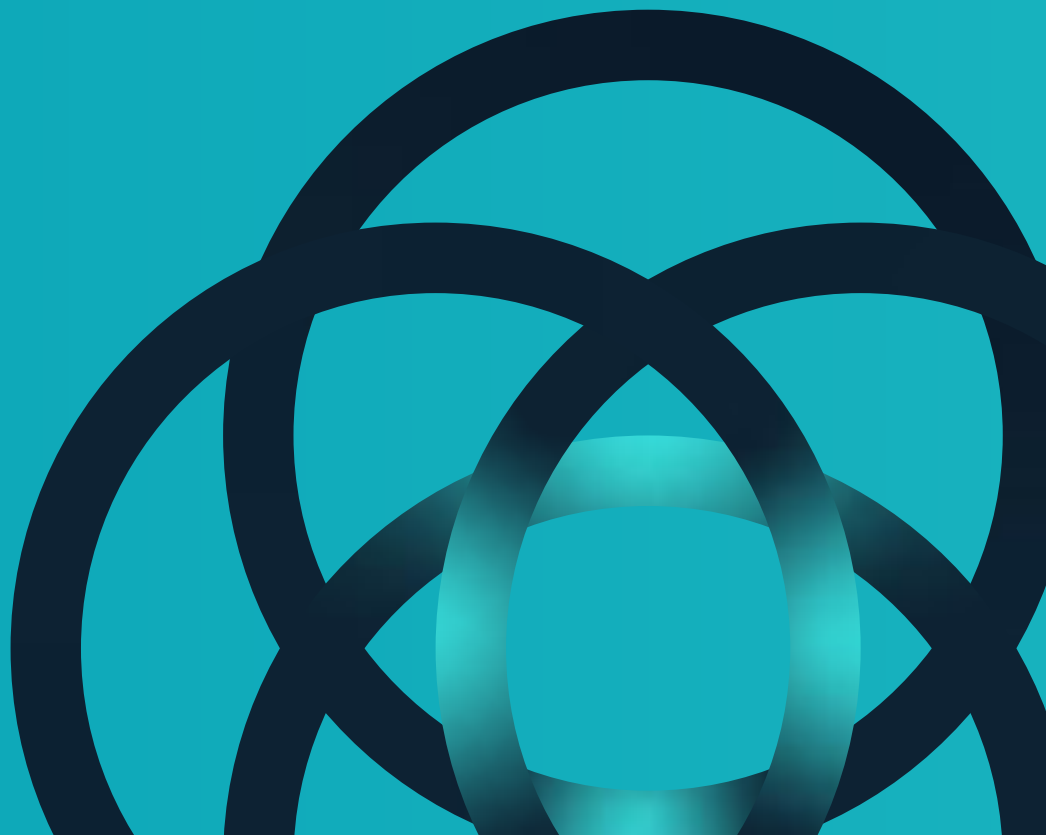


resilienceOS®

# Communicate

Simplicity & Reliability when you need it most.

In emergencies, effective communication is crucial to ensuring safety and minimising operational disruptions. **resilienceOS Critical Mass Communications** offers rapid, reliable, multi-channel messaging specifically designed for critical events. Whether used as a standalone solution or integrated with resilienceOS's powerful response tools, this feature enables you to reach your entire organization within seconds. With customisable templates, two-way communication options, and detailed reporting, you can ensure that the right message gets to the right audience when it matters most.



# Critical Mass Communications

## Rapid, Robust, Multi-Channel Critical Communications for Proactive Security and Incident Management.

In emergencies, timely and dependable communication can be the difference between safety and operational disruption. It's vital that your messages reach the right people quickly and reliably. resilienceOS Critical Mass Communications ensures rapid, reliable multi-channel messaging for duty of care and emergency notifications. Specifically designed for critical events, guided workflows enable you to create and send messages to your entire organisation within seconds. Utilise as a standalone solution or seamlessly integrated with resilienceOS's powerful response tools. Benefit from customisable templates, two-way communication, and detailed notification reports to ensure the right message reaches the right audience exactly when needed.

### Summary of Key Features and Benefits \*:

- Multi-Channel Communication**  
 Different situations require different channels. Our multi-channel support ensures your messages reach everyone via SMS, email, voice calls, or apps.
- Ease of Use**  
 In critical incidents, simplicity is key. Our user-friendly interface and guided workflows ensure fast, error-free messaging.
- Customisability and Flexibility**  
 Tailor messages with customizable templates for personalized, scenario-specific, and branded communications.
- Advanced Response Options**  
 Receiving feedback is crucial. Two-way messaging, polling, and acknowledgment options help you gauge responses, confirm receipt, and make informed decisions.

\* Certain features are available exclusively with the Professional Tier

## Features & Tiers

Feature	Your Tier			Options
	Base	Professional	Enterprise	
Mass Comms via Email and Broadcast Only	●	●	●	
Advanced Multi-Channel 2-way comms (via SMS, Voice, Apps)		●	●	Message costs included, fair usage policy.
Advanced branding, templates & reporting plus third party apps		●	●	

## Critical Mass Communications

### Summary of Professional Features:

#### Multi-Channel Communication:

- Ability to send simultaneous messages via SMS, email, voice call, text-to-speech and Mobile App.
- Integrations with third-party services like WhatsApp and satellite phones.

#### Customisation and Ease of Use:

- Communication templates for quick distribution and consistency.
- Guided workflows for creating and sending communications.
- Customisable styling to match branding and house style.
- Easily embed images and attach files to enhance your messages.

#### Advanced Response Options:

- Multiple response options including one-way or two-way response configurations.
- Granular polling options such as Safety Polls, Custom Polls, and Acknowledge Only.
- Time-sensitive response tracking flagging slow or missed responses.

#### Recipient Management:

- Flexible recipient group management, either within the Mass Comms module or through various datasets (such as travellers, watchlists, work location etc) and geospatial tools.
- Search for recipients based on geographical boundaries, custom geofences, broadcast zones and critical events.

#### Robust Reporting and Analytics:

- Detailed communication reporting dashboard with clear visualizations of delivery success and responses.
- Real-time monitoring and validated delivery metrics.
- Message Response Reports for actionable insights and decision-making.

#### Integration with resilienceOS Response

- Seamless integration with resilienceOS's Incident Management & Event Triage features, tying messages, responses, and delivery analysis back into response or incident cases.
- Dynamic recipient groups derived from other modules within resilienceOS for targeted message distribution based on live data.

## Reliability and Deliverability

- Sender logic to distribute communications via optimal Sender IDs to ensure country / regional compliance and high levels of message deliverability.
- Cloud-based system designed for scale and redundancy, ensuring high reliability.
- 100% SMS availability, handling more than 10 billion messages over the last year.