



## EarShot™

### Revolutionary Crisis Communications



Don't just send an alert...  
Establish a dialogue using rich, 2-way messages and location-based services.

It's not possible for you to be everywhere and see everything that might affect operations, safety and security. It is possible, though, to know what's happening by using the most effective technology available—the eyes and ears of your staff.

EarShot goes far beyond simple notification. It combines a unique smartphone app, web-based control console and emergency notification in one integrated system.

With EarShot, you initiate a dialogue using rich, 2-way messages and location-based services, even when traditional text, email and voice communications channels aren't functioning.

Extend notification into a powerful tool:

- Gather real-time intelligence that's needed for a swift response and informed decision-making
- Engage your staff to crowdsource reports and learn of incidents that only eyewitnesses could be aware of
- Exchange detailed information with specific groups
- and much more

#### *Increase safety & security using the resources you have*

Liabilities are reduced because the impact of a crisis is minimized and potential situations can be averted.

### EarShot In Action

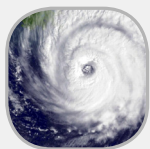
A category 3 hurricane is moving through several states where Acme Corporation facilities are located.



The Acme crisis operations center sends an EarShot message with detailed instructions and a readiness assessment form to response team members. The team reviews the latest plans in the EarShot Mobile Resource Library.

The hurricane moves closer to one of the locations, and the operations center uses the EarShot console to send voice and text evacuation alerts to employees at the facility and to remote workers.

Real-time eyewitness intelligence makes it easier to allocate scarce resources and set priorities.



120 mph winds collapse the roof and cause severe damage to several floors. Everyone from the building is safe, but some field staff are unaccounted for. Messages are sent to see if they're safe.

Janice, a field employee, uses EarShot Mobile on her iPhone to send a report with photos and GPS location.



Derek receives a voice alert on his flip-phone, presses a button and is immediately connected with the crisis hotline.

Greg receives an SMS alert and replies that he does not need assistance.

The hurricane has passed and an "all clear" message is sent. The response teams use the smartphone app to itemize damage, take photos, and share reports with the operations center.



During the incident, a time-stamped audit log recorded every message, response and interaction. Managers use it to create accurate after-action reports and provide documentation to their insurance carrier.

Thanks to EarShot, the response was faster, more efficient and less costly.

The web-hosted control console runs on any Internet-enabled device for anytime, anywhere access. Staff at any location can centrally coordinate communications and get a common picture of what's occurring.

## Not Just for Crises

### *Maximize the return on your investment*

Report malfunctions, damage & safety hazards  
Security status checks  
Communications with field staff  
Severe weather instructions  
Plus many other applications

Based on  
Enterprise-grade  
technology that's  
trusted by the  
Fortune 100

## Features

### Smartphone App

- Works through cell data connections or Wi-Fi
- GPS location automatically transmitted
- Fully customizable user profile
- Resource Library for files, documents and web links

### Web-based Control Console

- Web-hosted SaaS application
- Real-time dashboard
- Target specific locations, groups and roles.
- Send different messages to different device types
- Create templates for any scenario

### EarShot Messages and Alerts

- EarShot message to smartphone app: Unlimited text and form fields
- EarShot message from smartphone app: Unlimited text, photos, form responses and GPS location
- Alerts (all other devices):
  - Voice: Text-to-speech or recorded voice
  - Text: SMS and email
- One-touch connection to conference call or hotline

## Administration

- Supports multiple departments and organizations
- Unlimited devices, recipients, teams and templates
- Automatic time-stamped audit log
- Customize the interface to your organization

## Infrastructure

- Web-hosted infrastructure: available when yours isn't.
- Strong encryption for secure web communications

## Integration

EarShot can be integrated with applications such as HR databases, global directories, physical security systems, and IT help desks.

## Supported Devices

- EarShot rich media messages: Apple iOS devices— iPhone, iPad, iPod
- Voice alerts: any phone device, including mobile, landline, VoIP, satellite and smartphone
- Text alerts: any SMS- or email-compatible device, including mobile phones, tablets and computers

Online control console works with any Web-capable device, including desktop and laptop computers, tablets and smartphones.

## Crisis Management Simplified

EarShot integrates with our Situation Center crisis management system. EarShot enables 2-way communication; the Situation Center helps your team respond and resolve incidents quickly and efficiently.

### *Easy to use when the pressure is on*

Virtual command center

Central incident log

Assign and monitor tasks

Version-controlled file repository

And more

**See how EarShot will transform your communications.**

**Contact us today for a demonstration.**

[sales@missionmode.com](mailto:sales@missionmode.com) | [www.missionmode.com/earshot](http://www.missionmode.com/earshot)

877-833-7763 (toll-free) | +1 312-445-8811 | International: +44 203 021 1036

20 W Kinzie St., Suite 1420, Chicago, IL 60654 USA

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