

MARS Emergency Alert System

PARSEC
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In a organization employees are the most expensive and most important asset



During any emergency situation employee communication is priority one to all action plans



Employee accountability is an organizations responsibility



Communications tools give you the Ability To Reach Everyone, Everywhere, Anytime and on Multiple Devices



Mass intimation tools removes the need to search for contact information in a emergency situation



High speed 2-way communication enables faster response and recovery

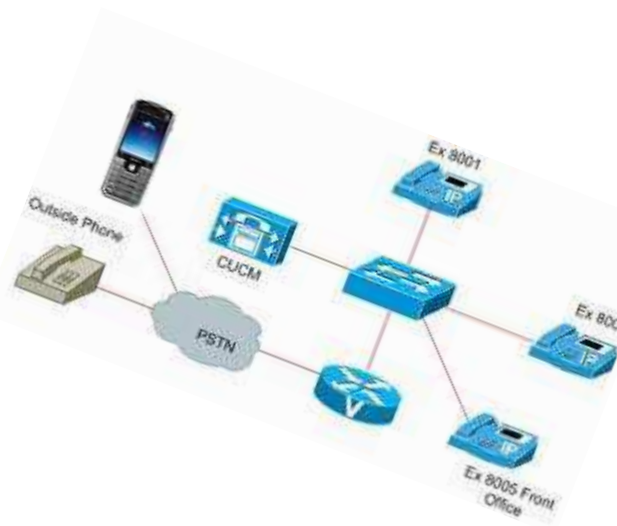
Emergency situation arises for an organization



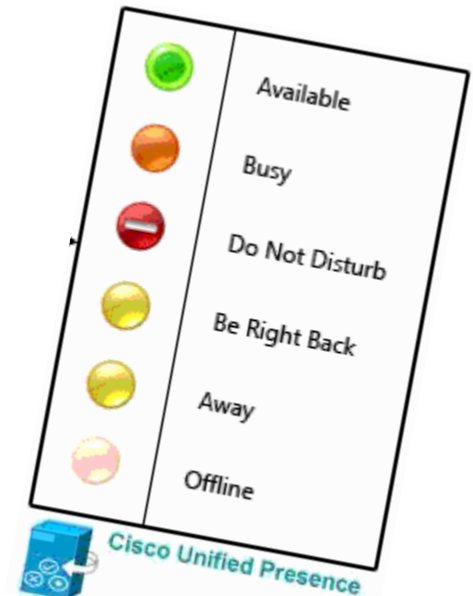
News of emergency situation reaches security **SPOC** (Single point of contact) via any communication channel



SPOC initiates emergency audio conference with team



- SPOC can initiate audio conference in either of the 3 ways
1. Through a 1 click option in the Cisco IP phone
 2. Through dialing an IVR number
 3. Through a web based application interface.

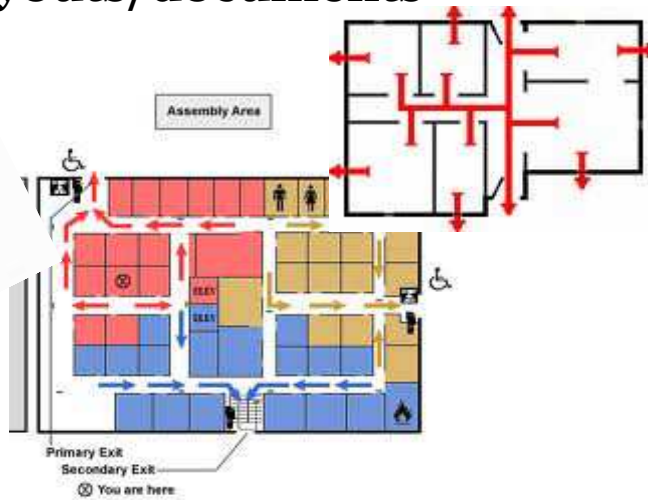


The application would consider the users presence status while dialing out the numbers

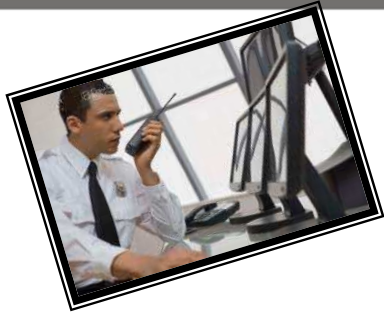
SPOC initiates Webex Meeting



SPOC will have the option to initiate a 1 click Webex meeting session with the preconfigured user groups to share maps/Building Layouts/documents



Team takes decision to intimate employees of situation



- ✓ **Broadcast a text message to IPT & SMS to mobile phones**
- ✓ **Broadcast a voice message**
- ✓ **Broadcast a voice message & collect user response**
- ✓ **Broadcast voice & text message**





Broadcast a text message to Mobile phone and Cisco IPT

- The text message can be a preconfigured which the SPOC can edit or a new message can be typed
- SMS is sent to the employees configured mobile phones
- Text message is sent to the employee IP phones



Broadcast a voice message to employee phone

- The application will dial out and play out the selected prerecorded voice message
- The application will dial out and SPOC can broadcast a live voice message
- The application will dial out and play out the text typed by using TTS



Broadcast a voice message & collect user response

- The application will dial out play the message and request for a user response

Requested user responses in the IVR based call could be like

- **Dial 1 if you need immediate help – *The application would initiate a call to a configured number and put the employee in conference***
- **Dial 2 if you are in office and safe – *This response would help the SPOC to have a data of the number of employees in office premises at the moment of emergency***
- **Dial 3 if you are outside office and safe– *This response would help the SPOC to have a data of the number of employees outside office premises at the moment of emergency***

With the above data another application logic can be setup for a next action.

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