

**Rave Alert + Rave 911 Suite Proposal for:
Norman, OK**

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From anywhere. To anywhere. Rave Alert provides rapid sending – from the EOC or the field – to all modes: SMS, Email, Voice, Twitter, Facebook, Siren Systems, Dynamic Signage, RSS Feeds, websites, and IPAWS-OPEN.

Rave Alert Features & Benefits

Targeted Communications, Easy Custom Workflows

- **SnapSend™** – Simple 2-click process from any connected device, send alerts to all channels simultaneously
- **Send from anywhere** – Cloud-based technology lets you send messages from internet connected and mobile devices
- **Recipient Group manageability** – Manage an unlimited number of distinct notification groups.
- **Automated conference bridge** – Quickly assemble your team with a one click message
- **Customizable Workflows** – Shows each alert author *only* the features they need and can use – templates, recipients, delivery targets, social network accounts, and more. This keeps the system manageable and easy to use
- **Unlimited alert templates** – Tailored for specific emergency types.
- Unique **“call me” feature** for voice recordings – or use context-aware text-to-speech when time is of the essence
- **Automated Storm-Based Weather Notifications** – Target specific types of events, with or without precise geographic targeting for your area. When storms are coming, send notifications, by any mode, to your EMA, to specific locations, or to your entire population.

One Button: Multi-Modal Alerting

- **2-way SMS** – Send and receive text messages.
- **2-Way Voice** – Includes: custom caller ID, dynamic central office throttling, TTS and “Call Me” feature for voice recording. Configurable voice message delivery profiles include customized caller-ID message playback, answering machine detection, multiple retry rules, and touch-tone response options.
- **Simple integration** to Facebook, Twitter, websites, digital signage.
- **Multi-language** – Auto-translate with support for 48 languages
- **CAP support** – Trigger other systems via outbound Common Alerting Protocol (digital signage, sirens, websites, etc.)
- **Reporting** – We provide a robust suite of reporting tools. Detailed “by recipient” reports show date/time, delivery methods, destination phone number and email, success/failure, calls connected, unconnected, busy, or operator intercepts

Subscriber Management



Access-controlled workflows are all about **ease of use**. In large organizations with many users, it's important that alert authors only see functionality they are permitted to use – the templates, groups, specific social network accounts, and features they need to communicate effectively.

Rave Alert access controls show each author just what they need – and nothing extraneous! This keeps the interface simple for casual users or users in highly distracted environments such as dispatch centers, and helps prevent mistakes and confusion.

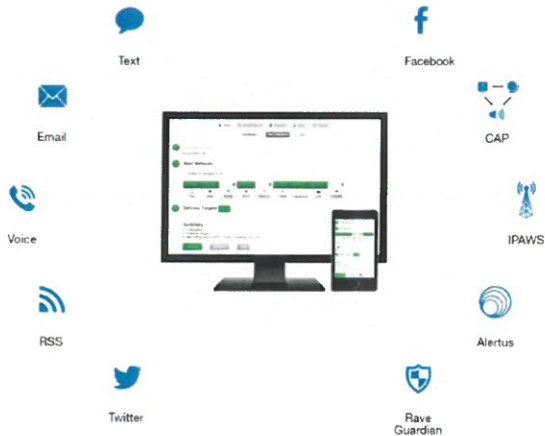
- **SmartLoader automated data management** – Rave's SmartLoader and user management APIs provide you with sophisticated integration options to keep data in sync across systems
- **Branded opt-in portal** – Citizens and staff can opt-in to your alert system with preferences you define.
- **Integrate with existing lists and data** from systems and other directories.
- **Helpful alert templates and best practice documents** assist with communications and emergency planning.
- **Access controls** – Granular system access control through role-based permissions. Extensive customizable admin functions for support of large diverse administration teams.

24x7 Public Safety Grade Infrastructure

- **Delivery rates** – Industry leading capacity ensures your entire population is notified in minutes, no matter how big or small.
- **Designed to manage stressful emergencies** – During the Boston Marathon bombing and Superstorm Sandy, Rave Emergency Notification flawlessly delivered millions of messages to a wide range of recipients
- **Easy setup and maintenance** – Software-as-a-Service (SaaS); hosted, branded, web-based solution requires no on-site installation or maintenance, and is rapidly deployed and configured to your specifications.
- **Reporting** – We provide a robust suite of reporting tools. Detailed “by recipient” reports show date/time, delivery methods, destination phone number and email, success/failure, calls connected, unconnected, busy, or operator intercepts.
- **Availability** – Backed by geo-redundant data centers, our infrastructure ensures high performance and unmatched availability.
- **Redundancy/Failover** – Direct connections to multiple wireless carriers, carrier networks, and Tier1 SMPP aggregators keeps messages moving in every stress scenario.
- **Security and Privacy** – Our data centers are SAS70/SSAE 16 compliant and complete regular 3rd party security audits.

RAVE

MOBILE SAFETY



Overview of Standard Onboarding

Each new Rave customer is assigned a dedicated Client Manager - the single point of contact during implementation who provides practical experience, expertise, and best practices. Your Client Manager guides your alert deployment to success.

Deployment Overview

Typical implementation timetable spans 5-10 business days, assuming availability of required resources at the customer site. This timetable may vary based on specific customer needs, implementation of optional integrations, or configuration needs for features requiring some customization.

- Client Manager is available to coordinate implementation within the first 60 days after contract signing, unless otherwise agreed upon by mutual consent
- Client Manager provides up to 12 hours of dedicated access during the deployment process, inclusive of deployment activities on the hosted platform
- Additional services are available at an optional cost

Project Components and Milestones

- **Project Initiation** – Establishes project roles and contact points, defines core objectives for overall deployment, and presents milestone goals for project timetables
- **Online Kick-off Meeting (1-1.5 hours)** – Web meeting with all project stakeholders covering:
 - Overview of the Platform
 - Access to product resources
 - Implementation process overview
 - SmartLoader options
 - Registration and authentication options
 - Integration to notification targets (RSS, CAP, social networks, etc.)
 - Specific project target dates
 - Next Steps

Implementation

- **Planning and Deployment Phase** (up to 10 hours of Client Management)
 - Deployment of hosted site, login credentials provided (Rave)
 - Implementation of one-time data loading, general configuration
 - Implementation of optional SmartLoader and enterprise authentication integrations
 - Implementation of geo-targeting and map-based tools
 - Implementation of optional IPAWS-OPEN support
 - Functional testing and technical review
 - Training for administrators and alert authors using online courseware
- **Project Conclusion and Transition to Standard Technical Support**
 - Production release milestone, customer next-steps
 - Scheduled “go-live” data
 - Preparation for full system test
 - Program marketing, support website, and related tasks
 - Client Manager hand-off to Standard Technical Support process
 - Project review and feedback

On-site premium training and onboarding options available at additional cost. Additional Rave Professional Services consulting hours are available at daily rate negotiated in contract.

Rave911 Suite Overview

Rave911 Suite helps 9-1-1 call takers and first responders make faster, better decisions, shorten response times, and save lives.








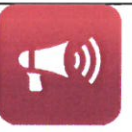


Rave911 Suite is trusted by thousands of 9-1-1 centers and first responders nationwide.

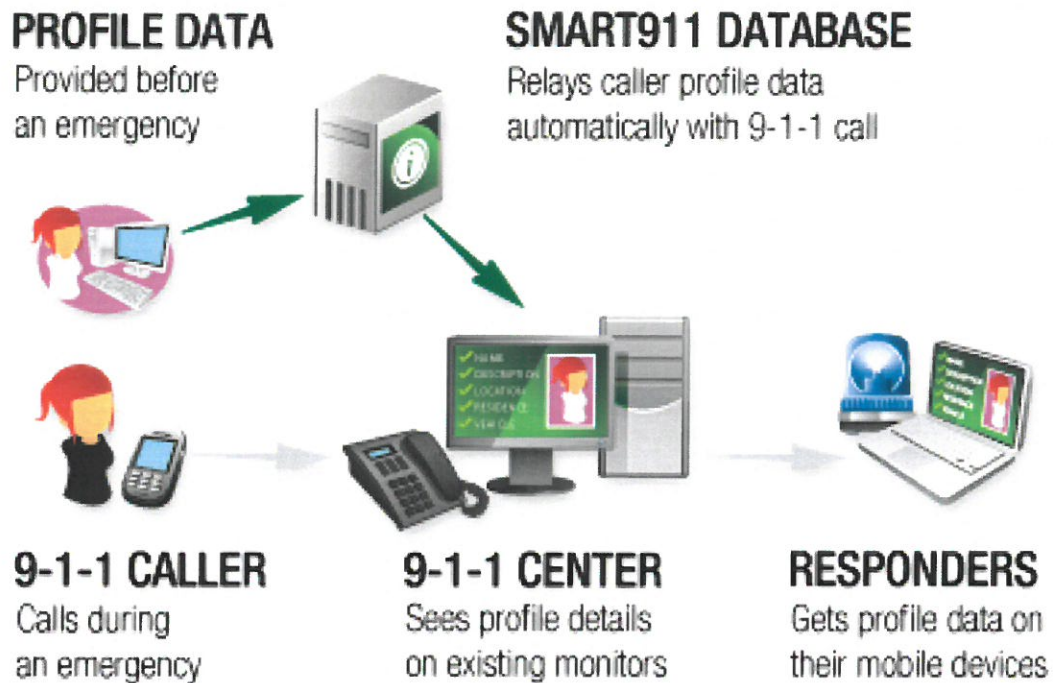
Comprehensive Community Information and Communications Platform

- **Helps protect first responders** – improves situational awareness with information about people and facilities when they need it most.
- **Responsive to vulnerable populations** – better understand and serve your community members with access or functional needs.
- **Advances community oriented policing** – promotes and encourages positive 9-1-1, law enforcement, community, and media interactions.
- **Embraces mobile technology** – reduces 9-1-1 mobile location issues and provides alternatives for dropped 9-1-1 calls and unnecessary dispatch to accidental dials.
- **Trusted public safety platform** – Rave911 Suite protects millions every day and integrates with Rave Alert emergency notification system and Rave Panic Button to provide your community with a wide range of alerts and notifications.

Rave911 Suite allows members of the community to register and provide information about themselves, their family members, their homes and workplaces, medical conditions, and other pertinent information.

	Smart Facilities	Facilities create profiles containing floor plans, key holder, alarm, and Hazmat information, gate/access codes, points of contact, AEDs, and more. Profiles automatically display during 9-1-1 calls and are searchable by authorized users
	Smart Chat	Allows telecommunicators to initiate 2-way text message sessions with any mobile caller regardless of registration with Rave911 Suite. Enhances communication capabilities when callers are non-verbal or when calls are abandoned, facilitating an enhanced response.
	Smart Citizen Profiles	Gives PSAPs and first responders access to a 9-1-1 caller's profile: family member info, photos, medical conditions, disabilities, exact addresses, even pet information, to make informed dispatch decisions.
	Smart Notes	Create, annotate, and share secure notes for any telephone number to provide information on prank callers, NSI phones, frequent fliers, transfer histories, and dropped calls.
	Smart Locations	Mapping of home, work, or other registered addresses.
	Rave Panic Button Data Access	Rave911 Suite provides access to Rave Panic Button data. Dramatically reduces response time for 9-1-1, facility personnel, and first responders. Rave Panic Button instantly alerts 9-1-1 and on-site personnel – speeding up emergency procedures. Campus layout and details are shared with first responders and 9-1-1.
	Rave911 Suite Connect	Provide additional data sources to your call takers and first responders. Rave911 SuiteConnect lets PSAPs aggregate and automatically securely deliver additional data to telecommunicators from approved third party sources.
	Rave Alert	As an optional add-on, Rave Alert is the only emergency notification system that is fully integrated with the Rave911 Suite system.

How Rave911 Suite Works



Facilities and Residents build their Safety Profile on a secure and private data repository, registering the life-saving information they want to make available to 9-1-1 in the case of an emergency. When the user initiates a 9-1-1 call from a registered phone number, the data automatically displays on the call takers work station, helping them respond more quickly and effectively.

Scope of Services

A summary of the components of Rave911 Suite being delivered and the services involved in a deployment follows.

Rave911 Suite Components

- > **Rave911 Suite.com citizen registration portal**
 - Hosted, secure web site enabling citizens to register and maintain their profile
 - Unlimited citizens can register and manage their profiles at no cost
- > **Rave911 SuiteFacility.com Facility registration portal.**
 - Hosted, secure web site enabling facilities to register and maintain their profile
 - Unlimited facilities can register and manage their profiles at no cost
- > **Rave911 Suite SaaS XERDS Server**
 - Hosted, secure online extensible emergency response data service (XERDS) that maintains subscriber account profiles and provides results to CPE Server (or Client Workstation app / First Responder Portal) when queried.
- > **Rave911 Suite First Responder Portal**
 - Hosted, secure online portal providing first responder and dispatchers access to subscriber account profiles for active cases based on user id, password and case ticket number (which is generated by Rave911 Suite)
- > **Rave911 Suite CPE Server Software**
 - Software installed on local server which listens to the ALI spill, queries the Rave911 Suite SaaS Server and broadcasts results on the local network to the Rave911 Suite Workstation client.
- > **Rave911 Suite Client Workstation Application**
 - Lightweight application installed on work station that interacts with CPE server to provide call taker or dispatcher with customer profile data via an embedded, pop-up web browser.
- > **Rave911 Suite Administration Portal**
 - Hosted, secure online portal providing administrative functions such as user management and reporting.

Remote Deployment Services

The following remote deployment steps will be performed to implement these components:

- > **Perform the necessary set up and configurations** to track citizen registrations and PSAP usage data for reporting purposes
- > **Facilitate installation** of the Rave911 Suite Client Workstation Application on all call taker workstations (either CAD or Admin stations) on a remote basis.
- > **Perform the necessary configurations** and testing to provide secure access from the Rave911 Suite CPE Server(s) and Rave911 Suite Client Workstation Applications to the Rave911 Suite SaaS XERDS Server.
- > **Work with Client** to remotely install the Rave911 Suite CPE Server Software on dedicated server(s), connect the server via serial port to the CAD/ALI Spill at necessary locations, and make the necessary configurations to ensure proper parsing of the ALI spill.
- > **Perform testing to ensure proper configuration** and handling of profile display on correct workstations
- > **Set up and provide access information** for administrative accounts

Deployment services include the initial deployment of Rave911 Suite. Changes to the customer environment that require an additional installation or configuration will be billed at then current rates.

Training and Support

To ensure successful operation of the system and integration into various state workflows and processes, Rave will provide the following additional training and support services:

- > **Provide training tools** (PowerPoint decks, Administration Guide, etc)
- > **Provide online reviews** as needed for new feature deployments
- > **Provide 24x7 phone and email technical support** as well as 8x5 phone and email support for non-critical support questions
- > **Provide sample SOPs** and FAQ documents

Marketing Services

To ensure maximum community awareness, Rave Mobile Safety will provide the following tools:

- > Marketing manager to conduct onboarding and to help plan Rave911 Suite press launch.

- > Marketing best practices guides and Rave911 Suite outreach materials toolkit including flyers, web graphics, social media graphics, and content for presentations and newsletters and eblasts.
- > Targeted monthly marketing campaigns for community outreach and partners.
- > Support from the Rave911 Suite marketing team that provides best practices, resources, and answers any questions.

Client Responsibilities

This project requires technical and operational support within the client environment as well as marketing support across the supported communities to ensure success. The following outlines expected functions to be performed in support of the Rave911 Suite deployment:

- > **Project management** and executive support
- > **Integration of information** available from Rave911 Suite into the correct PSAP procedures and best practices as well as any training required to ensure proper implementation of those procedures
- > **Support for the technical deployment** providing remote access for Rave Mobile Safety to be able to complete the installation of Rave911 Suite CPE software and Workstation Profile viewer.
- > **Hardware and connectivity.** Client is responsible for all hardware including Rave911 Suite CPE hardware (physical or virtual), firewalls, cables, converters, and splitters.
- > **ANI/ALI Spill.** Client responsible for providing the ANI/ALI spill.

Broad public awareness campaign to ensure citizen adoption. Examples include: inclusion of registration links on community web sites; inclusion of registration reminders in written communications with citizens; email marketing campaigns; and distribution of registration information through community channels such as schools, elderly centers, hearing disabled communities and libraries.