

Leader Alert®

Alert Dissemination Services

Scenarios | An international terrorist crosses the border into the U.S. and is spotted by a state trooper.
 A blizzard rages, leaving residents with little access to emergency services.
 An outbreak of SARS quarantines a hospital near a large population center.

What these three events have in common is the need for an efficient way to communicate quickly and simultaneously with first responders across agencies, borders, and varying technologies. According to Attorney General Robert Ashcroft: "...the greatest structural cause for the terrorist attacks of September 11th were impediments to communication and information sharing among men and women charged with keeping Americans safe."¹

Leader Alert® provides the means not only to simultaneously alert people—from two to millions—but also to manage information and update people as the event escalates. Take the above examples. Using Leader Alert® the state trooper's superior can simultaneously alert the FBI, Homeland Security, the State Department, state security officials, and local law enforcement that a known terrorist is on the move in the Southwest. In the case of a blizzard, local government can use Leader Alert® to reliably and quickly mobilize large number of citizen volunteers to augment emergency services. The hospital staff quarantined by SARS is able to use Leader Alert® to warn surrounding communities and to collaborate with more experienced hospitals in learning how to handle the outbreak.

Leader Alert® trumps other alert systems through its scalability—the ability to simultaneously relay information to large numbers of people. Leader Alert® is people friendly, using current and readily available technology, such as phone and email, while also supporting fax, pager, and PDA. Leader Alert® deploys quickly. Because Leader Alert® uses web technology across all available platforms, it is exponentially cheaper than the current attempts to cobble together a means of cross-agency communication and data sharing.

Leader Alert® is available as a service bureau, or ASP, on a per-year licensing basis. Check with your Leader Alert® representative for pricing information.

How Does Leader Alert® Work?

Leader Alert® utilizes a simple to learn web interface to control all your messaging options. You can create a library of standard messages for instant retrieval or generate messages in real time, either by recording directly to Leader Alert® from your telephone or by using our unique text-to-voice feature allowing you to type a message at your computer and having it converted to speech and broadcast in a matter of just seconds!

You also have several options for populating your emergency contacts database. You can:

- Create individual contacts directly within Leader Alert®
- Upload contact information from any of a variety of data sources
- Establish a Leader Alert® opt-in portal for your area permitting citizens and stakeholders to supply contact information and personally control their participation

How Do I Implement Leader Alert®

- Subscribe to Leader Alert®
- Create your contacts and messages
- You're ready to go! Simple as that!

Leader Alert® requires no hardware to install or maintain. However, if you prefer to enable your own API Leader Alert® will supply one for you.

Benefits

- Easy implementation, low cost
- Scalable—send to one or millions
- Sends voice and text simultaneously
- Easily integrated
- Highly secure
- Supports online and phone information directories
- Supports citizen access
- Web-based (XML) tool kit for integration with third party applications
- Two-way (broadcast and collaborate)
- Allows government agencies to better share intelligence

"We in the FBI must change. And part of that change is developing the capacity to gather, to centralize, to analyze and then disseminate intelligence through all of our organizations."

—FBI Director Robert F. Mueller, in testimony before The National Commission on Terrorist Attacks upon the United States, April 14, 2004

"We need to greatly improve our alert communications. What we have now failed us on 9/11."

—Russ Keat, Security Consultant, White House Security Task Force. Found the US Flag at Ground Zero.



1. US Attorney General Robert Ashcroft, in testimony given before the *September 11th Commission*, April 13, 2004.

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