



## An Introduction

The PIER System is a web-based platform designed to communicate your most critical information.

PIER's robust features give organizations the ability to effectively maintain business continuity, internal and external communication, disaster recovery plans, information management and more—while enhancing human safety and preparedness standards.

The PIER System is available anytime, anywhere, on any Internet enabled computer, mobile phone, smart phone or PDA. In the event of a crisis or disaster, PIER allows an organization to successfully manage and distribute critical information fast and efficiently to thousands of people.

Unlike other products which offer only individual capabilities, PIER's strength results from integrating information management and communication tools into a single, easy-to-use system—because of this, PIER saves time and money while increasing productivity.

The applications for PIER are both numerous and diverse. With pricing options available for all scale and need, PIER's simple, integrated system helps streamline the management of communications on a daily basis, as well as in times of crisis.

## Key Features

### **Mass Notification**

Reach the maximum amount of people in a short amount of time. Send messages to thousands of people within seconds using a variety of methods including: SMS text message, text-to-voice message, email, fax, web pages, RSS feeds and social media integration.

### **Document Control**

Save time, prevent inaccurate information and eliminate duplicated efforts. PIER's built-in document control feature streamlines the approval and distribution process.

### **Content Management**

PIER makes it simple and easy to draft emails, press releases and web pages with its built-in editor. Upload files such as photos, videos, as well as word processing and spreadsheet files directly to PIER for easy retrieval.

### **Inquiry Management**

PIER serves as a 2-way communication platform where people can submit questions, complete surveys and request to receive more information. Easily send prompt responses and keep track of interactions with inquirers.

### **Contact Management**

Organize and manage thousands of contacts for fast retrieval. User-defined search fields and dynamic "Smart Groups" automatically sort contacts based on specified terms.

### **PIER Media Tools**

PIER Media Tools (offered in partnership with leading PR technology provider eNR Services) is a powerful media monitoring, planning, research and reporting system.

Media Tools gives users the ability to monitor media outlets including print, broadcast and online media while providing access to standard and custom media contact lists.