

Q&A: MISSION POSSIBLE

Best-in-Class Incident Management Tool Provides More Effective Emergency Response



The planet is a volatile place. Every year in the U.S., we can depend on the reappearance of wildfires, tornadoes and hurricanes — not to mention man-made emergencies such as chemical spills or train derailments. To combat these disasters, those who direct emergency operations have been turning to Mission Manager, a 21st-century tool that provides optimum situational awareness and responder efficiencies through its one-stop, Web-based platform. With capabilities that include communications and tracking of equipment, personnel, certifications and more, Mission Manager allows commanders to organize and deploy teams instantly for any emergency, drill or training event — saving time, taxpayer dollars and lives. In this Q&A, Mission Manager President and CEO Michael Berthelot speaks about this powerful tool that's been used in more than 6,000 missions across the country and the world since 2011.

MICHAEL BERTHELOT, President and CEO, Mission Manager, Inc.

Q: What are the primary ways Mission Manager assists field and operational emergency personnel?

Michael Berthelot: The key principles of Mission Manager are preparation, readiness and execution. Before an event, Mission Manager provides a single, Web-based site where emergency management teams can track people and their qualifications; post plans, including the location of incident command posts; and ensure equipment is organized, maintained and ready to go. A multi-channel communications platform can send notices out to a team, schedule training exercises and run scenarios. During live missions, leaders can speak directly to large or selective groups and geolocate people in different places. It truly offers 360-degree situational awareness. After the event, most of the paperwork is pre-filled in automated, editable reports, and a microsecond-by-microsecond event log gives a rundown of everything that happened.

Q: You're about to release a new app that integrates with Mission Manager. How will it provide a common operating picture to mission operators and those in the field?

Michael Berthelot: There has been a lot of demand from users for a way to track people in the field in real time without buying an expensive beacon tracking device and satellite

service. To meet this demand, we created a smartphone app — called the Mission Manager Tracking Application, or MMTApp — that will perform real-time tracking with an easy check-in function. For instance, if someone is out in the field, he or she can hit the “track now” button — even with a gloved finger — and people at the command center or anyone watching the Mission Manager screen can see where that person is and where that person has been since the button was pressed. It improves safety and chain of evidence.

The app will also have a two-way photo transmission so people can send and receive images. We built a totally new API interface that opens the door to other devices and input from the “Internet of Everything.” The next iteration of the tracking app will have bi-directional video to accommodate video coming in from drones for search and rescue, fire and law enforcement.

Q: What challenges does Mission Manager help emergency departments overcome?

Michael Berthelot: The biggest one is enabling a unified command. During a natural disaster, for instance, you not only have police, fire and EMS involved, but you may also have the roads and parks teams. They're in different places, they use different radio

frequencies and they may not have trained together — but with Mission Manager, all you need is an email address and you can access everything you need to know about the event.

Another challenge is response time. Mission Manager helps speed response times by allowing emergency managers to access evacuation plans, contact lists, etc., all in one place — even if the headquarters gets knocked out. Quicker response times mean greater public safety, as well as cost savings from increased efficiency.

And finally, security is at the top of the list for emergency departments. As a cloud-based tool, Mission Manager is running in a highly secure environment at Amazon Web Services. This ensures data security and high availability with an uptime guarantee of 99.9 percent. Because it is Web-based, you don't need your own servers, hardware, maintenance and support to operate Mission Manager — just use it when you need it, with the touch of a button. Finally, Mission Manager is easily scalable — something that is critical when thousands of first responders and volunteers arrive at the scene of an unexpected disaster. Not every emergency team has an earthquake, active shooter or landslide every year, but they have to be ready — and Mission Manager helps them do just that.

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Mission Manager provides cloud-based software designed to help save lives and property by enabling first responders to operate more efficiently and effectively. Mission Manager's team member and asset management capabilities, combined with its calendar and communication functions, allow users to enhance team readiness through optimized training and seamlessly integrate mission-specific operations during real-time events. Since 2011, Mission Manager has supported more than 6,000 actual missions ranging from single-person rescues to large public events and full-scale natural disaster responses. Mission Manager is currently used in all 50 US states and on every continent except Antarctica. Truly a global tool, Mission Manager is available in 80 languages.

To learn more, visit www.missionmanager.com.