



# SPOK<sup>®</sup> e.NOTIFY

Enabling Sophisticated,  
Efficient Incident Management



# ENABLING SOPHISTICATED, EFFICIENT INCIDENT MANAGEMENT

## ARE YOU PREPARED FOR AN EMERGENCY?

In an emergency, minutes can be the difference between life and death. Or the difference between a minor incident and a disruption that could cripple your business or institution. Are you confident that the right people in your organization can be connected with the right information efficiently and effectively?

## THE RIGHT SOLUTION

Spok® e.Notify supports efficient, effective communications during an incident. Many systems notify scores of people that an incident has taken place. Spok e.Notify, however, goes far beyond this to help manage the two-way communication during an incident. With this powerful solution, you can deliver and collect the right information to and from the right people at the right time, according to your own best practices. And if that doesn't go as planned, Spok e.Notify makes sure the management continues by escalating the communication to the right person or group. During the event, Spok e.Notify is also busy managing all the information and presenting it on web-based, real-time monitors for meaningful reporting and analysis.



## FROM THE RIGHT COMPANY

For decades, Spok has been helping organizations like yours automate, centralize, and standardize critical communications. With thousands of enterprise-level installations currently in place, Spok's proven technology platform, applications, and expert services support many of the most vital communication systems and processes in the world.

# SPOK e.NOTIFY: A BETTER WAY TO HANDLE EMERGENCY COMMUNICATIONS

## NOTIFICATION AND RESPONSE

Sending mass phone or email notifications is just the beginning. Those with specific roles within the response plan need specific information—not just a common alert message. How do you know which people have received the message, and whether they'll respond? How do you gather critical information required to accurately and effectively manage the response? The number of possible interactions, dependencies, and scenarios can be overwhelming. This is not the time to learn you need a notification system or that the one you have has serious limitations. With Spok e.Notify, you'll be in control of communications when your organization must successfully manage a critical event according to your business continuity plan, disaster recovery plan, the National Incident Management System (NIMS) standards, or the Healthcare Incident Command System (HICS) standards.

## AUTOMATION FOR BUSINESS CONTINUITY

The Spok e.Notify system supports 24/7/365 readiness for any notification need. It monitors systems, sensors and alarms, automates calling trees, improves critical staff response time, and eliminates reliance on three-ring binders and manual decision-making in times of stress—freeing your personnel for other important tasks. Spok e.Notify lets you turn your continuity plans into message templates specifying the people to be notified and connected with, which communication device(s) to use and the time period(s) in which individuals or groups must take action before the role, task or message is escalated to the next person or group.

## READINESS FOR ANY DISRUPTION

The Spok e.Notify system is ideal for major disasters, but also for more frequent situations that cause business disruptions—from phone and network outages to power interruptions, staffing shortages, fire, inclement weather, and traffic slowdowns.

## DESIGNED FOR MISSION-CRITICAL USE

The Spok e.Notify system resulted from years of partnership between Spok and industry-leading customers. The system is a true enterprise solution enabling customer-specific configuration of processing power, IT network environment, and application capabilities to meet and exceed the most extreme requirements. In addition, the system has been specifically designed and field proven to perform within global enterprise-wide deployment configurations that require exceptional availability, security, and performance where tens of thousands of unique and targeted interactive communications are processed in minutes.

# SPOK e.NOTIFY: BEST-IN-CLASS CAPABILITIES

## WITH SPOK e.NOTIFY...

- Define notification procedures on the fly or via standard templates. This kind of flexibility lets you grow the solution to your changing needs.
- Create unlimited templates and scenarios. Spok e.Notify comes with easy-to-use wizards so you can build the exact kind of template you need to manage communications with individuals and groups.
- Manage the incident the right way. Based on the type of incident, communicate with any number of people, devices, on-call personnel or response groups.
- Make sure your message is delivered by sticking to your best practices escalation rules. This allows you to deliver notifications to any communication device, including desk/cell/smartphones, pagers, email, and fax using industry standard protocols.
- Close the loop by collecting recipients' responses to any number of questions with full, two-way interaction.
- Automatically send subsequent notifications based on respondents' answers, ensuring all tasks are completed.
- Gain insight into incident management by leveraging reports and real-time monitoring of all notification and response actions. Such information enables you to have keen situational awareness.
- Terminate notifications manually or automatically based on a variety of rules and responses received.
- Accommodate individuals who need to make themselves unavailable for a time period with a recipient-level opt-out capability.
- Provide end user recipients with the ability to define their own schedules, time zones, and associated personal preferences on how they should be contacted.



## SYSTEMS THAT ARE HOSTED, ONSITE, OR BOTH

Installing a Spok e.Notify system within your own network will provide you with the utmost in flexibility, control, and system ownership. This is the ideal solution for users who have everyday notification requirements in addition to emergency planning needs.

Spok also offers the Spok e.Notify Hosted Service, which provides web-based notification capability with no equipment needed at customer sites. This model allows customers to benefit from Spok e.Notify as a service. Spok allots system resources for each hosted service customer, with all required hardware and software services residing within Spok facilities. The hosted model provides the same application functionality provided by the customer premise platform.

Or choose a blended approach with primary functionality on your premise and at Spok's hosting facility as a standby for system redundancy.



# FULL, TWO-WAY CONVERSATIONS

## HOW IT WORKS

### Notification

Spok e.Notify enables you to build lists of people or organizations to be notified for any type of event based on their role. Each list or individual is associated with one or more notification methods, including pager, email, fax, print, overhead page or phone call. For each group and/or individual, you can specify the order in which people should be contacted and—if the first group does not respond in the specified amount of time or with the response desired—when additional individuals should also be notified. The notification can be sent to any or all recipients simultaneously or sequentially, the content of the message altered and the response contact location changed at each step of the notification. To ensure the right people are notified the first time, Spok e.Notify allows the end user to select and control the notification device.

### Automated Response Processing

When a recipient answers or responds to a notification, the system prompts the respondent for the desired information and determines if notification should continue or be escalated. You can set thresholds which can trigger a variety of actions as defined in your response and action plan.

The system will present any number of questions to the recipient and provide instructions for valid responses. For a code event, for example, recipients might be required to enter the time that they could arrive at the facility. The system records the responses and takes the appropriate action.

## SPOK e.NOTIFY HELPS YOU COMPLY WITH INDUSTRY GUIDELINES

Organizations with emergency and business continuity teams require fast notification and interactive communications when an incident occurs. Spok solutions help you comply with industry mandates and guidelines, such as the Hospital Incident Command System (HICS) and National Incident Management System (NIMS) initiatives. Spok e.Notify has been specifically designed to support components of your NIMS and HICS guidelines, such as:

**Logistics** — Spok e.Notify enables the capturing and automated completion of time-consuming and critical tasks by communicating interactively with individuals and groups with information about meetings, tasks and assignments. The system can ask them to reply to one or more questions, and can escalate to alternate individuals or groups based on responses received.

**Planning** — By capturing detailed plan information including role assignments, schedules, preferences, contact lists, rules, and parameters into the online Spok e.Notify platform, you can centrally capture your communication plan in a paperless system that can be accessed by authorized personnel from any location, and can be kept constantly up to date.

**Finance** — Spok e.Notify not only helps mitigate potential risks by supporting accurate and efficient communications, but it can also free resources to perform more immediate, critical tasks. Standard, pre-approved messages, accurate escalation rules, and the ability to intelligently interact with key personnel are all key factors to successfully handling an incident while managing costs.

**Operations** — Efficient emergency operations within the organization as a whole center on the ability to efficiently communicate with accuracy on a timely basis, while offering complete flexibility as events unfold.

## ESCALATION AND STATUS PROCESSING

Spok e.Notify dramatically increases your ability to get responses to a notification by allowing you to specify device and notification group escalation. It also takes into account recipient information residing in the Spok system—including personnel records, status, exception, and on-call information—thus increasing the probability of contacting the right recipient via the appropriate device on the first try.

Exception information is checked to see if the recipient has coverage specified; the notification may be sent to a different individual. On-call information is referenced to determine who is responsible for a given function at the time of the event. Status information helps determine which pager should receive the notification.

The system's ability to notify multiple devices further increases the probability of contacting a recipient. If a response is not secured from one device, the system will automatically escalate to the next device or the first device can be repeated.

Finally, each step of a notification is associated with an individual or group, and if the number of desired responses is not achieved from the first group, the system will automatically escalate to the next step and group. Preconfigured delays and decision points can also be built within a segmented or common response plan.

Some emergency situations warrant all individuals to be notified immediately, bypassing predetermined escalation rules. Spok e.Notify allows an event owner to “blast all” devices, ensuring all individuals receive the message quickly and without delay.

## SYSTEMS INTEGRATION

Standard interfaces enable seamless integration to key business systems so that response plans and people within your organization are notified immediately when critical action is required and/or sensors or alarms are triggered. These may include sensor arrays, fire alarm and security systems, network monitoring software, software/hardware defect tracking systems, and process/manufacturing control systems. The ability to monitor, manage, and respond to a wide variety of system and location-wide events and information has been shown to be a key element of successful incident management—not only initially, but as the event and the response plan unfolds.

### CRITICAL EVENTS...

- National Emergency
- Code Event/Emergency
- Hazardous Materials Spill
- Critical Staffing Shortage
- Dangerous Weather
- Fire

### ...REQUIRE CRITICAL NOTIFICATION AND RESPONSE

Multiple people in the organization must be notified and communicated with quickly and accurately—for initial notification as well as for subsequent actions and results reporting.

Each contacted party may need to respond to one or more questions, many times throughout the response plan.

The incident commander and all responsible response team members must have complete situational awareness from initial event activation to the final all clear.



## MONITORING AND REPORTING

All messages and responses can be monitored in real time during the notification process via a secure web browser. In addition, all transactions and events that occur during the course of a communication action plan are logged in the system, and reports are available to view the logged data. A reporting tool is also provided to allow you to rapidly create any custom reports you determine necessary. Or set up your system to automatically generate and email reports at specific times as the event action plan takes place.

## TAKE COLLABORATION TO THE NEXT LEVEL

Spok e.Notify provides you with integrated and sophisticated collaboration to effectively address business continuity, disaster recovery, and incident management goals and objectives. Authorized recipients and management team members can be automatically directed to online web collaboration that includes:

- Audio conference bridging
- Online chat/instant messaging
- Collaborative white boards
- Web conferencing
- Document sharing, archiving and management

## PROVISIONING AND SYSTEM INTEGRITY

Spok will lead you through provisioning to properly configure and deploy the system to meet your specific requirements. We also offer several options to support system availability, such as single or multiple premise redundancy, clustering, and replication mechanisms that eliminate having a single point of failure within your enterprise IT standards. This also includes specifying a fault-tolerant, redundant hosting infrastructure, working with your disaster recovery organization to determine how the system (and other systems it may depend on) will be protected during an event.

➤ “[Spok] e.Notify gives us a more sophisticated way to communicate with all employees in the case of an emergency or mission-critical event. It’s important to us not only to deploy messages quickly and efficiently but also to monitor the status of our communications to ensure situational awareness and response.”

Colleen Huls  
University of Nebraska - Lincoln  
Assistant Telecommunications Manager



## 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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