



For Municipal Emergency Managers

Lifesaving Community Alerts Without Barriers

Reaching Every Corner, So No One Is Left Out



**Non-English/
French Speakers**



**Cellular Dead
Zones**



**People With
Disabilities**



**Your Current Notification
Approach Is Falling Short**



**Technology
Comfort Levels**

**Despite Your Best Efforts,
You Still Face Criticism**



20-30%

of Canada's population is underserved

9 million

Non-English/French-speaking
residents in Canada

- 2021 Census of Canada

4 million

Seniors in Canada still relying
on landline phones

- 2021 Census of Canada

8 million

Aged 15 and older in Canada
with at least one disability

- 2022 Canadian Survey on Disability

300 thousand

Rural and First Nation residents in
Canada without LTE

- 2023 Auditor General of Canada Report to
Parliament

Nova Scotia

22 victims of N.S. rampage include retirees, pregnant health-care worker, veteran

Victims include 23-year veteran of RCMP and 'a passionate teacher' at Debert Elementary School

CBC News · Posted: Apr 20, 2020 5:26 AM MDT | Last Updated: April 25, 2020



NEWS

Sections

Nova Scotia

Why RCMP managers defend using Twitter – and not an alert – during the N.S. mass shooting

NEWS

Sections

Nova Scotia

Alert delay in Nova Scotia flood highlights benefits of municipal warning systems

Halifax, municipalities in Yarmouth and Annapolis counties can send own emergency alerts

Ottawa

Language commissioner investigating English-only tornado alert

CBC News · Posted: Nov 09, 2018 10:45 AM MST | Last Updated: November 9, 2018

A New Way - Total & Easy Access For All

- **Multi-channel** (SMS, email, phone, app, web, social)
- **Multilingual**
- **Intuitive for all ages**
- **Accessible** (WCAG 2.2 compliant)
- **Combines alerts from many official sources**



+ Plus

3 simple steps

1

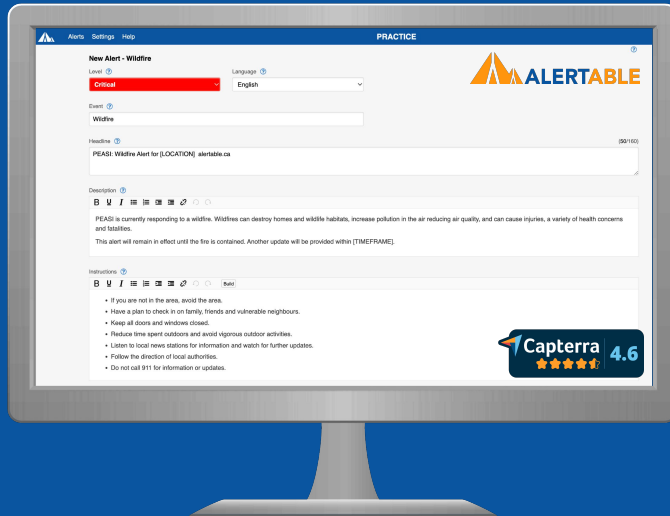
Pick a
Template

2

Choose
Recipients

3

Review
and Send



1-click



+
Plus

Personal notifications

SMS

Email

**Phone
Call**

Apps

General notifications

**Social
Media**

**Websites/
Portals**

**Corporate
Systems**

**OEM
Equipment**



General
Population



Non-English/
French Speaking



Seniors & Rural
Residents



People with
Disabilities



Sample Customers

Government



First Nations



Education



Corporations



STARTER

Starting at

\$1,950

per year

**Village, Micro
Business or School**

- Public alerts
- Mobile app & web alerts
- Primary org profile
- Standard alert templates
- Standard alert locations
- Rich text formatted alerts
- Primary org profile
- OmniAlert Hub
- Alert message preview
- Standard promo kit
- Self guided online training
- 24/7 online support

ECONOMY

Starting at

\$3,950

per year

**Town, Small
Business or School****STARTER features plus**

- Internal alerts
- Email, SMS & phone alerts
- 5,000 SMS messages & phone calls
- Social media integration
- Custom alert templates
- Custom alert locations
- Branded alert messages
- Schedule alerts
- Custom promo kit
- Standard reports
- Instructor training
- 24/7 online & email support

POPULAR**PLUS**

Starting at

\$5,950

per year

**City, Medium
Business or
School****ECONOMY features plus**

- Exclusive alerts
- 10,000 SMS messages & phone calls
- Corporate website plug-in
- Polling & feedback
- Sub-organization profiles (fees apply)
- 24/7 online, email & phone support

PREMIUM

Starting at

\$10,950

per year

**Region, Large
Business or School****PLUS features plus**

- API integration (fees apply)
- Single Sign On (fees apply)
- Microsoft Teams plug-in
- 20,000 SMS messages & phone calls
- Custom reports

