

# Choosing the right emergency mass notification system

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# Intro

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- How to select the right emergency mass notification system (EMNS) for your organization: A system's approach
  - ▣ Cut through the marketing and sales hype
  - ▣ Focus on your needs
  - ▣ Make decisions based more on quantitative than qualitative analysis

# What Marketing & Sales Do

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- Sell you on their value – create a need when there is none
- Tell you how much money you will save
- Show you how efficient you can become
- Provide you with testimonials
- Convince you if you do not go with them you will be making a mistake

# Three Basic Concepts

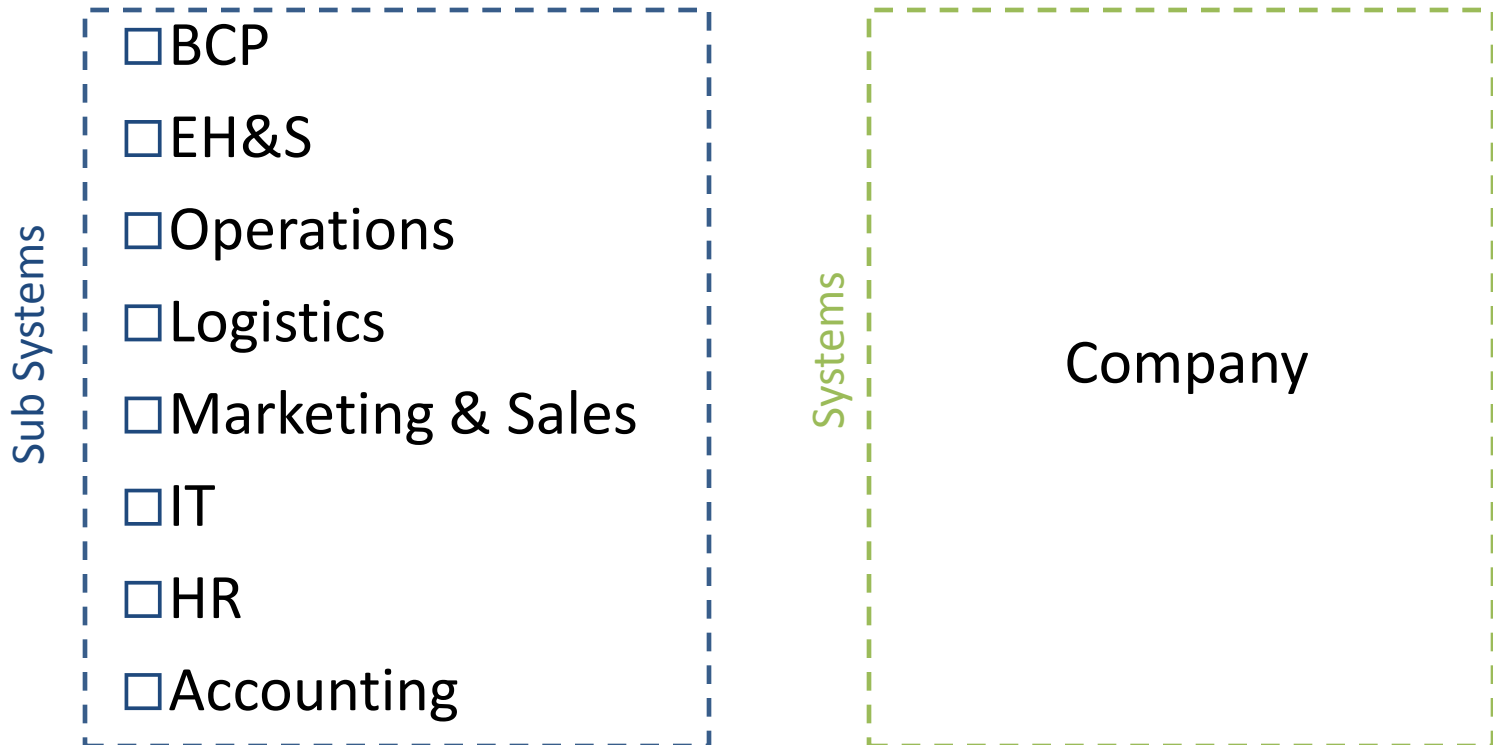
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- We need to understand three basic concepts in order to choose the right emergency mass notification system.

# Three Basic Concepts

□ First Concept: think about a system view

▣ Consider what *sub systems* make up the *system*:



# Three Basic Concepts

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- Think about how each department will need to use the EMNS
- Understand the life cycle of the EMNS
  - Usage
  - Deployment
  - Maintenance
  - Support
  - Disposal

# Three Basic Concepts

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## □ Second Concept: wants versus needs

- ▣ What does the customer, you and those departments that are involved, want

- ▣ What do you really need

- ▣ E.g.

- Want is going from point A to B in a Maybach Landaulet

- Need is getting there in a Ford Focus

- Both do the job, but one is more practical

# Three Basic Concepts

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- For an EMNS wants may be:

- Cells phones included
- Use product free
- Customize to fit business

- For an EMNS needs may be:

- High Reliability
- Feature Rich
- Phone Support
- Flexible Pricing



# Three Basic Concepts

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- Third Concept: validate and verify needs
  - ▣ Validate means to make sure the EMNS can be used the way you want to use it
  - ▣ Verify means that you can measure/quantify the needs

# Example of Verifiable Requirements

| Reliability | Features        | Support          | Flexibility | Value          |
|-------------|-----------------|------------------|-------------|----------------|
| 99.9%       | Call Tree       | Phone 7 to 7 CST | Customize   | About \$57,000 |
|             | Auto Retry      | Email            |             | No Setup Fee   |
|             | On-Demand Calls | Free Training    |             |                |
|             | PIN Activated   |                  |             |                |
|             | Cloud-Based     |                  |             |                |
|             | Event Logs      |                  |             |                |

# Where is the Beef?

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- ❑ You now know about system view and customer wants versus needs. Needs are the requirements – what the EMNS needs to do. You also know about validating and verifying those requirements. So how do you choose the right emergency mass notification system?

*There are...*

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Steps

1

Understand what  
your Needs are

# Types of EMNS

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- Mass Notifications
- Alert Systems
- Crisis Communication
- EMNS
- Enterprise Systems

# 2

## Define Requirements



# Document the Requirements

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- ❑ The system **shall** be able to call the alternate person if the original one does not answer the phone – **Call Tree**
- ❑ The system **shall** have the ability to call the original person again if he/she did not answer the first time – **Re-dial**

# Document the Requirements

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- ❑ The system **shall** support bridging other members to the call not defined by the call tree – **On-demand**
- ❑ The system **shall** keep records of the calls and any exchange of information – **Log**

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Identify  
System View

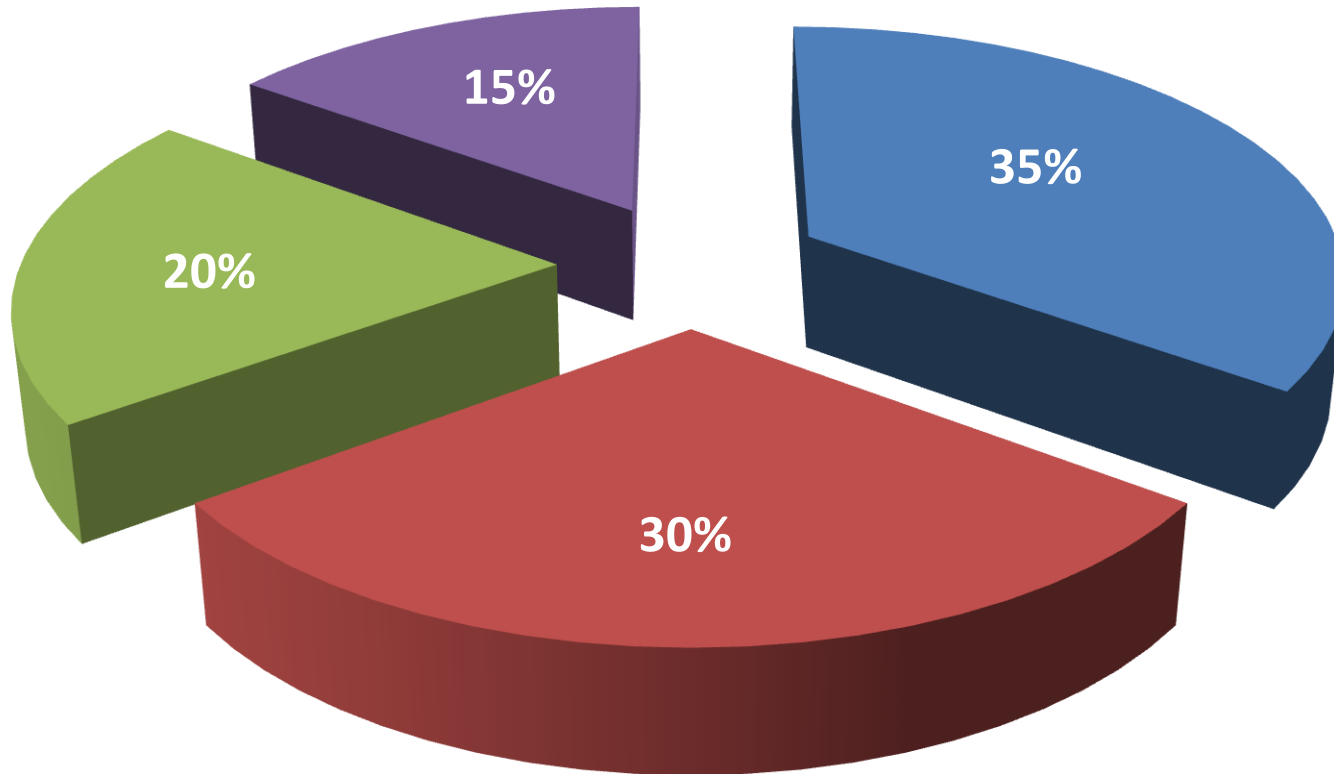
# How Important is the EMNS from a System View

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- Use 100%
- Break each item into a percent

# How Important is the EMNS from a System View

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■ Call Tree ■ Re-dial ■ On-demand ■ Log

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Develop Base

# Rank Each Requirement

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- One is low priority – not too important
- Ten is of the utmost priority – high

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1

| Features  | Base |
|-----------|------|
| Call Tree |      |
| Re-dial   |      |
| On-demand |      |
| Log       |      |
| Total     |      |



Groups  
Sub Groups  
Guided  
Unlimited Groups  
Outside of Co.

| <b>Features</b> | <b>Base</b> |
|-----------------|-------------|
| Call Tree       | 7.0         |
| Re-dial         |             |
| On-demand       |             |
| Log             |             |
| Total           |             |

# Do for Every Feature

| Features     | Base        | Co. A | Co. B | Co. C |
|--------------|-------------|-------|-------|-------|
| Call Tree    | 7.0         |       |       |       |
| Re-dial      | 6.0         |       |       |       |
| On-demand    | 6.0         |       |       |       |
| Log          | 4.0         |       |       |       |
| <b>Total</b> | <b>23.0</b> |       |       |       |

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Compare Base  
to Competition

# Compare Each EMNS to the Base

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| Features  | Base | Co. A | Co. B | Co. C |
|-----------|------|-------|-------|-------|
| Call Tree | 7.0  | ✓     | ✓-    | ✓+++  |

# Complete Comparisons

| Features     | Base        | Co. A | Co. B | Co. C |
|--------------|-------------|-------|-------|-------|
| Call Tree    | 7.0         | ✓     | ✓ -   | ✓ + + |
| Re-dial      | 6.0         | ✓ +   | ✓     | ✓     |
| On-demand    | 6.0         | ✓ -   | ✓ -   | ✓ +   |
| Log          | 4.0         | ✓ +   | ✓ + + | ✓ - - |
| <b>Total</b> | <b>23.0</b> |       |       |       |

# Convert

| Features  | Base | Co. A | Co. B | Co. C |
|-----------|------|-------|-------|-------|
| Call Tree | 7.0  | ✓     | ✓ -   | ✓ + + |
|           |      | .     | .     | .     |
|           |      | .     | .     | .     |
|           |      | .     | .     | .     |
| Call Tree | 7.0  | 7.0   | 5.5   | 8.5   |

# 6

## Tally Scores & Choose Vendor

# Calculate the Base Score

| Features  | Base x Wgt. = Score |              |             |
|-----------|---------------------|--------------|-------------|
| Call Tree | 7.0                 | 35.0         | 24.5        |
| Re-dial   | 6.0                 | 30.0         | 18.0        |
| On-demand | 6.0                 | 20.0         | 12.0        |
| Log       | 4.0                 | 15.0         | 6.0         |
|           |                     | <b>Total</b> | <b>60.5</b> |





# Make the Right Decision

| Features  | Score | Co. A | Co. B | Co. C |
|-----------|-------|-------|-------|-------|
| Call Tree | 24.5  | 24.5  | 19.3  | 29.8  |
| Re-dial   | 18.0  | 21.0  | 18.0  | 18.0  |
| On-demand | 12.0  | 10.0  | 10.0  | 14.0  |
| Log       | 6.0   | 6.8   | 8.3   | 2.3   |
| Total     | 60.5  | 62.3  | 55.6  | 64.1  |

# Summary


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- ❑ Keep marketing & sales from clouding your decision
- ❑ Think Systems
  - ▣ Lifecycle
  - ▣ Wants Vs Needs
  - ▣ Validate
  - ▣ Verify

# Six Steps

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1. Understand the Customer's Needs
2. Define Requirements
3. Identify System View
4. Develop Base
5. Compare Base to Competition
6. Tally Scores & Choose Vendor



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