



# EVENT ALERT™

## when minutes matter

### Mobile communication for security threats in the workplace

Every year, approximately 2 million people in the US are victims of violence in the workplace, including about 1,000 workplace homicides. Violence against employees occurs in a variety of circumstances and situations including: robberies and other crimes, actions by frustrated or dissatisfied clients and customers, acts perpetrated by disgruntled co-workers or former co-workers, and domestic incidents that spill over into the workplace.

Workplace violence is a challenging problem. While more and more information on the causes of violence and how to handle it is becoming known, there is often no reasonable rationale for this type of conduct and, despite everything we know or do, violent situations happen. No employer is immune from workplace violence and no employer can totally prevent it.



The cost to organizations is staggering. It is impossible to overstate the costs of workplace violence, because a single incident can have sweeping repercussions. There can be the immediate and profound loss of life or physical or psychological repercussions felt by the victim as well as the victim's family, friends, and co-workers; the loss of productivity and morale that sweeps through an organization after a violent incident; and the public relations impact on an employer when news of violence reaches the media.

Workplace violence affects other areas as well. The adverse impact on organizations and individuals is wide-ranging and can include:

- Temporary/Permanent Absence of Skilled Employee
- Psychological Damage
- Property Damage, Theft, and Sabotage
- Productivity Impediments
- Diversion of Management Resource
- Increased Security Costs
- Increased Workers' Compensation Costs
- Increased Personnel Costs

\* Information from U.S. Department of Labor web site.

ELERTS offers a solution — a smartphone app that lets the workplace staff report and receive information about evolving threats before and during a suspicious or violent act. With real-time chat, photos, and GPS mapping, the quality and speed of information exchange is greatly enhanced.

Experts at the Department of Education, FBI and Secret Service now agree that Situational Response is key to survival in an active shooter incident. Once-popular "lights out, hide and wait" thinking is giving way to proactive procedures and personal training.

For Situational Response to work, persons in the workplace need real-time information about unfolding events. They must be able to report what is happening, receive immediate instructions and convey potentially life-saving directions to their peers.

EVENT ALERT app connects workplace personnel to First Responders without dispatch desk delays or 911 screenings. The ELERTS solution turns a smartphone into a tactical tool.

## WHAT IS EVENT ALERT?

EVENT ALERT is a smartphone app that allows staff to share information during a security threat. With real-time chat, photo-sharing and GPS mapping of an incident, EVENT ALERT provides situation awareness to people in the vicinity of a threat.

- Supports camera photos to enhance GPS and text information
- Can connect staff directly to police and security staff
- Discreetly broadcasts advisories to workplace staff
- Time-saving "Evacuate" and "Shelter In Place" buttons
- Full Test Mode training for authorized personnel
- Location-based messaging
- Desktop apps for Windows and Mac computers



## Enable your employees to share security concerns and, if serious, ALERT your workplace in seconds



### How it works:

Using EVENT ALERT is easy. Authorized personnel can initiate an Action notification for a facility, such as "Bring everyone inside," "Shelter In Place," or "Evacuate."

- Open installed EVENT ALERT smartphone app
- Tap "ALERT" button at the sign of a threat
- Confirm your intention
- Message and GPS location route to ELERTS Cloud
- Notification is broadcast to authorized personnel and First Responders

### Benefits of threat reporting and geo-location:

- Saves valuable time in pinpointing a threat
- Photos provide physical context
- Can help plan an escape route
- Chat informs all during a changing situation
- Direct communication to First Responders accelerates response

## Find out more today.

Call 877-256-1971 or email [sales@elerts.com](mailto:sales@elerts.com).  
Request information: [elerts.com/contact/](http://elerts.com/contact/)





# POLICE LINE DO NOT CROSS

## How is EVENT ALERT different?

Fixed position emergency call boxes and keyboard panic buttons depend on being near them, physically. EVENT ALERT is mobile, and people generally have their phones with them wherever they go.

Traditional EMNS (Emergency Mass Notification Systems) are designed for one-way communication only, so a dispatcher can broadcast a message to a population. Event Alert allows every person in your organization to act as a sensor for trouble and to notify all others who are using the Event Alert app on their mobile phones or computers.

### EVENT ALERT:

- Is cloud-based — requires no hardware purchase or install
- Uses latest smartphone technology
- Replaces easy-to-miss emails with real-time interactive chat with others in the facility
- Offers a GPS map that adds context to reports
- Remains an open conduit throughout incident

*During and active threat,  
it is difficult to communicate  
with persons locked in  
darkened rooms.*

*EVENT ALERT changes that.*

### ENABLE BETTER DECISION MAKING IN A CRISIS

EVENT ALERT provides a 2-way emergency communication channel to your staff and local police. Real-time information about a threat or the status of an evolving situation can help stakeholders decide how to respond. With computers and mobile phones included in the messaging, the easy-to-use EVENT ALERT app can provide a lifesaving amount of information to persons caught up in a bad situation.

