



REVOLUTIONARY CRISIS COMMUNICATIONS



Don't just send an alert...
Establish a dialogue using rich, 2-way messages, photos, forms 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 method 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, photos, forms, unlimited text and GPS location—even when traditional text, email and voice communications channels aren't functioning.

In addition, smartphone and tablet users can view documents and links in the app's resource library.

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

EarShot In Action

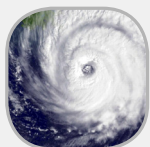
A category 3 hurricane is moving through several states where Acme Corporation facilities are located.



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.

| | EarShot | Ordinary Notification |
|------------------------------------|---------|-----------------------|
| Full-featured notification system | ● | ● |
| True SMS alerts | ● | Some |
| Voice alerts | ● | ● |
| Simple polls | ● | ● |
| Rich, 2-way messaging | ● | |
| Form fields | ● | |
| Send photos | ● | |
| Unlimited message length | ● | |
| Automatic GPS location | ● | |
| Crowdsource eyewitness reports | ● | |
| Resource library for files & links | ● | |

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-hosted (SaaS) Control Console

- Works with any Web-capable device, including desktop and laptop computers, tablets and smartphones.
- 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 app: Unlimited text and form fields
- EarShot message from app: Unlimited text, photos, form responses and GPS location
- Alerts (all other devices):
 - Voice: Recorded voice or text-to-speech
 - Text: SMS, email, fax and pager
- One-touch connection to conference call or hotline

Not Just for Crises

- 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

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, smartphone, VoIP and satellite
- Text alerts: any SMS- or email-compatible device, including mobile phones, tablets and computers

Crisis Management Simplified

EarShot integrates with our Situation Center incident management system. The Situation Center helps your team respond to and resolve incidents, quickly and efficiently.

Easy to use when the pressure is on

- Virtual command center
- Central incident log
- Assign & monitor tasks
- Version-controlled file repository & more

**Discover how EarShot will transform your communications.
Contact us today for a demonstration.**



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