



Trying to anticipate the next emergency situation is a thought provoking issue for all those involved with Business Continuity and Emergency Planning.

Communication is the central component to deliver a well coordinated response, your duty of care and a successful outcome.

However, in our global society which is exposed to multiple channels of communication there is a risk important messages may be lost in inboxes filled with other communications and social media posts.

Callmy Alert enables you to easily share information with your staff, customers and community. It ensures your communication is highly effective, remains within your control and is delivered securely.

The Callmy Alert service is simple to use and has been designed to be cost effective for any size of organisation.

It includes the following capabilities:

Mass Notification

The Callmy Alert Mass Notification service provides the ability to send thousands of secure messages in seconds, whilst providing administrators with access to real-time management reports on message performance.

Messages can be sent in a variety of formats, geo targeted and configured to request an appropriate response for the situation. As messages are delivered to the Callmy Alert app, which is dedicated to urgent communications, a fast response is always guaranteed. The app can be installed on smartphones, tablets and desktops.

As well as being able to send messages using a web based portal, voice messages can also be broadcast using telephone dial-in access. This is the ideal facility to replace traditional paging services and "call tree" arrangements.

Location Based Service

Greater mobility increases the challenge of delivering personal safety for employees, business travellers and lone workers. Identifying if you have a user, or group of users, in a location

where they may be in danger is a vital part of the emergency management process.

Users can either choose to share their location with Callmy Alert, this enables them to be found and tracked or they can provide a "snapshot" of their location when they respond to a message.

User locations can be viewed globally, via the Callmy Alert Map and colour coded pins create heat maps to illustrate which group users belong to, as well as their proximity to each other.

Integration - support for IoT

The Callmy Alert API and Email Connect service provides a centralised notification "hub" for IP connected products and services.

This creates a significant benefit to operational resilience as the network instructs Callmy Alert to automatically send notifications when a condition is met.

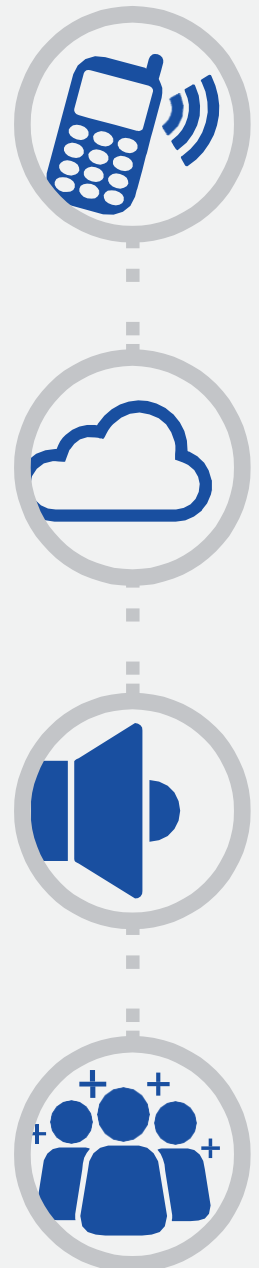
This can dramatically improve response time and ensure physical, personal and cyber security is maintained.

Secure Document Storage

When you are using Callmy Alert to communicate during an emergency it is logical to have easy access to relevant documentation that will aid your response and recovery. Business continuity plans, cyber security policies and evacuation procedures will all potentially come into play. However, if access to documents isn't practical, executing an effective response may be compromised.

Also consider if the corporate network isn't available or is under attack – will the required information be available?

Callmy Alert enables relevant documents to be uploaded, stored and accessed from within the service. Documents are encrypted, stored in ISO27001 certified data centres and are only available to administrators via their secure login.



Deploying the Callmy Alert app

There are various ways to deploy the Callmy Alert app onto smartphones and desktops to meet the needs of end users and the required levels of security. The options include:

- Anonymous opt-in service – suitable for communities or members of the public.
- User registration to secured groups.
- Pre registered users with secure authentication – includes a facility to invite users onto the service via SMS.
- Deployed through Mobile Device Management services.
- Deployed, managed and secured through Enterprise Mobility Management services.

Security

Callmy Alert is delivered using the Microsoft Azure cloud and is hosted via data centres based in the United Kingdom and European Union. The data-hosting environment is ISO27001 compliant and is approved by NCSC to hold and transact UK Government communications to the OFFICIAL level of security classification. All data at rest uses a 256 AES encryption and data in transit is encrypted using HTTPS.

Callmy Ltd complies with the GDPR and is registered with the Information Commissioner's Office under reference ZA220018.

Key Features

- **Fast** – send up to 2,000 messages per second.
- **Critical Alerts** – override devices set to silent/DND.
- **Send options** – send messages from a web based portal, telephone access or from authorised email clients.
- **API ready** – integrate Callmy Alert with other IP connected products and services. Automatically deliver the right information to the right people at the right time.
- **Message formats** - send text, audio and picture messages.
- **Link to other content and services** – from within your message content, click to connect to websites, email addresses, phone numbers, documents and videos.
- **No limit on the amount of data you can share.**
- **Message templates** - configure message templates to overcome anticipated events.
- **Preview before sending** - see how messages will appear on devices before they are sent.
- **Unique Alert** – messages delivered with an audible and visible notification, unique to the Callmy Alert app.
- **Configure response type** – which is appropriate to the situation and available resources.

- **Schedule** – send messages immediately or schedule a time to automatically send.
- **Configure location** – send messages to users who are in specific geo locations around the globe.

Location Services*

- **Search for users globally** – one click to find any user anywhere in the world.
- **Location snap shot** – request a “snap shot” of a users location as part of their message response.
- **Geo target** - send messages to users in geo-targeted locations.
- **Battery optimisation** – service optimised for power consumption and accuracy.
- **Heat maps** - colour coded pins illustrate the identification, distribution and density of users globally.

*user configurable

Web Based Management and Reports

- **Real-time statics** – view a live dashboard on all message response and activity.
- **Filter result** – see who has/has not opened, acknowledge or responded to your messages.
- **Send again** – in the event of a low response to your message, use the send again feature to alert your users of the need to respond.
- **Delete messages** - from within the Management Portal delete messages to remove them from your end users Callmy Alert app. Always stay in control of the communication.
- **Archive and audit** – retain a log of all message activity and responses.

Administration Controls

- **Administration Permissions** - allocate appropriate levels of administrative control and access, throughout your organisation.
- **User provisioning** – upload user details and allocate message group access profiles.
- **SMS Invitation** – send new users an invitation to the install the Callmy Alert app, via the bulk SMS feature – the invitation also contains a dynamic link to the appropriate app store for their device.
- **User management** – the ability to view user details which includes contact information, the groups they belong to, Callmy Alert OS version, the device type and details of if they are sharing their location with the service.
- **User editing** – edit user details either individually or in bulk.

Support for personal safety

- **Integrates with the optional Callmy Alert Personal SOS service** – provides the ability to raise an alert in threatening situations, enabling user identification, location tracking and audio access.



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