



Growing Integration with Intelligent Software

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MAXxESS

 InSite



Today's Presenters

- Nancy Islas, President, Maxxess Systems
- Kevin Phillips, Sergeant & Emergency Operations Center Coordinator, Santa Ana Unified School District
- Camille Boden, Director of Risk Management, Planning & Intelligence, Santa Ana Unified School District



Introduction

Today's Topic: Growing Integration with Intelligent SaaS.

Traditional business systems do not provide an effective means for organizations to coordinate their response to unplanned events

Today's Intelligent SaaS provides coordinated security by not only integrating systems onto one platform but also:

1. Connecting people and adding human sensors.
2. Enriching all types of systems features
3. Adding external intelligence



Unplanned events are a significant business issue

Every company has unplanned events occurring daily that need to be addressed quickly

Employee & Customer Safety

Organizations have a duty of care to provide their stakeholders with safety when it comes to their health, information and financial profitability.

"Thinking back to the critical events your organization has faced in the past 24 months, how severe was the impact overall in each of the following categories?"

■ Severe or large impact



Base: 214 critical event management and operations executives in the US at enterprises with global operations
Source: A commissioned study conducted by Forrester Consulting on behalf of Everbridge, September 2018

Source: Forrester.com

Operational Efficiency

Intelligent SaaS provides early action allowing organizations to deal with unplanned events when they are manageable before they spread and become too costly.

CRITICAL EVENTS

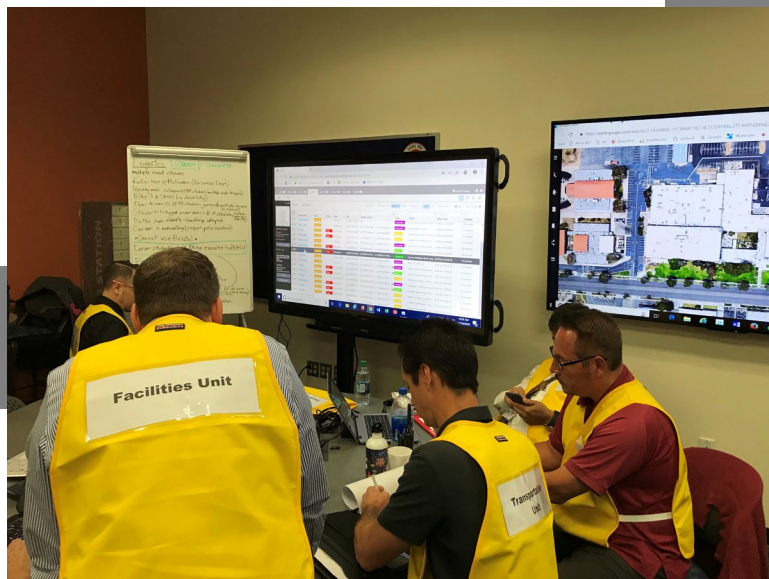
Natural disasters, cyberattacks and workplace violence. Each critical event costs businesses.



today's organizations incur an average of 2 CRITICAL events per year

Evolving Threats

- Active Shooter
- Unauthorized Access



People Management

- Incoherent Reactions vs. Coordinated Responses

Singular siloed solutions make it difficult to combat evolving threats

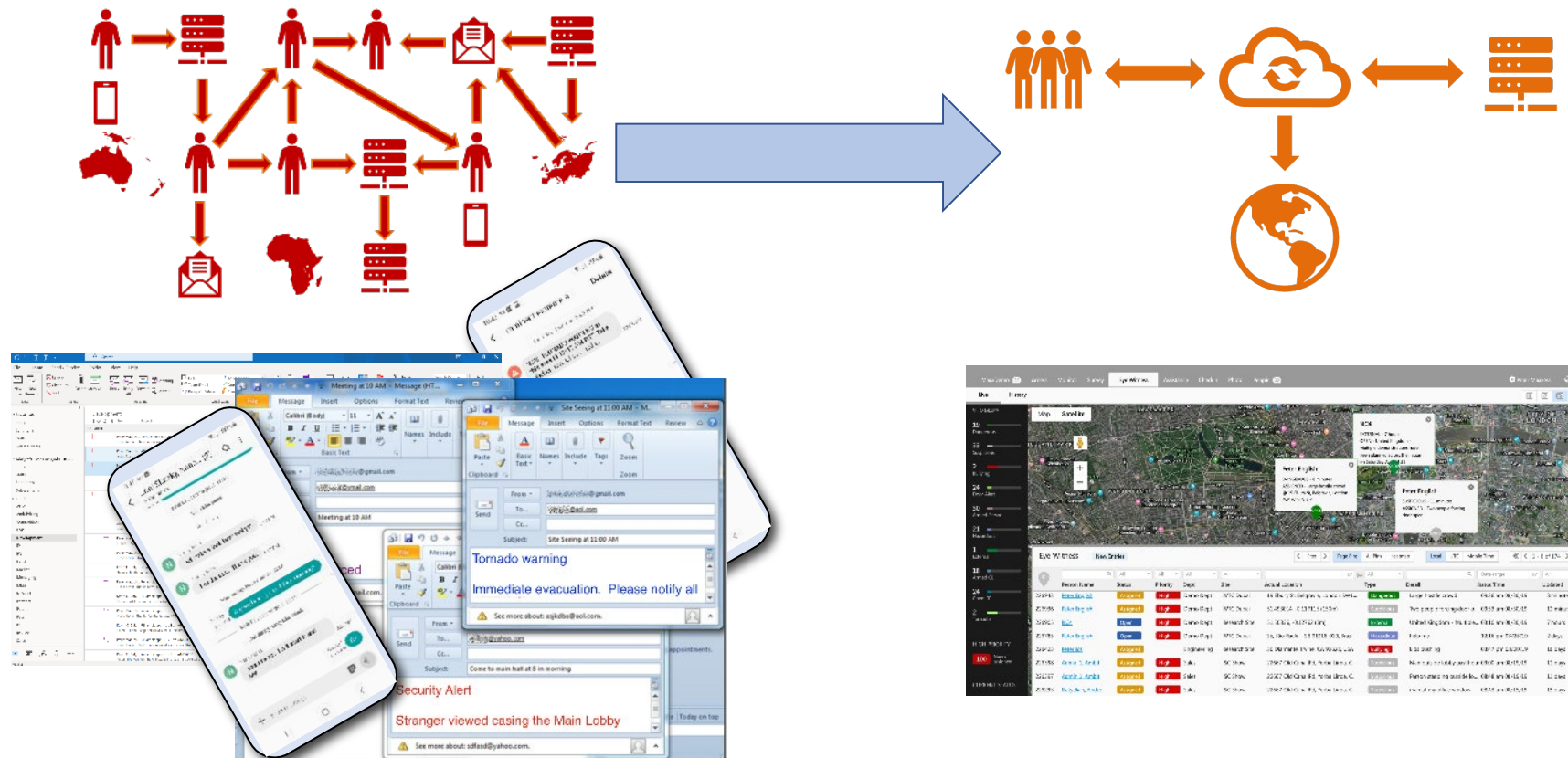


Infrastructure doesn't address issues in a unified way

Enhancing New & Legacy Tech with Intelligent SaaS



Intelligent SaaS Replaces Incoherent Reactions with Coordinated Responses



Customer Success-EDU



Santa Ana Unified School District has improved response times with its 60 sites with approximately 55,000 people. SAUSD recently partnered with InSite to deploy a powerful new security and operations solution that leverages the power of their people and systems to maintain comprehensive communications and coordinate their emergency management and operations.

- Critical Event Management
- Response Coordination
- Mobile Panic Buttons
- Incident Reporting Tool
- Situational Awareness
- Marquee Extension
- Motorola Radio Extension
- Two-Way Communications
- Emergency Notification
- GPS Location Technologies
- PA Systems Extension
- Training Extension
- Link to Police Department

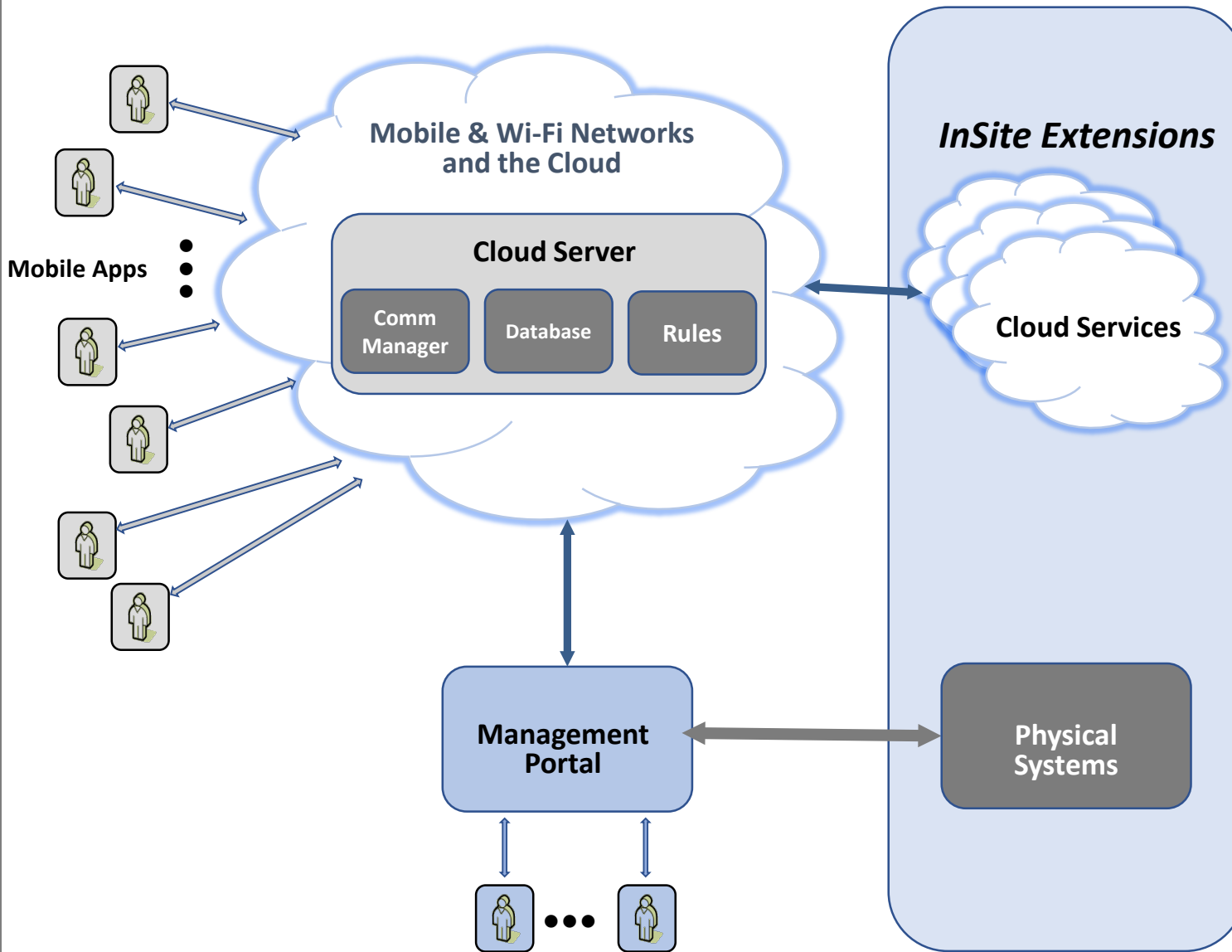


How Does Intelligent SaaS Improve Organizations?

- Gathers Big Data or external intelligence services
- Provides coordination of your people and systems through reporting, notifications and trusted messaging
- Combines your systems, people, data integration onto one platform to minimize the impact of unplanned events
- Total Awareness using location capabilities
- Achieve your organizations goals: More efficient coordination and early action to limit problems before they become too large

Characteristics

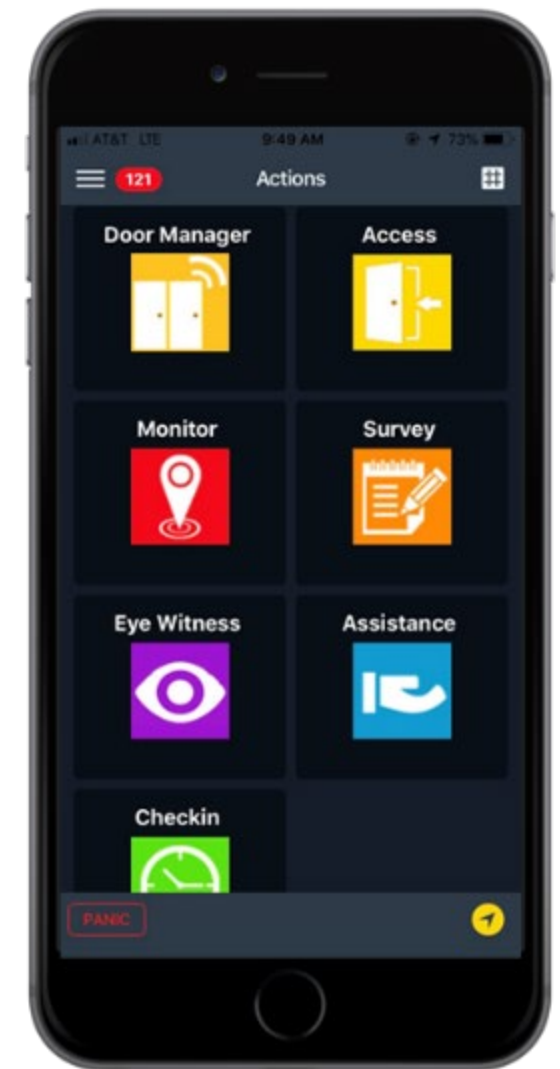
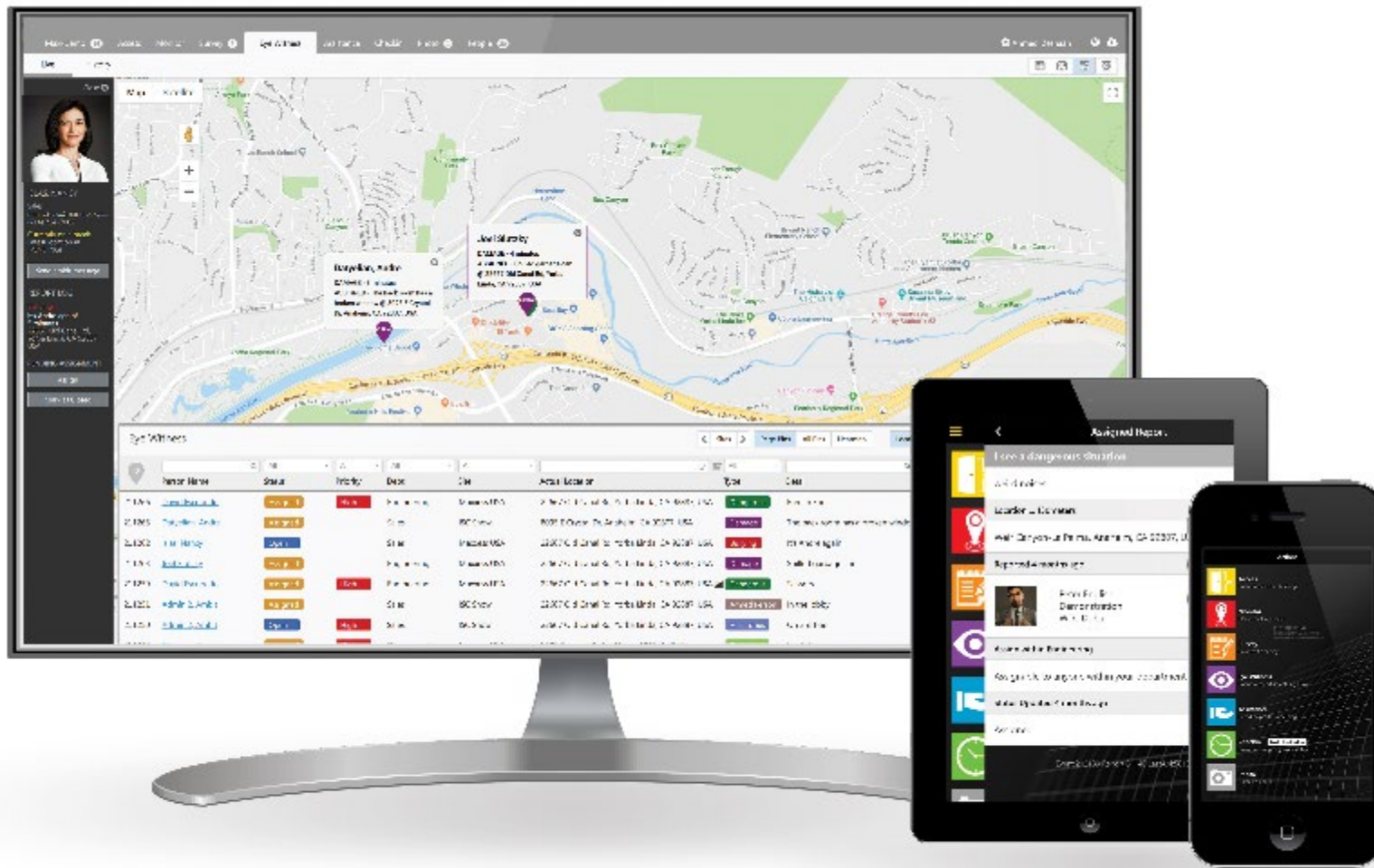
- Dedicated to the organization
- Secure & authenticated messaging between the organization and its people
- No impact on organizational IT or networks
- Utilizes existing personal mobile devices
- Potential for extensive integration:
- Internal [networked]: Security, HR, IT
- External [Cloud]: GIS, national authorities, database services, first responders



InSite Components

- **How are people tied in?** – on existing personal mobile devices of the covered personnel
 - Ex: Communicating safety plans during a critical event
- **Cloud Services**– integrate information including big data or external intelligence connections
- **Physical Systems**– enhance existing systems features by bringing them onto an intelligent SaaS platform
 - Ex: Initiate a lockdown of your doors from the mobile device in the case of an active shooter

Unlike a PSIM, InSite functions for operational efficiency.



Intelligent SaaS: Easy To Implement

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Questions?



Brought to you by: Maxxess Systems, Santa Ana Unified School
District & SIA (Security Industry Association)

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Thank You!