



# PUBLIC SAFETY SOLUTIONS OVERVIEW

Communication Software for Mobility, Efficiency,  
and Safety



# DECADES OF EXPERIENCE IMPROVING PUBLIC SAFETY RESPONSE WITH ADVANCED COMMUNICATIONS

For decades, Spok has been providing critical communication solutions which help organizations integrate technology, automate processes, consolidate operations, and standardize communications. Spok delivers smart, reliable communication solutions to help protect the health, well-being, and safety of people around the globe.

We've honed our expertise in critical communications through years of working with federal agencies, military bases, colleges and universities, and local public safety answering points to develop and implement technology solutions which increase the safety of all visitors, staff, and guests of our customers.

## SPOK'S NEXT-GENERATION 911 (NG911) INITIATIVES

Estimates are that as much as 70 percent of 911 calls are made from cell phones. Those seeking emergency assistance via cell phone want to text details about the situation—or submit photos. They also want to have text-based chat sessions with 911 dispatchers instead of making a voice call. Support for NG911 will enable 911 call centers (PSAPs) to receive not only voice calls from both landlines and cell phones, but also SMS-based text communications and photos that will help dispatchers provide as much detail as possible to those responding.

Spok is a member of the National Emergency Number Association (NENA) Long-Term Working Group on NG911 customer premises equipment (CPE). Spok is also actively redesigning the core attributes of its 911 dispatcher console with NG911 capabilities to address the changing scope of 911 dispatch and response brought about by cell phones and video. We will continue to lead in this venue by providing the proper NENA 08-003 compliant solutions for the future. Our goal is to help upgrade the 6,600+ PSAPs in the U.S. and the 1-1-2 EENA program in Europe to become NG911 sites. Spok will also continue to pursue the J1TC certification our public safety products have long held.

## THE FULL NG911 SUITE WILL SPAN:

- SMS texting
- Video
- Emergency notification
- ESInet components
- GEO-spatial software
- ALI distribution
- Enterprise and hosted customer premises equipment (CPE)
- Mapped ALI PC and web
- Enterprise IP recording

# MANAGING TODAY'S SOURCES OF INFORMATION

GIVEN THE SERIOUS NATURE OF YOUR ORGANIZATION'S ROLE, SPOK HELPS YOU CREATE A HIGHLY RELIABLE COMMUNICATIONS INFRASTRUCTURE THAT SUPPORTS YOUR ABILITY TO CREATE AND MAINTAIN A SAFE ENVIRONMENT.

## A HIGHLY SECURE SYSTEM IS REQUIRED

Communications may include classified and time-critical information, meaning encrypted messages are often needed in addition to processes tested for rigid security.

## TRACEABILITY/AUDIT TRAIL IS ESSENTIAL

It's paramount to have traceability of events, resources, and actions that occurred during a time-critical situation, so having a full audit trail of communications, people involved, and the information exchanged is of high importance.

## EMPHASIS ON PAGING/MESSAGING TO A VARIETY OF ENDPOINTS

The number and type of communication devices that staff members use are ever increasing with today's technology, resulting in the potential for confusion over which device someone is using at a particular time or place. Therefore, many organizations are turning to solutions that allow them to find the right people immediately—regardless of which communication device they may be using.

## HIGHLY MOBILE WORKFORCE

Most security personnel and first responders are constantly on the go and not always near a desk phone to receive messages or notifications. So there is a tremendous need for reliable, critical notifications—on the right device, with the right information, and to the right person.



# SOLUTIONS OVERVIEW

Spok solutions streamline operations and save money and resources while improving the speed and quality of your communications, yielding more out of your technology and staffing investment. The following applications provide solutions that function on a stand-alone basis or as an integrated component within your communications environment.

## ENHANCED 911 (E911)

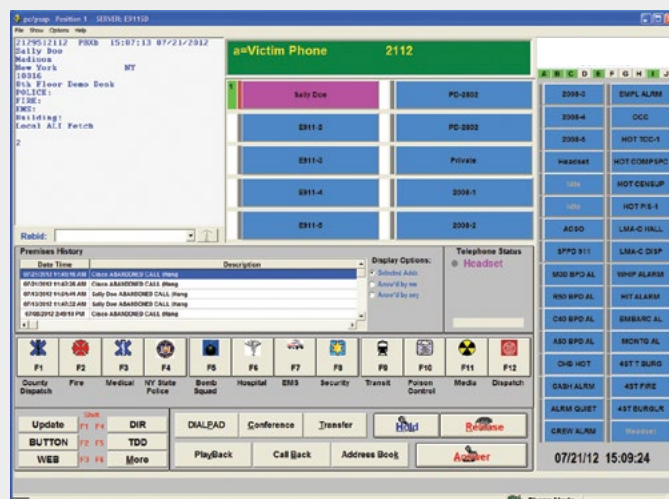
Direct emergency personnel to a 911 caller's exact location, helping to ensure speed, accuracy, and reliability. Reassure employees, staff, and visitors that your organization is taking the ethical and legal steps to help maintain a safe working environment. Spok's enhanced 911 solutions give you the tools you need to protect your most valuable asset: your people.

Currently, the phone systems of many large facilities transmit only the main billing phone number to the 911 answering point—not the 911 caller's exact phone number and matching location (building, floor, room). By providing only the main billing number, the 911 answering point can only derive the main billing address of where the trunk line is located, which in the VoIP world may be in another building, campus, or state—but not where the actual emergency caller is located.

Spok's E911 solutions make sure the exact location of the 911 call—not just the billing address—is passed to the 911 answering point (PSAP). In the case that the caller cannot provide his or her location information, you'll know the software has it taken care of, allowing first responders to quickly reach the emergency and avoid confusion about where to direct the appropriate response resources.

## 911 CALL CENTER OPERATIONS/PUBLIC SAFETY

Enable more accurate and faster emergency dispatching by giving your public safety answering point (PSAP) call-takers the speed and flexibility to field emergency calls. Give PSAP call-takers an easy-to-use, standards-based graphical interface that integrates with the underlying phone system, database utilities, mapping systems, and other resources. This puts critical information and tasks at the call-takers' fingertips. Police, fire, EMT, and hazmat personnel can be instantly involved in the call with a single click of the mouse or touch of the screen.



The Spok call-taking and dispatch solution





## EMERGENCY NOTIFICATION

In an emergency, every second counts and lives are at stake. Liability could increase with every delay. Manage time-sensitive communications with Spok's emergency notification system, which initiates, monitors, and manages emergency notifications of all types. It automatically delivers messages, collects responses, escalates to other personnel if needed, and logs all activities for reporting and analysis. Notifications can be initiated via web or phone and can be sent to various devices, including phones, smartphones, pagers, email, and fax.

Those with specific roles within your emergency response plan need specific information—not just a common alert message. The Spok system allows you to turn your business continuity plans into message templates specifying the people to be notified and involved, which communication device(s) to be used, and the time period in which individuals or groups must take action before the message is escalated to the next person or group. Deliver the right information to the right people at the right time for any critical event to keep safety high.

## ALARM MANAGEMENT

Effective technology that integrates once-disparate systems in ways that improve response time and safety is vital for efficient public safety communications. Spok's alarm management solution integrates alarm systems such as fire detection, door alarms, and security/duress systems to the mobile communication devices your staff carry, including Wi-Fi phones, pagers, smartphones, and other technology. Providing the correct personnel with immediate notifications, including a full audit trail of bi-directional communications flow, allows for fast action and minimizes potential damage, litigation, or losses.

## SECURE SMARTPHONE MESSAGING

In today's digital world, data security and information integrity are priorities for local as well as national security. The same is true for the critical messages and notifications sent throughout your organization. You can leverage the latest devices with strong attention to security using encrypted messages sent to your staff on smartphones like the BlackBerry®, Android®, and iPhone®. These messages are encrypted on the 'send' side as well as the 'receive' side, helping to ensure private messages stay that way.

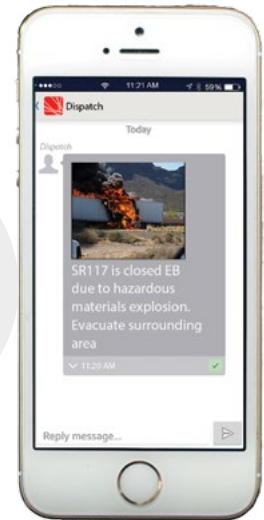
This functionality separates critical messages from less important emails or SMS messages using a password-protected inbox. It also provides a full audit trail of delivery receipts for accountability. Message recipients have the ability to actively acknowledge messages and also respond using free-form text, which is kept with the original message in the system log for continuity purposes.

## CALL RECORDING

Easily record, monitor, and score your call center operators' conversations to better manage calls, provide focused training, and improve customer service. Spok's call recording solution records all calls in and out of your contact center, simultaneously enabling supervisors to monitor agent conversations in real time. The solution suite provides tools to score agents' call handling performance in a number of categories. The result is a clear view of how to improve the quality of the customer experience through individualized training.

## SPEECH RECOGNITION

Enable your organization to process routine phone requests including directory assistance, internal calls, messaging and paging—independent of live operators and with more ease-of-use than touchtone. Most organizations can effectively manage up to 95 percent of their day-to-day incoming call traffic without operator assistance, freeing specialized resources for callers who truly require human assistance.



# WHAT SPOK CUSTOMERS SAY ABOUT THEIR SOLUTIONS

➤ “Our activation time—the time it takes from when we receive a call until we initiate an emergency response—has dropped from an average of five to 10 minutes before we had the system, to about 40 seconds.”

Kim Gutwin  
Superintendent  
Regional Communications Centre  
Regina Qu'Appelle Health Region

➤ “It was a simple decision to work with [Spok]. I spoke with several customers before purchasing and only heard positive things. The [Spok] solution provides the level of reliability needed for the township's emergency communications now and into the future.”

Christopher Smith  
Network Administrator  
Stafford Township Police Department

➤ “Having a phone system [with E911] that's reliable is a key way for us to make sure our students, staff, and visitors are as safe as possible.”

Clay Cottles  
Technical Services Manager  
Mesquite Independent  
School District

➤ “The Police Department is the center of the university from a life safety standpoint. We have to be responsive, and [Spok®] pc/psap is key to our efforts. It adds more flexibility in how we communicate.”

Tom Ball  
Manager of Voice Engineering  
Cornell University

➤ “We're not a regular city with regular streets. In cases where we don't have a building address, we can include data such as the 'pathway between the bridge and the walkway' so responding officers know precisely where to go.”

Jeanine Edwards  
Supervisor  
UC Berkeley Communications Center

➤ “Looking to the future we want to be able to handle text, images, and video, and [Spok] is preparing for that.”

Lieutenant David J. Niland  
Technical Services Division  
Commander and SWAT  
Commander for the City of  
Clifton Police Department



## ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

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