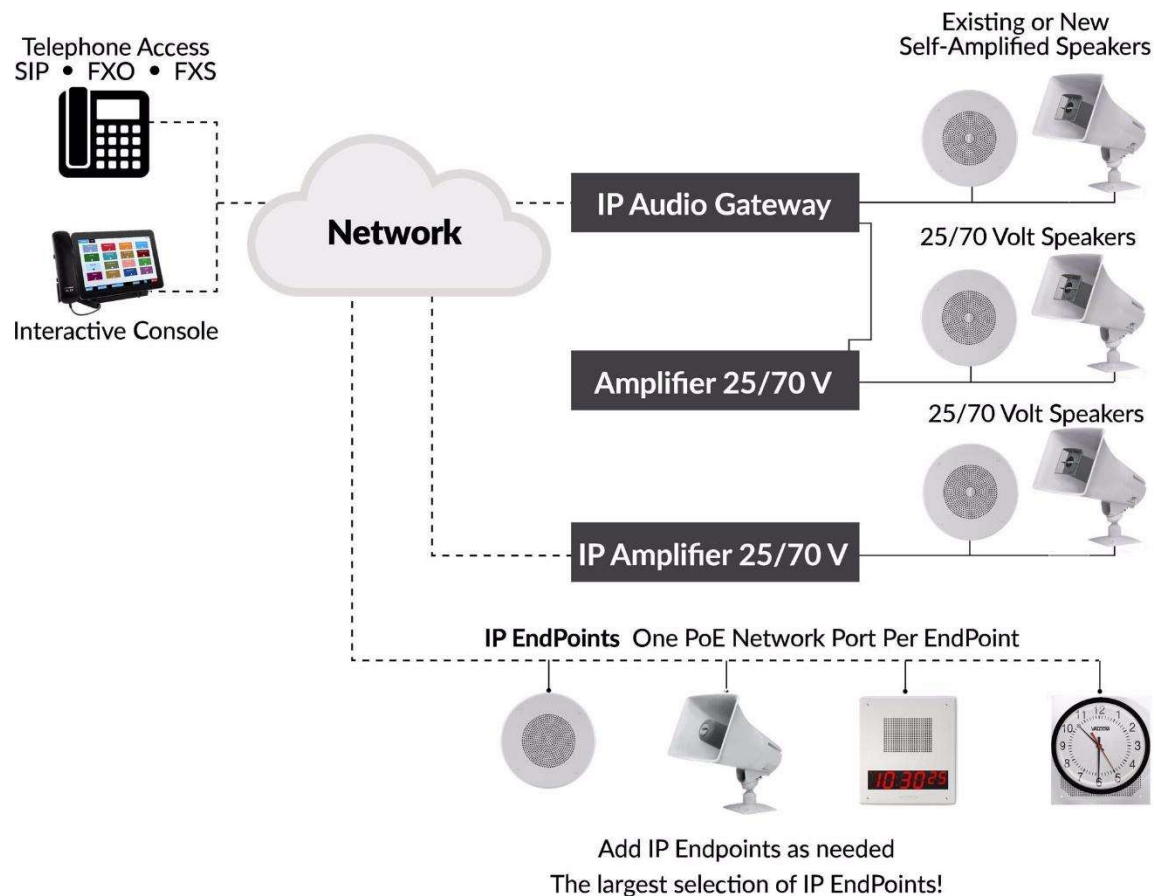
IP backbone/retrofit general purpose paging systems are a combination of analog speakers and cabling connected IP network audio gateways on existing or new network infrastructures.

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.





PAGING, INTERCOM, PUBLIC ADDRESS, EMERGENCY MANAGEMENT

Full IP EndPoint System

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

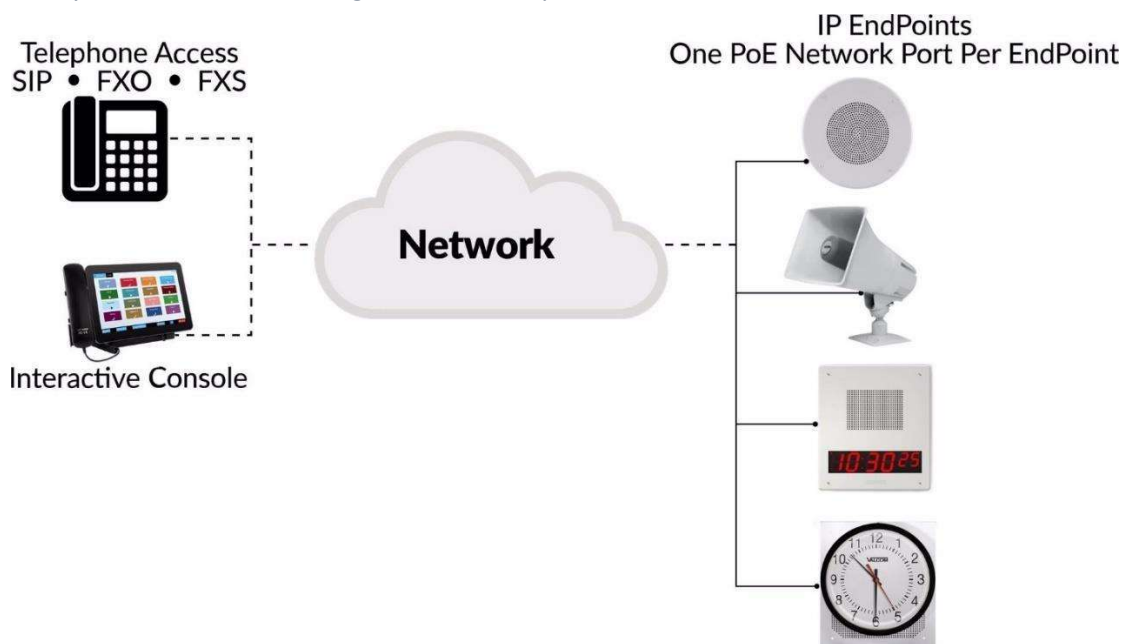
Each endpoint including, speakers and horns, simply plugs into a PoE network switch.

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 stand alone 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.



Add IP Endpoints as needed
The largest selection of IP EndPoints!

GRANT FUNDING JUSTIFICATION (Example, Page 1)

Project Title: Enhancing School Safety and Emergency Response with the 911inform Platform

Applicant: [Your School District Name]

Amount Requested: [Insert Amount]

Funding Purpose: Emergency Management and Public Safety Technology for K–12 Schools

1. Project Summary

We are seeking funding to implement **911inform**, a comprehensive Emergency Management Platform that connects our schools directly with 911 Public Safety Answering Points (PSAPs) and first responders in real-time.

This solution will significantly enhance our district's emergency preparedness and response capabilities across multiple threat scenarios—active shooters, medical emergencies, fires, severe weather, and more.

2. Need for the Project

School emergencies require rapid, coordinated response. Yet, most 911 calls from schools today only provide a street address—**not the exact location inside the building**, nor access to security cameras, door locks, or communications tools. This delay and lack of visibility can cost lives.

Furthermore, we must meet **Alyssa's Law**, which mandates silent panic alert systems directly linked to law enforcement. 911inform satisfies this requirement while offering broader capabilities for situational awareness, building control, and compliance with **Kari's Law** and the **RAY BAUM's Act**.

3. Solution Description

911inform enhances school safety by providing:

- **Indoor mapping:** Interactive digital floor plans shared with 911 and responders
- **Real-time location tracking:** Pinpoints where the emergency is happening
- **Live security video feeds:** Available to dispatch and school security during emergencies
- **Building controls:** Allows authorized users to lock/unlock doors, trigger alerts, and control PA systems
- **Mass notification system:** Sends alerts by text, email, desktop, intercom, and more
- **Bi-directional communications:** Enables real-time messaging between 911, staff, and responders

4. Goals and Outcomes

- **Reduce emergency response time** by up to 3–5 minutes
- **Improve coordination** between 911, law enforcement, EMS, and school staff

GRANT FUNDING JUSTIFICATION (Example, Page 2)

- **Enhance compliance** with state and federal mandates
- **Create a safer, more prepared environment** for students, staff, and visitors

5. Target Population

- [#] students and [#] staff across [#] schools in the [District Name]
- High-risk or high-population facilities prioritized for rollout
- Special attention to schools without a full-time School Resource Officer (SRO)

6. Budget Overview

Costs include:

- Software licensing and platform access
- Setup and integration with existing phones, cameras, and PA systems
- Staff training and support
- Ongoing maintenance and compliance updates

Total Cost: \$[Insert Total]

Amount Requested from Grant: \$[Insert Grant Request]

District Match/Contribution (if applicable): \$[Insert Match, if any]

7. Sustainability

After the initial grant-funded implementation, the platform's ongoing costs can be covered through a combination of:

- Annual technology budgets
- Emergency operations funding
- E-Rate (if VOIP integration is part of the deployment)
- Potential public-private partnerships or municipal cost sharing

8. Conclusion

Investing in 911inform will transform how our schools prepare for and respond to emergencies. This platform empowers first responders with real-time information and gives our staff tools to act decisively in a crisis. With your support, we can make our schools significantly safer and more compliant with evolving safety standards.

CLICK HERE for  **FEMA Homeland Security Grant Program**