



Selecting an Emergency Mass Notification System (EMNS):

Buyer's Guide

MOBILE RISK COMMUNICATION PLATFORM

Vector Solutions' LiveSafe offering is the leading mobile platform for two-way safety and security risk communications, emergency notifications, and incident prevention. Whether it's physical safety and security threats, mental health concerns, sexual harassment and assault incidents, or COVID-19 health risks, Vector LiveSafe provides all of the necessary tools to keep your organization informed and safe. Functionalities and offerings include:

- Emergency Mass Notification System (EMNS)
- COVID Return-To-Work Health Tools
- Risk Reporting Analytics
- Security Team Mobile Communication
- And More...

[Vector Solutions](#), the leading provider of award-winning, intelligent SaaS solutions, offers additional tools for security, risk management, occupational safety, and human resources, including online courses, LMS, EHS management software, and more.

[LEARN MORE](#)



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PART I

EMERGENCY MASS NOTIFICATION SYSTEM (EMNS) OVERVIEW

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Health and safety events can quickly disrupt an organization's operations and cause widespread confusion and fear. The most effective way to respond to these crises is by deploying an Emergency Mass Notification System (EMNS). Rapid, reliable broadcast notifications enable organizations to prevent, manage, and address emergencies by keeping community members informed of relevant hazards and resulting guidance.

What is an Emergency Mass Notification System (EMNS)?

Emergency mass notification systems (EMNS) are one-way broadcast communication platforms designed to facilitate incident preparedness and response. They are widely used across organizations and institutions of all sizes. For example, the [United States Federal Communications Commission \(FCC\)](#) relies on wireless emergency alerts to inform the public about critical situations such as dangerous weather or missing children.

Similar to an emergency notification system (ENS), an EMNS enables rapid, multi-channel messaging during crises. However, EMNS platforms are also designed to communicate non-emergent information, such as road closures, IT service alerting, business operations notifications, or COVID testing locations. Depending on the EMNS platform, these alerts may be sent via a mobile application push notification or using text, email, voice messaging, and more.

How Do EMNS Platforms Work?

EMNS platforms empower organizations to rapidly connect with their communities in times of crisis. When a safety or security situation arises, security teams can immediately create and send mass notifications to employees. These emergency alerts can be sent to many devices and locations simultaneously using a variety of channels.

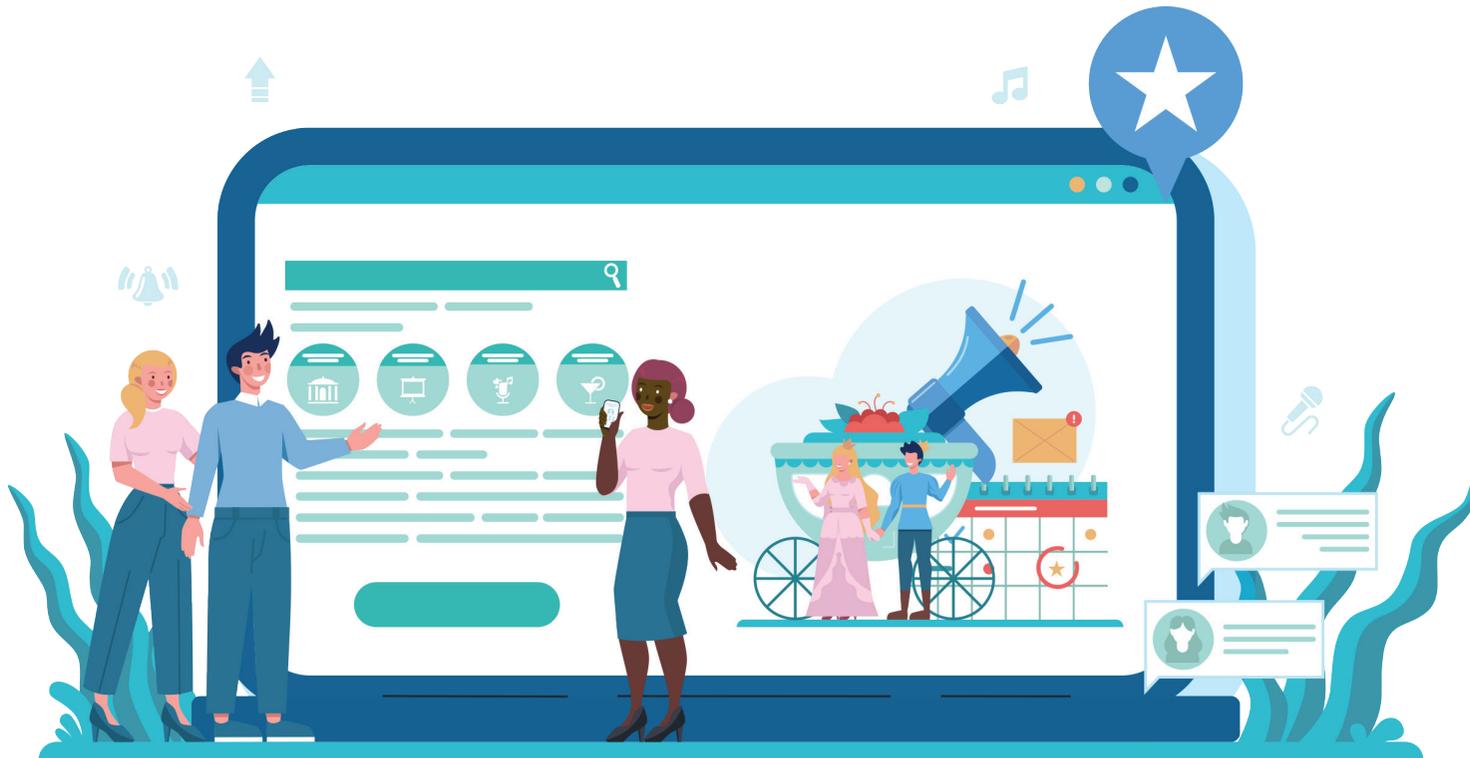
The most effective EMNS platforms enable organizations to target their mass messaging by specific user groups. These groups may be based on employees' geographic locations, professional roles, or other relevant factors. For example, if the 10th floor of an office building experiences a burst water pipe, targeted EMNS messaging can be used to alert only 10th floor workers of the disturbance and advise them of next steps.

User grouping and geo-targeting facilitate targeted, effective EMNS usage. These features also ensure that employees aren't receiving irrelevant alerts that could lead them to ignore future EMNS notifications.

What Value Does EMNS Provide?

EMNS platforms help organizations prevent, manage, and address emergencies in real time. Crises require rapid response, and mass notifications ensure that community members are prepared to take action before, during, and after critical events. Thousands of communities rely on EMNS to inform them of emergency situations, weather warnings, power outages, lockdowns, and more.

For example, one Vector Solutions commercial real estate client [used the LiveSafe platform's Broadcast functionality](#) to avoid property damage during protests in Washington, D.C.



PART II

KEY EMNS FEATURES

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Emergency mass notification system (EMNS) platforms are an important component of workplace emergency management. Modern mass notification systems help community members stay informed, prevent crisis escalation, and facilitate organizational trust. When choosing an EMNS platform, there are five key features to consider.

1. Rapid, Multi-Channel Delivery

When it comes to emergency communications, speed and deliverability are top priority. Particularly when facing an immediate crisis, such as an active shooter, the ideal EMNS system can deploy alerts to all recipients in minutes. The longer it takes to develop and deploy a mass notification, the longer employees must wait for critical notifications.

In addition to rapid deployment, EMNS messages should be compatible with multiple delivery systems. This ensures that all recipients are quickly reached when messages are sent. Employees have different communication preferences, whether it be text, email, call, or push notification, so it's important to engage them all.

When evaluating an EMNS platform, consider message delivery speed and available communication channels.

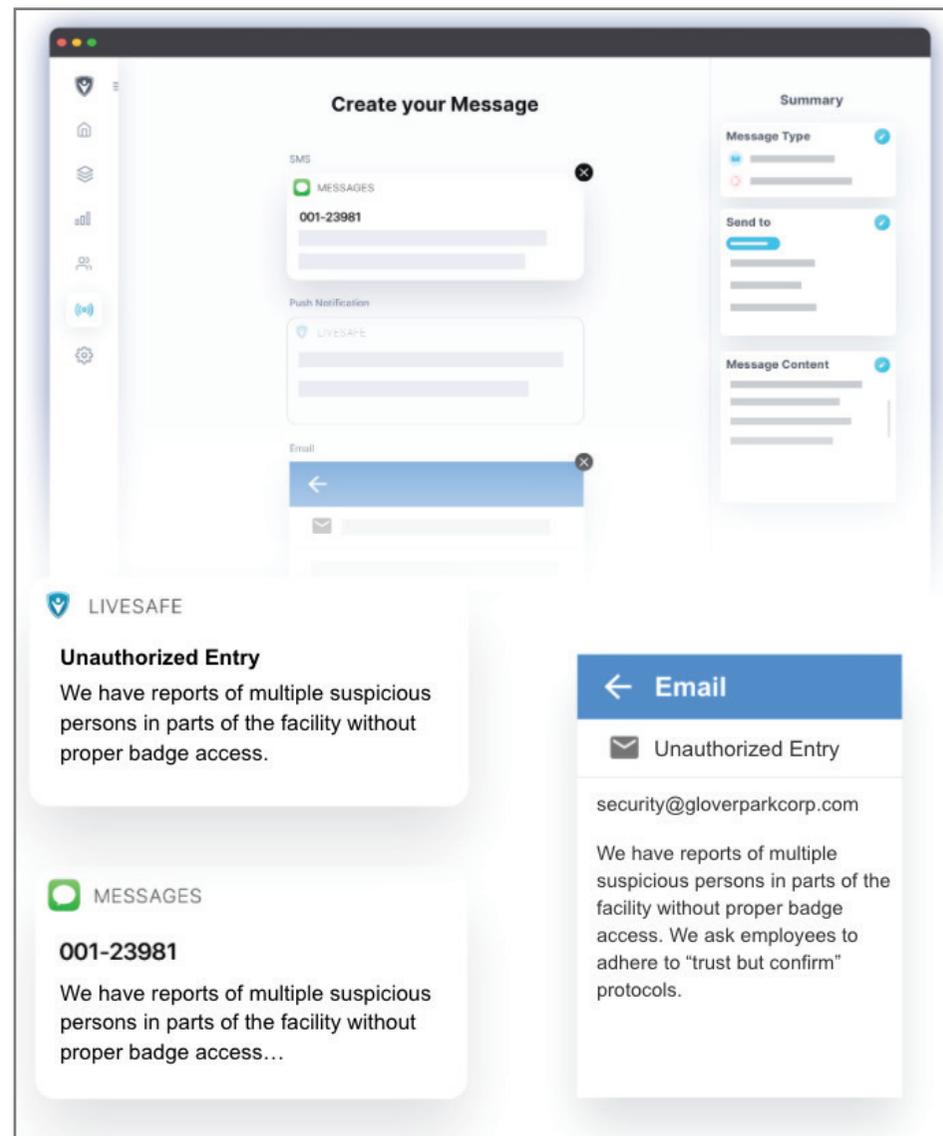


2. Message Customization

Particularly when engaging several communication channels, it's important to be able to customize messages. For example, emails can include more words and attachments than a push notification or text message. EMNS platforms should offer flexibility with platform-specific message customization.

Additionally, modern EMNS systems facilitate message customization by providing notification templates for common emergency scenarios. Effective templates can help security teams save precious time in a crisis so that messages can be sent with fewer clicks. Some EMNS platforms also allow organizations to create their own pre-set message templates.

When deliberating EMNS platforms, inquire about message templates and customization options.



3. Recipient Grouping

Select Recipients for this Communication



- Glover Park Corporation 3
- Corporate HQ 750
- Drivers 340
- Shift Managers 62
- Day Shift Managers 44
- Night Shift Managers 18
- HR 7

Depending on the size of an organization, workforces may be diverse and dispersed. Employees may work in distinct departments, cities, or offices, and some may be remote or on the road. To properly communicate with these employee groups, EMNS systems should support audience grouping.

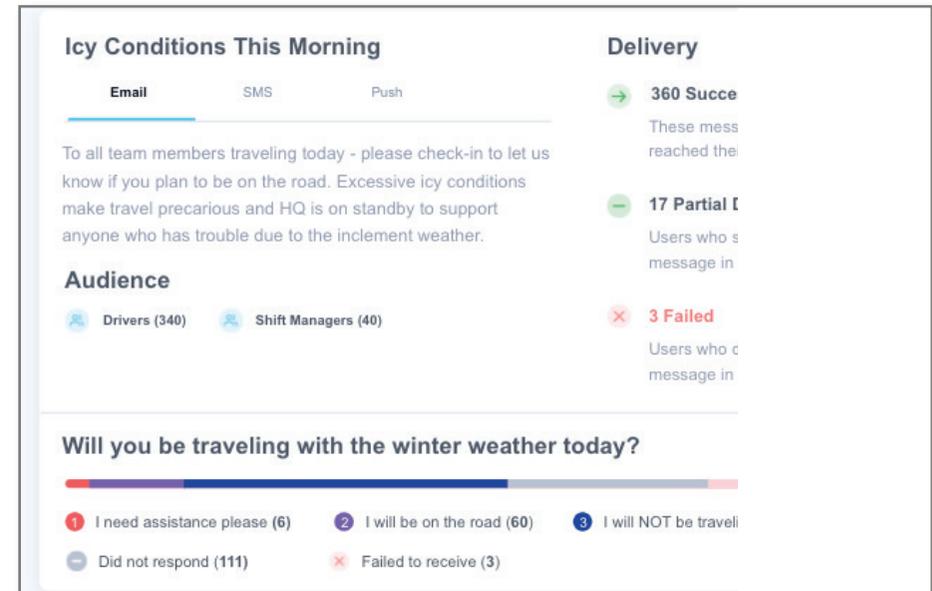
Audience grouping allows messages to be segmented based on employee characteristics such as office, department, or role. This ensures that the correct audiences receive relevant information and that other employees aren't receiving unnecessary alerts. Limited, effective communications help facilitate high user engagement and maintain system reliability.

4. Geofencing

In addition to audience grouping, geofencing provides further message specificity. Leading EMNS platforms enable administrators to draw digital “fences” on a map so that messages can be targeted to those within that area, whether it be on an organization’s campus or beyond.

Geofencing is particularly valuable during natural disasters, bomb threats, and other targeted crises. For example, if a group of employees is doing business off-site, geofencing enables organization security teams to inform them of location-specific emergency alerts. This is also valuable for smaller-scale incidents, such as traffic delays or road closures. These notifications can be sent only to employees who live or work in affected areas.

5. Reporting and Analytics



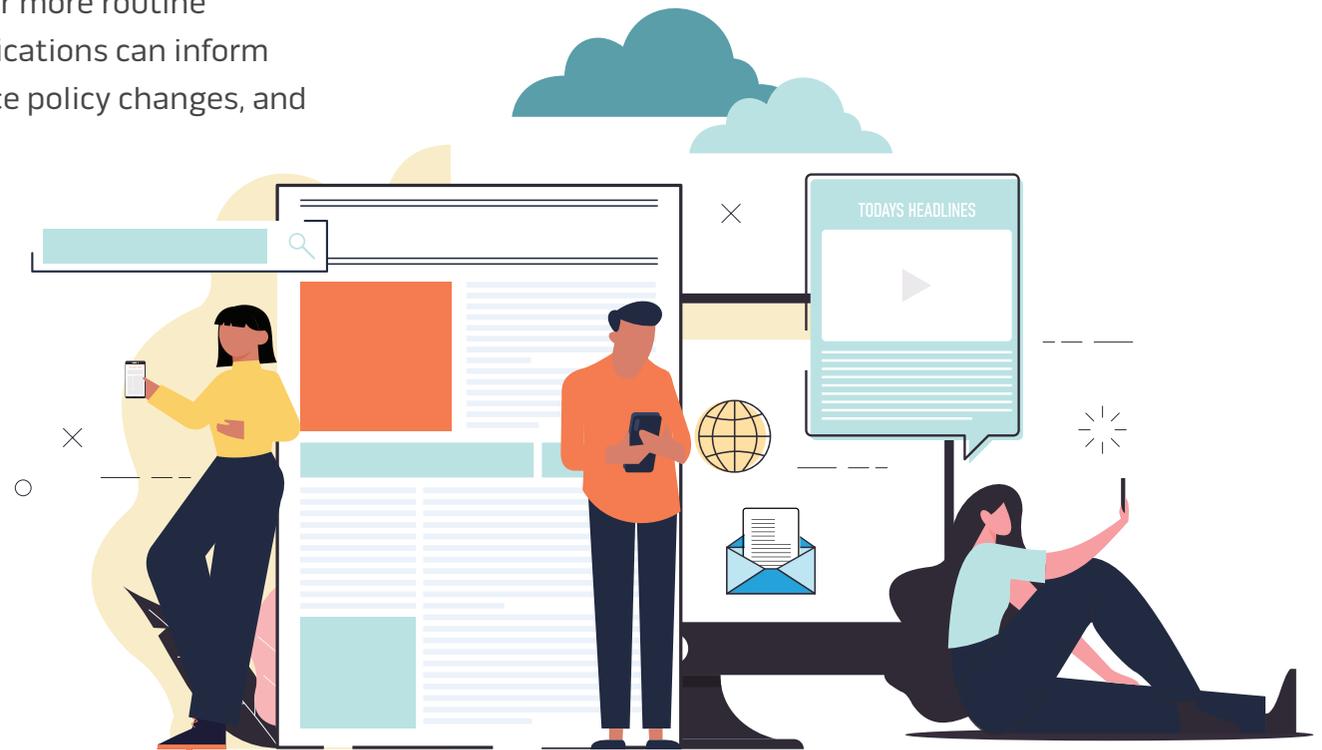
Once you have chosen and implemented an EMNS, you want to make sure that it’s reliably reaching your intended audience. This requires effective reporting and analytics. Specifically, you should ask your EMNS provider if they can inform you of message deliverability, read receipts, and other relevant metrics for each communication channel.

It’s also valuable to have an engaged Customer Support team that’s prepared to address any questions or concerns that may arise.

Choosing an EMNS Platform

These five metrics are the primary indicators of EMNS effectiveness. Most platforms with these features operate through an intuitive mobile application and often provide additional safety and prevention functionality. These mobile apps may also offer integration with existing workplace mobile platforms, which promotes user adoption.

Although EMNS platforms are often used for crisis communications, they are also valuable for more routine communications. For example, mass notifications can inform employees of inclement weather, workplace policy changes, and other relevant events.



PART III

5 WAYS TO USE EMNS TO PROTECT YOUR ORGANIZATION

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Emergency notification systems (EMNSs) are a valuable component of effective prevention and preparedness strategies. EMNS platforms enable organizations to keep their employees informed before, during, and after crises and can facilitate incident prevention and response. Here, we present five ways to use EMNS to notify and protect communities.

1. Crisis Communications

EMNS platforms are arguably best known for their role in emergencies. Broadcast alerts can be used to inform community members of immediate safety and security threats such as active assailants, lockdowns, or dangerous weather.

Use Case: During a lockdown or active assailant situation, alert all community members of the situation and provide relevant guidance and updates, such as lockdown procedures and all-clear notifications.

2. Suspicious Activity

In addition to immediate threats, EMNS platforms are an effective way to keep communities informed of potential danger, such as suspicious persons, vehicles, or packages at or near an organization's workplace. Suspicious behaviors can escalate into crises, so it is important to maintain community awareness. Communicating about suspicious activity may also provide clarity on the event at hand; for example, a "suspicious person" may in fact be an employee's guest.

Use Case: Use Broadcast to inform employees of suspicious people or vehicles and prompt them to submit a tip if they have relevant information.

3. Facilities Hazards

Facilities hazards may be an overlooked threat, but they can present significant danger. Risks such as exposed wires or metal, burst pipes, broken elevators, or potential gas leaks are important to communicate, as they can cause employee injury. This may lead to liability exposure, missing days of work, and diminished organizational productivity.

Use Case: If there is a facility hazard in the workplace, create a geo-fenced Broadcast message so that all employees who enter the area are informed of the threat.

4. Weather Warnings

Sharing weather information is another helpful way to engage EMNS platforms. Inclement weather can lead to property damage, road closures, power outages, unsafe conditions, and operational changes or workplace closure. EMNS provides a means of alerting employees of impending or current weather conditions that may present dangers or alter operations. EMNS platforms also provide value when preparing for these weather events and developing corresponding contingency plans. For example, organizations may conduct regular evacuation drills, as evacuations may be necessary during dangerous weather.

Use Case: During dangerous weather, use Broadcast to inform employees of weather-related hazards and to remind them of relevant policies and procedures or workplace operational changes.

5. Local Guidance

EMNS alerts are a rapid, reliable way to inform employees of relevant local guidance such as road closures, COVID-related regulations, protest activity, or nearby hazards. Depending on the EMNS platform, local guidance alerts may be targeted based on the geographic location of users.

For example, if there is protest activity near an organization's office, their security team can send a geo-targeted EMNS broadcast to inform the employees who are in or around that location. This enables only affected employees to receive messaging and prevents others, such as remote workers, from receiving unnecessary communications.

Use Case: If there is a disruptive local event such as a marathon, protest, or music performance, use Broadcast to inform employees of road closures and other local guidance.

Effectively Deploying an EMNS

The five scenarios presented here are some of the most common and impactful ways that EMNS can be used to facilitate safety within an organization. However, this is not exhaustive; EMNS also provides value during cybersecurity attacks, incidents of workplace violence, mental health crises, and more. Emergency notifications provide far-reaching value to any organization, regardless of size or geography.

PART IV

LIVESAFE CLIENT USE CASES

LIVESAFE CLIENT USE CASES

Fashion Show Mall: Active Assailant



Fashion Show Mall



The Customer

The Fashion Show Mall is a shopping, dining, and entertainment destination on the Las Vegas Strip. It spans nearly two million square feet and has over 250 stores and several restaurants and department stores.

The Situation

On January 21, 2020, an assailant opened fire in the Fashion Show Mall, wounding his target and two innocent bystanders. The shots reverberated throughout the mall, sending shoppers and mall employees running for cover. Some found exits, while others sheltered in place and hid in stores. By all accounts, chaos and confusion reigned.

The Solution

The mall operator, Brookfield Properties, is a longtime LiveSafe client and has experience using the platform during major safety and security incidents. At 6:26 PM PST, Brookfield Properties used LiveSafe to alert mall employees of the status of the police investigation and instruct them to secure their store "and stay in place until cleared" by police or security personnel. Employees were also able to use LiveSafe to indicate whether they were safe and to send real-time information to mall security.

The Result

LiveSafe's Broadcast and Check In Messages features enabled security departments to provide timely and geographically-relevant emergency information to mall employees during this incident. While the ultimate goal of LiveSafe is to surface early-warning insights that can help security personnel detect and prevent incidents, in cases like this, when there is no warning, LiveSafe's timely and reliable two-way communications, broadcast alerts, and geo-fencing features provide critical mass communications capabilities that can help prevent injuries or loss of life.

For more information, visit
VectorSolutions.com



Monumental Sports & Entertainment: Evacuation Drill



Monumental Sports & Entertainment



The Customer

Monumental Sports & Entertainment (MSE) is a leading sports and entertainment company which owns and operates several professional sports teams and state-of-the-art arenas and training facilities, including the Washington Wizards, the Washington Capitals, and Capital One Arena. MSE has 500 full-time employees and \$500 million in net revenue.

The Situation

MSE wanted to increase employee safety and foster a culture of prevention and preparedness by hosting an evacuation drill at Capital One Arena.

The Solution

The security team utilized the LiveSafe Mobile Platform to send a broadcast message with the evacuation details to all staff at the arena and allowed them to respond with questions or concerns in real time. A geo-targeted broadcast sent via LiveSafe also provided staff in certain areas with additional information on how to safely exit the facility.

The Result

Employees successfully performed the evacuation and were able to check in through the LiveSafe app to confirm that they were safe or to request additional help. Once the drill was complete, employees received an "All Clear" broadcast through LiveSafe and were able to return safely. This drill ensured employee preparedness for potential future emergencies.

For more information, visit
VectorSolutions.com



Museum and Research Complex: Traffic Delays



Communicating About Traffic Delays

Museum and Research Complex



The Customer

This client is a large museum, education and research complex. It has numerous museums, research centers, and affiliates around the world.

The Situation

In the days leading up to the 2021 U.S. presidential inauguration, the preparation and security in and around the Capitol created major traffic delays in Washington, D.C., impacting many employees' commutes to and from work. This customer's Washington, D.C. location needed a way to provide real-time traffic updates to their employees.

The Solution

The museum and research complex's security team utilized the LiveSafe Mobile Platform to send broadcast messages to employees with information regarding road closures and traffic delays in Washington D.C. For example, one broadcast read, "Due to inauguration preparation, road closures in/around the Capitol are creating significant traffic delays. Additionally, rolling road closures associated with fencing installation are also creating traffic delays." These messages allowed the security team to keep employees informed on which impacted areas to avoid throughout the city.

The Result

Due to these broadcast messages, employees were aware of road closures due to Inauguration Day preparation, as well as additional traffic delays in Washington D.C., and were able to plan their commutes accordingly. These proactive efforts by the museum and research complex ensured the safety and wellbeing of their employees.

For more information, visit
[VectorSolutions.com](https://www.VectorSolutions.com)



PART V

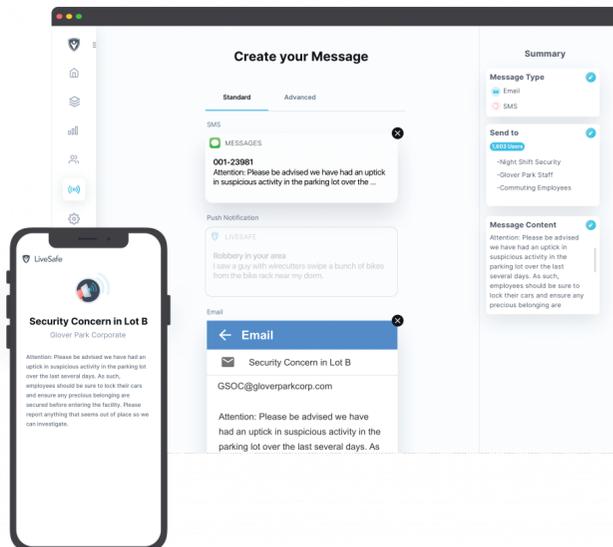
LIVESAFE ALERT

LIVESAFE ALERT

LiveSafe Alert was developed to address the growing need for effective, modern emergency mass notification system (EMNS) platforms with critical features such as audience grouping, user geofencing, and message analytics.

What is LiveSafe Alert?

LiveSafe Alert is an emergency notification and mass communications platform built to make it easy for organizations to communicate with their employees and build a safer, more informed workplace.



How is Alert Used?

Alert is used to instantly and reliably deliver tailored broadcast alerts, gather real-time community feedback, and schedule and send recurring or one-time employee check-in messages. These features can be used during a crisis or can facilitate effective communication about routine business operations.

- Deliver tailored broadcast messages to your community when it matters most
- Target users dynamically by groups, physical location, and organizational hierarchy
- Send messages via Email, SMS, Voice Call, and Push Notification
- Gather real-time feedback from your community with customizable check-in messages
- Schedule broadcast and check-in messages on a recurring or one-time basis
- Engage robust, built-in permissions management modules for users, groups, and administrators

How Does Alert Compare to Other EMNS Platforms?

Alert offers all of the most essential, effective EMNS capabilities in an intuitive, easily-deployable platform that provides value during high-stakes incidents as well as more regular workplace communications. Notably, Alert offers rapid solution deployment, multi-channel broadcast delivery, simple message customization, targeted recipient grouping, EMNS reporting and analytics, and more.

Regardless of the crisis, LiveSafe Alert allows you to easily deliver the right message at the right time with a best-in-class mass communications tool.

How Can I Learn More?

For more information on how LiveSafe Alert can help your organization, [visit our website](#) or [contact us](#). With Vector Solutions offerings such as LiveSafe Alert, your organization can become safer, smarter, and better.

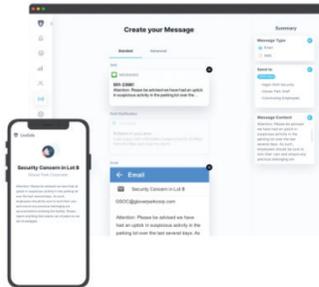
LiveSafe Alert

LiveSafe Alert is an emergency notification and mass communications platform built to make it easy for organizations to communicate with their employees to build a safer, more informed workplace.

[Contact Us](#)

Benefits

LiveSafe Alert provides a powerful, easy-to-use mass communications tool to operations, facilities, or safety managers to notify employees across channels of incidents ranging from routine technology downtime to an active shooter emergency. By opening the lines of communication, organizations benefit from a more informed workforce that can better respond to potentially damaging or costly situations.



- Timely, Reliable Communications**
 - Deliver customized broadcast messages to your employees in their channel of choice when it matters most
- Dynamic Audience Targeting**
 - Segment your employees by groups, physical location, and organization
- Reporting and Analytics**
 - Access a delivery results report to see who received your message successfully as well as who did not and why



Vector LiveSafe Alert Emergency Mass Notification System

Our emergency notification system (ENS) and mass communications platform makes it easy for organizations to communicate with their employees about both routine and emergency incidents to build a safer, more informed workforce.

Deliver customized broadcast messages to your employees

LiveSafe Alert gives you multiple ways to reach your audience. Tailor your message for each channel you select, including:

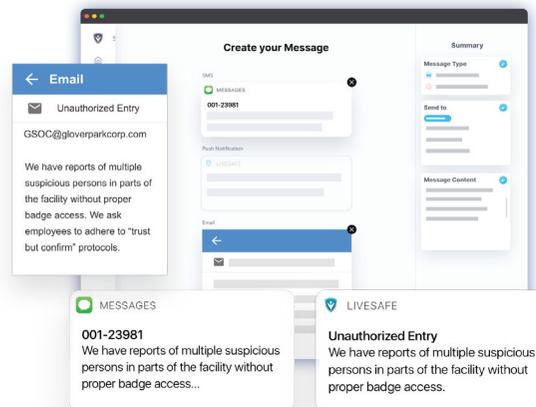
- Email
- SMS
- Push Notification
- Phone Call

Ensure your message reaches the right people

Send your message to all employees or send to specific configurable groups, whether that be by job function, office assignment, or physical location.

Receive clarity in delivery

Each message produces a delivery results report that shows who received your message successfully, as well as those who didn't and why.



We make you Safer, Smarter, Better

At Vector Solutions, we aim to provide technology that helps you to achieve better outcomes and safeguard lives. Our LiveSafe Alert offering takes this mission one step further by providing our customers a best-in-class mass communications tool that can be used both for crisis communications and everyday use.

Whether its weather advisories, policy updates, shift changes, crime alerts, active shooter drills, or anything in-between, LiveSafe Alert allows you to easily deliver the right message at the right time.

For more information, visit
VectorSolutions.com