



For Emergency Managers in Police Agencies

# Lifesaving Community Alerts Without Barriers

Reaching Every Corner, So No One Is Left Out



**Your Current Notification  
Approach Is Falling Short**





Non-English/  
French Speakers



People With  
Disabilities

## The Problem Goes Beyond Social Media



You Are Already  
Tapped To Capacity



Technology  
Comfort Levels



Cellular  
Dead Zones



# 20-30%

of Canada's population is underserved

**9** million

Non-English/French-speaking  
residents in Canada

- 2021 Census of Canada

**4** million

Seniors in Canada still relying  
on landline phones

- 2021 Census of Canada

**8** million

Aged 15 and older in Canada with  
at least one disability

- 2022 Canadian Survey on Disability

**300** thousand

Rural and First Nation residents in  
Canada without LTE

- 2023 Auditor General of Canada Report to  
Parliament

Nova Scotia

## 22 victims of N.S. rampage include retirees, pregnant health-care worker, veteran

Victims include 23-year veteran of RCMP and 'a passionate teacher' at Debert Elementary School

CBC News · Posted: Apr 20, 2020 5:26 AM MDT | Last Updated: April 25, 2020



## NEWS

Sections

Nova Scotia

## Why RCMP managers defend using Twitter – and not an alert – during the N.S. mass shooting

## NEWS

Sections

Nova Scotia

## Alert delay in Nova Scotia flood highlights benefits of municipal warning systems

Halifax, municipalities in Yarmouth and Annapolis counties can send own emergency alerts

## NEWS

Top Stories Local Climate World More

Ottawa

## Language commissioner investigating English-only tornado alert

CBC News · Posted: Nov 09, 2018 10:45 AM MST | Last Updated: November 9, 2018

# A New Way - Total & Easy Access For All

- **Multi-channel** (SMS, email, phone, app, web, social)
- **Multilingual**
- **Intuitive for all ages**
- **Accessible** (WCAG 2.2 compliant)

**Combines alerts from many official sources**



**+ Plus**

## 3 simple steps

**1**

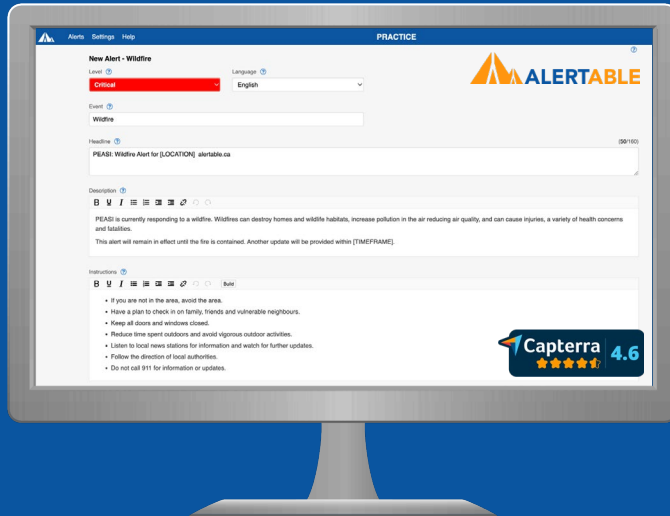
Pick a  
Template

**2**

Choose  
Recipients

**3**

Review  
and Send


**1-click**


**+**  
**Plus**

Personal notifications

**SMS**
**Email**
**Phone  
Call**
**Apps**

General notifications

**Social  
Media**
**Websites/  
Portals**
**Corporate  
Systems**
**OEM  
Equipment**


General  
Population



Non-English/  
French Speaking



Seniors & Rural  
Residents



People with  
Disabilities



# Sample Customers in Canada



## Government



## Police



## First Nations



## Schools



## Companies





**STARTER**

Starting at

**\$1,950**

per year

**Village, Micro  
Business or School**

- Public alerts
- Mobile app & web alerts
- Primary org profile
- Standard alert templates
- Standard alert locations
- Rich text formatted alerts
- Primary org profile
- OmniAlert Hub
- Alert message preview
- Standard promo kit
- Self guided online training
- 24/7 online support

**ECONOMY**

Starting at

**\$3,950**

per year

**Town, Small  
Business or School****STARTER features plus**

- Internal alerts
- Email, SMS & phone alerts
- 5,000 SMS messages & phone calls
- Social media integration
- Custom alert templates
- Custom alert locations
- Branded alert messages
- Schedule alerts
- Custom promo kit
- Standard reports
- Instructor training
- 24/7 online & email support

**POPULAR****PLUS**

Starting at

**\$5,950**

per year

**City, Medium  
Business or  
School****ECONOMY features plus**

- Exclusive alerts
- 10,000 SMS messages & phone calls
- Corporate website plug-in
- Polling & feedback
- Sub-organization profiles (fees apply)
- 24/7 online, email & phone support

**PREMIUM**

Starting at

**\$10,950**

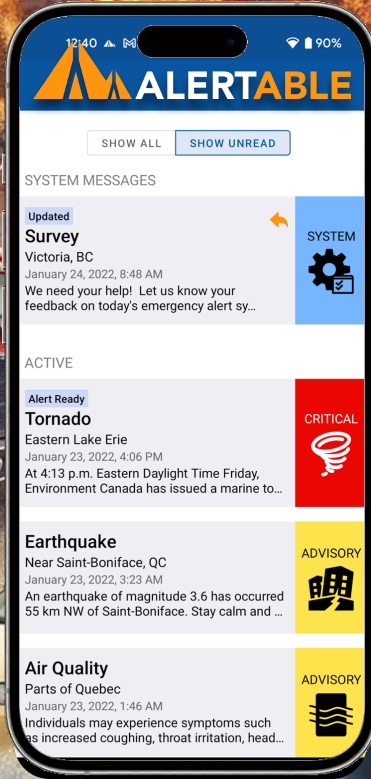
per year

**Region, Large  
Business or School****PLUS features plus**

- API integration (fees apply)
- Single Sign On (fees apply)
- Microsoft Teams plug-in
- 20,000 SMS messages & phone calls
- Custom reports



MADE IN  
CANADA



# ALERTABLE

SHOW ALL SHOW UNREAD

## SYSTEM MESSAGES

**Updated**  
**Survey**  
Victoria, BC  
January 24, 2022, 8:48 AM  
We need your help! Let us know your feedback on today's emergency alert sy...



## ACTIVE

**Alert Ready**  
**Tornado**  
Eastern Lake Erie  
January 23, 2022, 4:06 PM  
At 4:13 p.m. Eastern Daylight Time Friday, Environment Canada has issued a marine to...



**Earthquake**  
Near Saint-Boniface, QC  
January 23, 2022, 3:23 AM  
An earthquake of magnitude 3.6 has occurred 55 km NW of Saint-Boniface. Stay calm and ...



**Air Quality**  
Parts of Quebec  
January 23, 2022, 1:46 AM  
Individuals may experience symptoms such as increased coughing, throat irritation, head...



# ALERTABLE