



# EMERGENCY ALERTING DESIGNED FOR TODAY'S WORKFORCE

Be Prepared For Emergencies With  
The Ability To Reach Every Employee  
With Life-Saving Information



AlertFind

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The world is becoming increasingly dangerous, and organizations are struggling to adapt to these new threats. Most recently, the way we work shifted dramatically due to the COVID-19 pandemic. Businesses of all sizes are figuring out what a return to “normal” looks like. Next is figuring out how to work and communicate effectively in these new environments.

Whether you’re orchestrating a safe return to work, your employees are shifting to remote work long term or you’re implementing some combination of the two—you need to evaluate the tools you use to communicate with your employees. When your workforce is transitioning or dispersed, it’s imperative to stay connected. This makes helping your team stay safe extremely challenging.

Adding to our current reality are existing threats like natural disasters and active shooters. Emergencies can happen anywhere, at any time. These events are completely unpredictable. However, your organization can take steps to inform and protect all employees. With the right technology, it’s possible to keep in touch with your workforce from anywhere and at any time.



# How To Prepare Your Organization For Emergencies

There are a number of different emergencies that could negatively impact your organization. Here's a look at how you can prepare your company for these growing threats.



## Pandemics

Pandemics pose some of the biggest threats to the world. COVID-19 pandemic became a global threat, with over 3.5 million deaths in about 18 months. It also brought business to a standstill and drove many companies to have their employees work remotely.

In the past century, pandemics like the Spanish Flu pandemic of 1918 were especially deadly, killing an estimated [50 million people](#) worldwide, including many healthy young adults with strong immune systems.

To navigate through any pandemic, organizations need to have a plan for reducing the potential impact on their workforce, suppliers and customers. While you can't stop a pandemic, you can prepare for it. Now that the workforce is increasingly working remotely, however, there are new considerations to keep in mind.

It's easy to see who's there and who's missing when you're in an office. Unfortunately, you don't have that ability when your team is working remotely. It's also much more challenging to reach all of your employees with important information.

Traditionally, companies may send an email or make a phone call to get urgent messages to their employees. The problem? This isn't always effective when time is of the essence. If you're only communicating through one channel, there's no way to guarantee that every employee will get your message quickly.

As part of your pandemic preparedness planning, you'll want to construct a communication strategy. You should work with representatives from your emergency preparedness, communications and HR departments as well as your executive leadership to create this.

Creating a cross-departmental group that feels strongly about protecting your organization is key to building your communication plan. This requires thoughtful consideration to identify emerging threats and determine specific actions you'll take. Your plan should also include tips to help your team stay healthy and information about how employees can reach out for support if they fall ill.



### Want To Learn More?

Check out our other pandemics resources, including eBooks, webinars and other planning tools.

[See More](#)



## Natural Disasters

The number of natural disasters — [storms](#), floods, [wildfires](#), mudslides, and [hurricanes](#) — are increasing every year. This means that the risks associated with these events are also rising. Research shows that natural disasters are the cause of [60,000 deaths](#) across the globe each year. Additionally, many people face injuries and property damage.

These disasters pose a significant risk to many businesses but by the time they hit, it's too late to prepare. For that reason, you need to have a disaster mitigation and safety plan before disaster strikes. This is the best way to protect your business and its people.

At the core of your natural disaster preparedness plan, you want a mass notification system. In a natural disaster, disruptions are common and typical means of communication may fail. You need multiple ways to rapidly communicate across the entire organization and keep everyone informed.

Whether in an office or dispersed, companies need to be able to contact their employees immediately. You also need the ability to share safety tips and education about the threats.



### Want To Learn More?

Check out our other resources on [hurricanes](#) and [wildfires](#), including eBooks, webinars and other planning tools.





## Active Shooters

Active shooter events are an epidemic in the U.S. There have been [277 active shooter](#) events between 2000-2018, resulting in 2,430 deaths or injuries. This poses a huge threat to organizations because the majority of these occurred in a business.

Law enforcement typically responds to these [active shooter events](#) within three minutes. However, your employees still have to fend for themselves until help arrives. What an organization does during that time matters - and can mean the difference between life and death.

More importantly, what it does in the preceding weeks, months and years matters even more. The plans, protocols, physical design, communication, training and mindset of the organization can have a significant impact on how its members fare during an attack.

The key to increasing your employees' survival in one of these events is preparation. We know the shooter preplans every one of these events. One of the considerations that the shooter must take into account is the degree to which the location is protected.

With a 61% chance of the shooter [having a connection](#) to the targeted location, it would be a safe bet that he or she would likely be familiar with whatever safety protocols are in place. While this may seem like a disadvantage to the organization, it is, in fact, an advantage because it shows that the target will be much harder to attack and, therefore, not a good choice.

The [best active shooter plan](#) an organization can have is the one that dissuades the shooter from ever attempting an attack because the target organization has taken the necessary steps to prepare for it. In the event of an active shooter emergency, being able to send an alert instantly and remind your employees to evade, shelter and barricade or fight is critical.

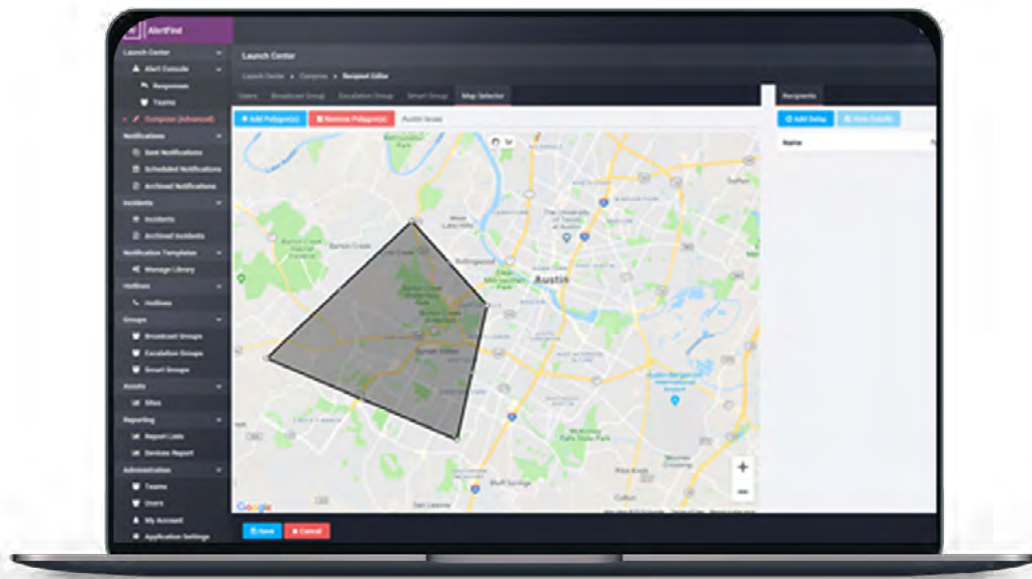
**Having an emergency notification system makes it possible to alert your employees about any of these threats.**



### Want To Learn More?

Check out our other active shooter resources, including eBooks, webinars and other planning tools.

[See More](#)



## Solution: AlertFind ENS

When an emergency occurs, the most critical step an organization can take is to quickly alert any employees that may be affected. The quicker employees are able to react, the greater the chances of avoiding disruptions and mishaps – even injury and death. With every threat your employees are facing, the key to saving lives - and avoiding panic and disruption - is timely communication to everyone in your organization, no matter where they are.

An emergency notification system allows you to communicate with everyone in your organization quickly and effectively. It gives you the ability to send out alerts to employees across multiple locations on a number of different channels instantly.



# How AlertFind Does It

AlertFind is more than just a standard ENS. With AlertFind, you get a [smart emergency notification system](#) that makes it easy to create and send important messages. You can also customize your alerts to any threat your business may be facing, including pandemics, natural disasters and active shooters. If it could endanger your employees or disrupt your business, you can create an alert for it.

These are the features that come together to create the smart emergency notification system that your organization and employees can rely on.



## Hotlines And Conferences

Use a custom hotline to keep employees up-to-date with the latest information. You can also facilitate real-time communication between critical personnel through a conference bridge.

Emergencies progress quickly, so the decision-makers in your organization need to be able to react just as quickly. It is unlikely that all of your organization's critical leaders will be able to sit down together and discuss the situation in one location, but by joining a conference call they can still meet in real time.



## Mobile App

Send alerts and manage responses in real time from your smartphone. Use in-app check-ins to target only those employees affected by a location-based event. Notifications sent from the mobile app are exempt from message charges.



## Two-Way Communication

With real-time updates, you always know the status of your team members. Audience communication features include read receipts, surveys, incoming messages, conference calls and "need help" requests.



## Geofencing

In the case of regional events or threats, you can easily communicate with users in any area of your choosing. Simply outline the location on a map. You can select several areas at once with our multiple geofencing capabilities, ensuring that every member of your team is notified.



### Connectors

Connect directly to hundreds of data sources anywhere in your organization with our library of free API connectors. AlertFind's proprietary platform provides quick and easy connections to your HR databases, including Workday, Peoplesoft, Active Directory and much more.



### Pre-Written Alert Library

Get relevant information to your employees immediately with pre-planned alerts. When an emergency strikes, pre-written messages can be sent out with one click. Using pre-written templates saves valuable time during a crisis and guarantees that all the necessary information is included.



### Multi-Language Support

If you have a diverse workforce, you have to make sure that your alerts are available in multiple languages. Our multiple language support ensures that all your people have the information they need, when they need it.

**Beyond this list of features, AlertFind also addresses a common issue with other emergency notification systems on the market.**

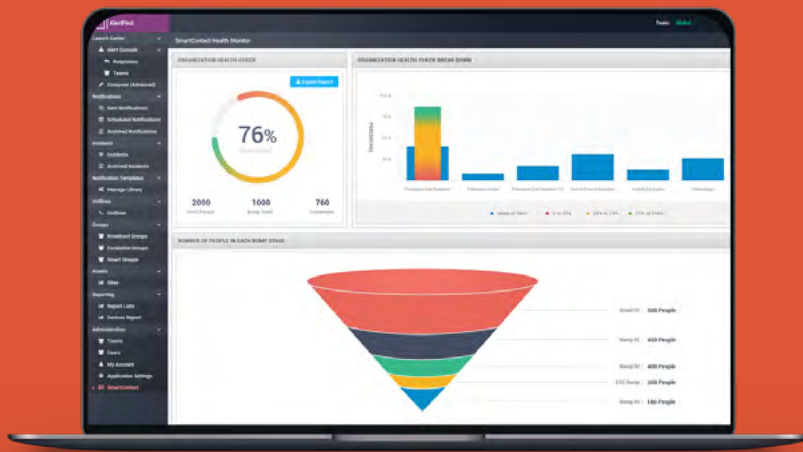


## The Problem With Most Emergency Notification Systems

Most ENS share one big flaw: they lack contact information for all employees. This poses a huge risk for everyone on your team. Even in the event that an ENS does hold some current contact information for all employees, like an email or office phone, you may not be able to reach employees if disaster strikes.

That's because the information employers have often doesn't include a personal phone number. In fact, emergency response teams have less than 7% of their employee and contractors personal mobile phone numbers. No matter how good your ENS is, if you don't have employees' cell phone numbers, you won't be able to send them lifesaving messages in time.





## Solving This Problem With SmartContact™

Imagine if you had an ENS that could update your employees' contact information in real time. How would that transform your disaster preparedness strategy and your ability to keep employees safe from any threat? This transformation is possible with AlertFind's SmartContact™.

### How SmartContact™ Works

The most important component of your emergency notification system is your contact database. If you don't have up-to-date contact information for every single employee, you can't reach them in an emergency. Now, you can ensure that all your employees never miss an important message with [SmartContact™](#).

Most organizations admit to having less than 7% of their employees' contact information. They rely on employees to feed their own contact information into the system as well as update their information when it is needed. Unfortunately, the vast majority of employees fail to do this; effectively making the ENS useless.

Using artificial intelligence, machine learning and data science, [AlertFind SmartContact](#) discovers when important contact details change and updates new contact info for your employees and contractors in real time. Your employee information is always up to date - and it all happens automatically.

This requires no manual effort on your HR staff's part. That way, they have time to do other, more important tasks. AlertFind's proactive support specialists also run free monthly database health checks to identify and resolve any database integration errors.

AlertFind is a true state-of-the-art emergency notification system. By using AlertFind Connectors™, artificial intelligence, machine learning and data science, it keeps your contact database 100% up-to-date, 100% of the time. This enables you to quickly contact all employees during an emergency.



## Reach Every Employee On Every Device Instantly

AlertFind helps you protect your organization from any threat - from office closures to pandemics and active shooters. Being able to communicate with every member of your organization is critical. Make sure you're prepared with AlertFind.

With an ENS and a well-crafted plan in place, you can feel more confident that your organization is prepared to withstand the impact of an emergency. No matter the threat, AlertFind can help you protect your organization. This solution gives your organization an easy-to-use, multi-channel platform for emergency communications.



## See how AlertFind helps you protect your employees and maintain business operations

Schedule an activation time that works for you



# AlertFind:

## Industry-Leading Mass Notification System

AlertFind is a state-of-the-art mass notification system that helps leading organizations worldwide protect their employees and maintain business operations—no matter what.

Trusted by leading companies around the globe, AlertFind safeguards organizations against natural disasters, pandemics and public health situations, cyber attacks, active shooter incidents and more.



## Award-Winning Platform

Everything you need to support your business continuity and emergency preparedness plans

### Multi-Channel Delivery

Send unlimited notifications across multiple channels, including our mobile app, to ensure recipients are in the know.

### Two-Way Communication

Always know the status of your team using read receipts, surveys, “need help” requests and more.

### 100% Contact Database Accuracy

Using artificial intelligence, machine learning and data science, SmartContact™ automatically updates your database.

### Global Coverage, Local Precision

Send alerts around the world to keep everyone in the loop. Use geofencing to target users to alert them to location-specific threats.

### Flexible Integrations

Keep your employee database up-to-date with our library of 200+ free API connectors.

### Uptime Guaranteed

Off-site hosting ensures that our system will be available even when your infrastructure is down.

### Enterprise-Level Security

AlertFind is both SOC 1 and SOC 2 certified as well as GDPR compliant, illustrating our unrelenting commitment to security.

### Proactive Customer Service & Support

Our proactive customer support specialists monitor your database with monthly health checks and provide 24/7 support and guidance.



# Your Access Details

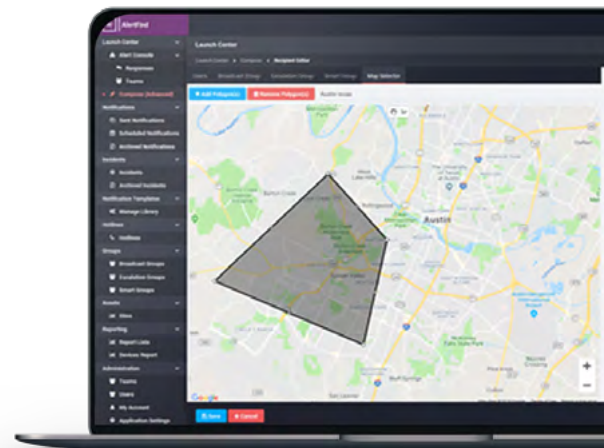
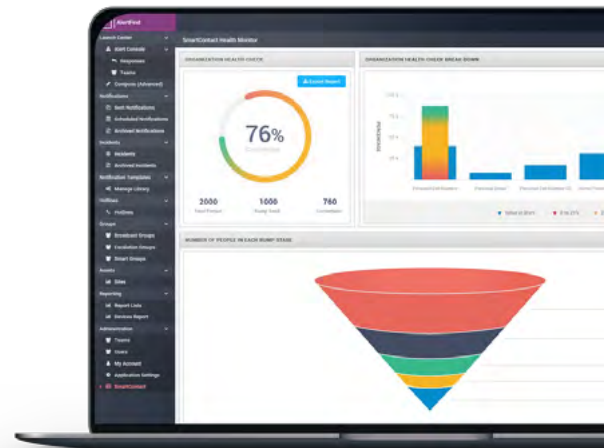
## How Do I Have Access To AlertFind At No Cost?

Your organization bought a subscription to Aurea Unlimited—a library of enterprise software products. That subscription means for every dollar they pay Aurea, you receive \$1 in credit to spend on products for your department. Your organization's current spend has unlocked multiple AlertFind seats, and those seats have been set aside for your team.

## How Do I Onboard My Team?

Getting started is easy. You've been paired with a dedicated enablement specialist who is standing by, ready to get you up and running. No additional contract is required. You can activate your seats today.

Onboarding is fast and easy. We can deploy the solution in a week. Plus, training and continued support are built in.



**Schedule an activation time that works for you.**

[Book Your Activation Meeting](#)