

Roam Secure Alert Network™ CWS Citizen Warning System

Scalable, reliable means to alert tens of thousands of citizens and businesses during an emergency such as a terrorist attack, severe weather, or regional incident.



Keep Citizens Safe and Prepared

Roam Secure launched the first public text alerting system with Arlington County, VA in the aftermath of 9/11 and the first major city, Washington, DC. Four other major metropolitan areas and dozens of cities and counties across the country have deployed the patent pending RSAN CWS as a primary means to reach citizens and businesses.

Text alerting proved reliable when voice failed during 9/11, the August 2003 Blackout, Hurricanes Katrina and Rita, and the Minnesota bridge collapse. This will continue to be the case for any major incident for many years to come. Text is also a more efficient means of reaching people any time, anywhere via the means they choose to communicate (primarily email and SMS.)

RSAN CWS empowers local and state governments to leverage modern technology and quickly send original or predefined alerts and instructions to tens of thousands of residents, such as: "Tornado warning in effect, seek shelter now" or "Metro station closed due to suspicious package." Alerts can be sent in English, Spanish and other languages and can be targeted to specific geographic areas using GIS and Virtual Earth maps.

The alert is sent simultaneously to citizens' email addresses, cell phones, pagers, and other wireless devices, dramatically increasing the likelihood each citizen will receive the message no matter where or when an emergency occurs. Many jurisdictions integrate other delivery media, such as XM Satellite radio and outdoor speakers into RSAN. RSAN supports text-to-speech for easy alert creation and delivery to multiple systems from a single interface. RSAN's two-way communication allows users to reply to alerts such as police crime alerts requesting public assistance. Citizens register themselves and maintain their own contact information. The system can be deployed on-site or hosted in our secure, redundant data centers. An RSAN CWS system can be up and running in no time and is simple to use, manage and maintain.

With experience deploying over 140 text alerting systems for a variety of local, state and federal governments, colleges, hospitals and businesses, Roam Secure's Homeland Security Services Team can tailor a solution to fit your needs. We customize each system to match your jurisdiction's look and requirements, optimize it for best performance and we provide best practices on protocols and ways to drive enrollment and distribution of information to a broad audience of recipients through multiple means of communication.

RSAN – one click, one solution.

Selection of RSAN CWS Customers

Six years in use and counting
95% customer retention rate

- ◆ New Orleans, LA
- ◆ Philadelphia, PA
- ◆ San Francisco, CA
- ◆ Washington DC
- ◆ Alexandria, VA
- ◆ Arlington County, VA
- ◆ Eagle County, CO
- ◆ Fairfax County, VA
- ◆ Gloucester County, NJ
- ◆ Henrico County, VA
- ◆ Jefferson Davis Parish, LA
- ◆ King George County, VA
- ◆ Marin County, CA
- ◆ Montgomery County, MD
- ◆ Newton County, MS
- ◆ Orange County, FL
- ◆ San Mateo County, CA
- ◆ Stafford County, VA
- ◆ Seminole County, FL
- ◆ University of Southern California
- ◆ University of Maryland
- ◆ Villanova University
- ◆ Virginia Statewide Alerting Network



Roam Secure Alert Network Features:

Reliable

- ◆ Over 90 million messages delivered successfully
- ◆ Optimized high volume delivery to carriers, networks, and devices (email, text messaging on cell phones, pagers, Blackberry, XM Satellite radio, outdoor speakers)
- ◆ Confirm user(s) received message via AlertTracker
- ◆ Secure access and alert authentication to prevent spoofing
- ◆ Real-time data mirroring and seamless redundancy
- ◆ Used daily for all-hazards incidents and government eNews updates
- ◆ Proven during 9/11, Katrina and other major disasters

Fast

- ◆ Reach 18,000 devices per minute per server
- ◆ Priority messaging for key personnel
- ◆ Single interface to many groups, devices and systems
- ◆ Quickly group users by easy searching or location via maps
- ◆ Quick alerts for predefined text and groups
- ◆ Automated alerts via RSIX feeds

Easy to use

- ◆ Users self register and manage accounts to keep data updated
- ◆ Rapid enrollment via texting from any cell phone to "411911"
- ◆ Auto scrubber keeps database clean automatically
- ◆ Role-based access, security and management
- ◆ Accessible via any web browser or mobile device
- ◆ Incident pages created in seconds for posting more detailed information
- ◆ Hundreds of thousands of people use RSAN CWS daily
- ◆ Installs on-site or fully hosted

Interoperable

- ◆ Information sharing with Local, State, and Federal RSAN systems
- ◆ Automated alerting (weather, traffic, amber, tsunami, flash floods)
- ◆ Integrated with voice systems, outdoor speaker systems, message boards, GIS
- ◆ Works with all cell phones, email, paging, smart phones, IM and other media
- ◆ CAP-compliant and 508 compliant for people with special needs

How is RSAN-CWS used?

Terrorism Early Warning System

Crime alerts, tip collection, and lookout notifications

Severe weather alerts and instructions, such as hurricane evacuations, snow emergency plan notifications, tornado watches and warnings, wildland fires and flash flood warnings

School closing notifications

Power outage and restoration notifications

Life safety messages, such as "Shelter in place" or "Lockdown"

Road closings and traffic updates

Citizen volunteer coordination, such as requests for 4-wheel drive vehicles for hospitals during snowstorms

Communication and coordination with neighborhood watch and other community groups

Notify regional building managers and hotels to coordinate emergency procedures

Follow-up instructions in all situations, such as "You may return home" or "Proceed to nearest shelter"

Routine notifications and information exchange

Distribute targeted information to certain neighborhoods

Send alerts in multiple languages

Issue alerts from neighboring jurisdictions via RSIX – your system becomes THE place for public safety information in your community

