



The Power of We™

Avaya Notification Solution for State, Provincial and Local Governments

Provide real-time communications when every second counts

How fast can you respond?

Your city's 9-1-1 call center suddenly receives a flood of calls about a traffic accident involving a spill of possible hazardous liquids. A downtown building fire emits a cloud of toxic fumes that the wind blows toward businesses and residences. An airliner contacts your local airport for an emergency landing. A community health department is inundated with long lines of people requesting flu vaccines and the department is running short on supplies and staff. What should first-line responders and the public do? Will your emergency management agency have a practical way of communicating to your constituents and stakeholders across all hazards?

The expectations of governments and public agencies have never been higher. Citizens and key constituents demand not only reliable services for their tax dollars, but also a high degree of information and protection during public emergencies. Meanwhile, employees of these entities require detailed information to do their jobs in a timely and efficient manner.

Forward-thinking government agencies are looking to next-generation communications solutions to address these issues – systems that are flexible and powerful enough to support both routine activities and urgent situations.

Traditional emergency notification systems can help in some ways, but may not be adequate in an era of mobility and social media where communication choices through Voice over IP (VoIP), instant messaging (IM), SMS, Facebook and Twitter may be preferred. Some are proprietary systems so they don't integrate easily, if at all, with modern communications technology such as IP Desk Phones or IM clients. These and other shortcomings may prevent the type of collaboration and information-sharing that is so vital to emergency management in achieving positive public safety outcomes.

A better way with Avaya Notification Solution

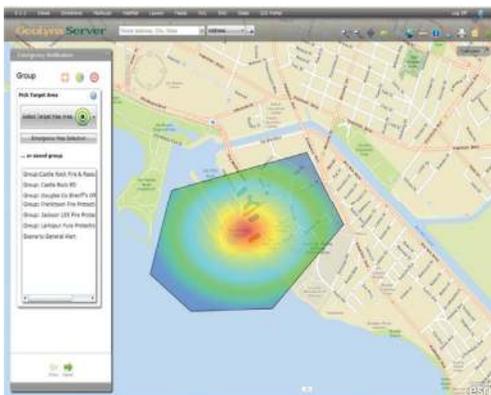
With the Avaya Notification Solution, government agencies concerned with public safety and health can inform first-line response teams and members of the community who have a "need to know" about a pending emergency or other situation. Key stakeholders have the ability to direct individuals on what to do, collect and aggregate summary responses, and – through conferencing technology – offer the option of placing first-line responders into a collaborative audio conferencing environment.

At the touch of a button, authorized agency employees can issue vital information and instructions so team members know where they are needed, what to expect and what

needs to be done. The solution provides confirmation that responders have received notification and are pursuing their assignments.

Avaya Notification Solution can deliver:

- **Geospatial Notification** – using Geographic Notification technology*, select on a map the contacts and assets you wish to notify. Specify regions through Polygon selection or Circular Radius selection and Geospatially sort the order in which they are to be notified. Render location pertinent information from Federal Emergency Management Agency (FEMA) Common Alerting Protocol (CAP) compliant messages. Implement the US Department of Transportation’s Emergency Response Guidebook (DOT ERG) Protective Action Zones. Take advantage of the US Environmental Protection Agency (EPA)/ National Oceanic and Atmospheric Administration’s Aerial Locations of Hazardous Atmospheres (NOAA ALOHA) technology for determining the most effective course of action in response to hazardous materials spill.



- **Speed, Scalability and Capacity Notifications** – notify two or three first-line response team members or tens of thousands of community members in real-time.

- **Pre-scripted or Pre-recorded Messages** – whether it’s a catastrophic accident, devastating weather event, or act of terror, we cannot predict when and how disasters will strike. Enhance your preparedness before an incident occurs or ahead of a scheduled event by creating pre-scripted or pre-recorded messages and specify the list of contacts to whom the messages will be sent.
- **Multiple Ways to Trigger Notifications** – when an incident occurs, trigger the notification through a web portal, by placing a call, or sending an email. Notifications can also be triggered automatically from a third party system. Message broadcasts can be scheduled to execute at a later time.
- **Diverse End Point Notifications** – place notification calls to agency phones, home and business phones, and wireless phones. Send messages through SMS, email, and instant messaging clients. Enable text messages to be converted to audio (TTS) for play during a notification call. Broadcast to overhead speakers and horns. Display on digital signage. Send updates to social networking sites.
- **Voice Mail or Answering Machine Detection** – automatic detection of an answering machine at home and agency locations including the option to leave a voice mail message. Allow contacts to call back to listen to missed notification messages.
- **IP Phone Zone Paging and Speakers/Horns** – within the agency, define zones of IP phones and broadcast audio and/or text messages, audible through the phone’s speakers and visible in the display window.

- **Conferencing and Collaboration** – using the conferencing service provided with the system or by configuring the system to leverage third party conferencing and collaboration services, broadcast messages can be configured to seamlessly bring key stakeholders into a real-time audio conferencing bridge.
- **Notify and Meet Me Conferencing** – through a group inbox, allow authorized users to set up a Meet Me Conference bridge, allowing contacts to be notified and to dial into the system and be placed into the bridge.
- **Detailed Reporting** – real-time insight into who has been notified and if they have responded – how they responded, at what time and from which device. If leveraging the conferencing capability, know which responders are on the conferencing bridge, when they joined, and when they left. Summary and detailed reports are available through the Web Portal as web forms and as PDF reports. For customized reports and analytics “raw” data is also available for download in Comma Separated Values (CSV) Format.
- **Partitioning** – allow different departments and related agencies to work within their own private partition, yet utilize a single system, leverage similar scenarios and share a common resource.
- **Web Portal Application** – for ease of administration, operations and management of the system.

Benefits from leveraging the Avaya Notification Solution can include:

- **Risk Mitigation** – provide public safety workers with the tools to effectively take control when an unplanned incident or threat looms and your

organization needs to respond.

- **Compliance** – broadcast relevant messages to specific individuals or contacts according to their roles, responsibilities and authority or according to the organization's policies.
- **Reporting** – capture and consolidate message broadcast responses, see who was able to respond and when, and conference in multiple parties for real-time management of first-line responders and assets.
- **Situational Awareness** – gain visibility into how your organization is responding in real-time. Call and page first-line responders, agency workers and homes.
- **Lower Total Cost of Ownership** – leverage a single system for alerts, overhead paging, responding to emergency incidents, routine business notifications and leaving messages with citizens.

The Avaya difference

When lives are on the line, critical facilities are threatened or security is undermined, technology plays a key

role in supporting emergency management. But an effective notification solution should encompass much more. It should consider your existing environment, policies, procedures and workplace design. It should leverage existing resources wherever possible and reinforce proven processes. And, bottom line, it should be about getting the right information out to the right people at the right time.

Avaya consultants and advanced solution architects work with government organizations to understand their environment and how its unique characteristics influence the configuration, design and installation of the Avaya Notification Solution for Governments. Working within the parameters of your existing infrastructure, we guide you through critical decisions about deployment, timing and activation of the system. We deliver comprehensive formal training and documentation, and we offer knowledge transfer every step of the way.

In an increasingly complex world, it's not just a matter of if an emergency will occur — it's a matter of when and,

more importantly, what type.

Government has the responsibility to provide the best and most comprehensive response planning possible, along with effective communications when an event does take place.

Be prepared for virtually any scenario by choosing the Avaya Notification Solution. With our extensive knowledge of emergency planning and the flexibility and ease of use our solution offers, you may not be able to prevent a crisis, but you can rest easy knowing you have the ability to protect your citizens and your personnel.

Learn More

To learn more about the Avaya Notification Solution for state, provincial and local governments, as well as Avaya Global Services, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at www.avaya.com or www.avaya.com/usa/product/avaya-notification-solution.

A powerful, closed-loop solution for urgent communications

The Avaya Notification Solution can help government organizations address the operational challenges they confront or need to be prepared for every day.

- **Public safety** – If an inmate escaped from a correctional facility, could you immediately notify nearby residents, businesses and other law enforcement agencies? Often in these situations, the people closest to the situation, and most at risk, can be among the last to know. The Avaya Notification Solution can provide the closed-loop network that allows essential personnel to receive and respond to urgent situations and help provide more timely responses.
- **Airport operations** – With today's airports in near-constant operation, they need to update internal and external audiences frequently and immediately. Using the Avaya Notification Solution, an airport can notify stakeholders – from airport employees to government agencies to the airlines themselves – about status, operating conditions, pending threats and critical events.
- **Statewide agencies** – In recent years, governments have grappled with rapidly spreading health issues, including outbreaks of the West Nile virus and swine flu. The Avaya Notification Solution enables seamless, real-time sharing of relevant information about these and other serious epidemics with the public, local and regional hospitals, health agencies, and other government agencies.

Technical Specifications

Administrative, operations and management capabilities are delivered via the Avaya Notification Solution Web Portal, a web-based workflow application supported by industry standard internet browsers listed below.

Delivered as on-premise software solution, Avaya Notification Solution is supported on Red Hat Enterprise Linux. It is also supported on Virtual Machine (VM) technology.

Recommended Supported Server Specifications:

- 32-bit Redhat Enterprise Linux version 5.x (5.4 and above but not 6.x)
- 64-bit RHEL 6.x (6.4 through 6.7)
- 8 logical CPU cores, Intel or AMD 2.5Ghz, (or higher)
 - 16 GB RAM min
- 300 GB redundant storage
- For an HA configuration, 2 servers are required
- Supported Virtual Machine (VM) – dedicated VMware's ESX 4.0 or higher

PBX and Communications (Voice call notification)

- Avaya Aura® Communication Manager 5 and above
- Avaya Communication Server 1000 5.5 and above
- Avaya IP Office Release 6 and above
- Avaya Aura® Session Manager*
- Avaya Aura® Session Border Controller*

* Optional

Internet Web Browsers (Avaya Notification Solution Web Portal)

- Microsoft Internet Explorer (IE) version 7 and 8
- Mozilla Firefox
- Google Chrome

Basic Supported Services:

- SMS
 - » Short Message Peer-to-Peer (SMPP) 3.4
 - » Multi-Tech MultiModem GPRS MTCBA-G-F4 Wireless cellular modem
- » Clickatell - Communications Provider, Bulk Messaging Services
- E-mail
 - » Microsoft Exchange 2007 or later
 - » Simple Mail Transfer Protocol (SMTP)

Optional Supported Services:

- Directory Servers
 - » LDAP version 3 (Microsoft Active Directory and OpenLDAP)
- IP Devices
 - » Avaya 4600 and 9600 series IP Deskphones
 - » Avaya 1100 and 1200 series IP Deskphones (UNISim 5.0)
- Instant Messaging
 - » IBM Lotus Sametime Connect 8.5 and above
 - » Openfire 3.6 and above
- Speakers/Horns
 - » Cyberdata Speakers/Horns
 - » Atlas Sound Speakers/Horns
 - » Speaker (Public Address) systems interoperability tested with PBX
- External Audio Conference Bridge
 - » Avaya Meeting Exchange 5.2 SP1 and above
 - » Any third party conferencing services

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com.