



# Community Communications - An Integrated Approach

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# About Amatra



## About Amatra:

- Incorporated in 2004
- Specialize in Multi-Channel, Multi-Platform Smart Communication solutions
- Focused on Public Safety, Citizens Outreach
- FEMA IPAWS OPEN validated (Integrated Public Alert and Warning System, and Open Platform for Emergency Networks)
- IBM Premier Business Partner
- Office in Austin, Texas and Anderson, Indiana

## Amatra Solutions

- Amatra SmartSource™ for Mass Notification and Smart Messaging
- Amatra SmartSource™ for Outreach

# Our Customers



# Why Communicate



## Emergency/Urgent Notifications

- **External and Internal Threats**
  - Terrorism Threats, Shootings, Bomb Threats, Riots
- **Weather Related Alerts**
  - Fire, Flood, Tornadoes, Severe Storms, Hurricanes, Earthquakes, Pandemic
- **Infrastructure Events**
  - Building Fires, Power Outages, Facility Failures, Water Main Breaks
  - Computer Outages, Chemical Spills, Accidents
- **Time Sensitive Situations**
  - Notification for Planned or Unplanned Outages,
  - Recalls
- **Miscellaneous Notifications**
  - Bus Delays, Status Updates (Parents & Students), School Delays

## Outreach

- **Information Sharing**
  - New service, changes and updates
- **Event Promotion**
  - Learning Events, Fund Raisers
- **Reminders**
  - Appointments, Event reminders.
- **Relationship Building**
  - Keeping the citizens informed.
  - Encouraging Participation
  - Soliciting Feedback

# Real Experience – Natural Disasters



## Sep, 2011 - Bastrop County (TX) Wildfires




- \$ 325 Million in damages
- 1,691 homes destroyed
- 40 days
- 2 people killed





# Real Experience – Campus Emergency



 THE UNIVERSITY OF TEXAS AT AUSTIN WHAT STARTS HERE CHANGES THE WORLD

## Emergency Information

Directory | Colleges & Schools | Offices A-Z | Maps | Calendars | UT Direct | Mobile | Search | Site Map | Quick Links

UT Home > Emergency Information

- Emergency Information Home
- Campus Links
- Campus Contacts
- Local, State & Federal Links

### Emergency Information

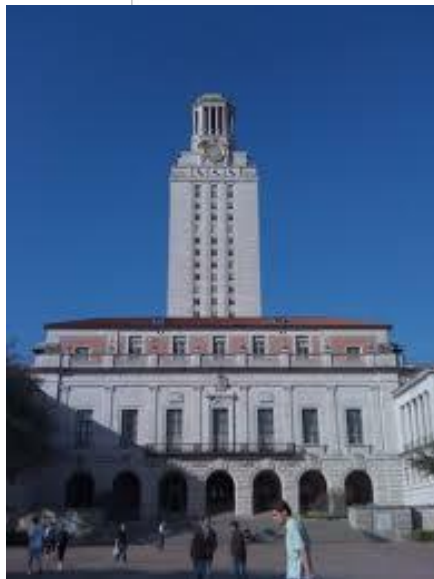
September 28, 2010 at 9:22 am

**The university is open.**

A suspected shooter in PCL library is dead. Police are searching for possible second shooter. Lock doors, do not leave your building.

*Announced September 28, 2010 at 9:12 am*

Sep 28, 2010. Gunfire at the University of Texas at Austin.



Jewell Jenni B.

RT @michellegre\_r: RT @erinfonl\_r: Reports that the second gunman is barricaded in the Calhoun building. #UTshooting #UT #austin

4 minutes ago

# New Media – Opportunity & Trends



- Cell Phones & SMS – Wide adoption and in many cases the only way to communicate.
- Wider Adoption of Mobile/Social Media by Government, Education and Business
- Time to Market - Quick way to communicate
- Informal & Viral
- Tracking - Marketing Intelligence
- Green Solution



# New Media – Challenges



- **Manageability:** Frustrated in managing multiple social media outlets leading to inconsistent messaging. Time consuming to maintain various Social Media Outlet.
- **Security:** Who can post messages? Social Media Passwords in hands of employees.
- **Compliance/Governance:** Track who sent the message to whom and when and how.
- **Brand Protection:** Consistent Messaging
- **Other Challenges:** New Media is evolving. Would FB be relevant in the next 5 years?



## Business Concerns

1. Manageability
2. Security
3. Compliance
4. Brand Protection



# Obstacles to Effective Communication



- Traditional systems require pre-registration
  - Only 5-10% of the non-transient population signs up
  - Does not cover the transient population
- Ineffective geographic targeting
  - Existing notification systems are often only targeting existing home landline telephones.
- Down infrastructure
  - Jammed phone lines
- Piece-meal, fragmented approach to notifying the public on multiple channels

# New Media - Opportunity



So the **BIG QUESTION** ... So how Entities take advantage of huge opportunities provided by New Media, **YET** address concerns that Enterprise have with regards to Security, Privacy, Manageability and Compliance.

# What is Amatra SmartSource™



An integrated environment for planning, sending, tracking and analyzing communications to tens of thousands of users using multiple communication channels



Targeting the right people, right time



With effective channels

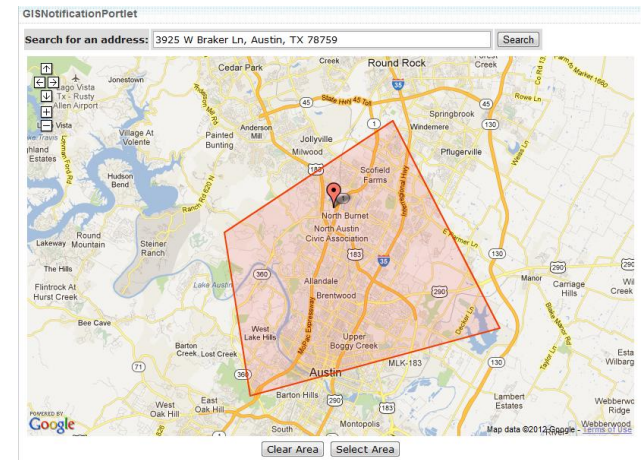


Real time notification and response

Traditional Notification methods via Voice, SMS Text, and Email

Social Media Enabled with Two-Way communication

Unique No Signup Technology for external Citizen Notification



# Amatra SmartSource™ - How we help



- **Completely Web Based**
  - No Additional Communication or Computer Equipment to purchase
- **Strong, Flexible Workflow Engine**
  - Workflow for Internal Communication
  - Workflow for other Departments, State Entities (DHS), Partners
  - Workflow for External Citizen Notification
- **Power of Social Media – Twitter, Facebook, Blogs, etc., to convey critical updates**
  - Amatra has Social Media Adapters as part of its core technology
  - Feedback
- **FEMA IPAWS / CMAS**
  - No Sign-Up priority messaging
- **Open/Dynamic Communication Architecture**
  - Add or change communication mediums

# Amatra SmartSource™ IPAWSConnect



- No Sign-up Required
- Geo Targeted
- Priority Messaging
- Single Cost

**Amatra SmartSource™**

SmartSource™ Notifications | SmartSource™ Social | SmartSource™ Mobile | SmartSource™ Collaboration

**Notifications**

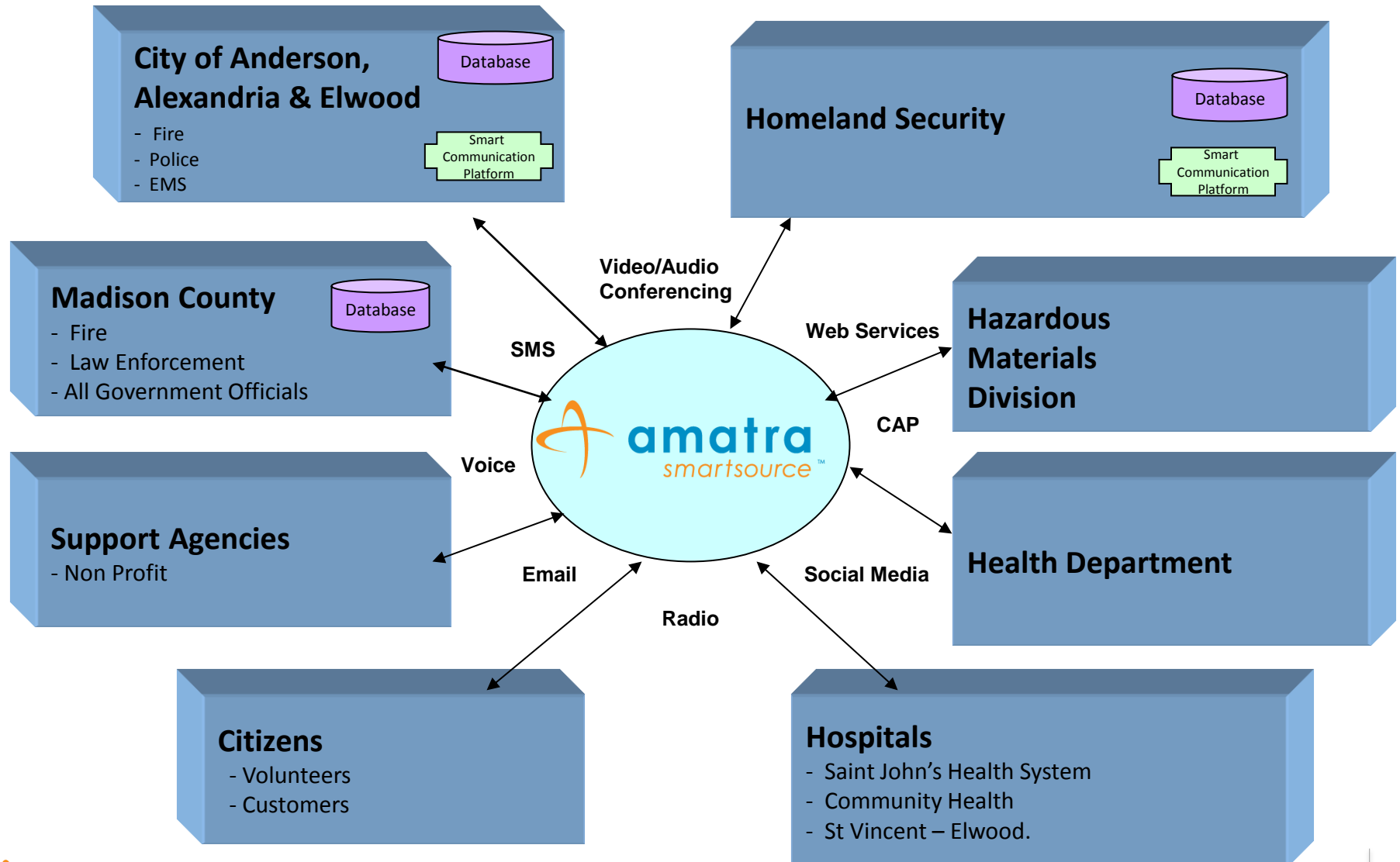
- GIS Notifications
- Profile Management
- Group Management
- Message Templates
- Status
- Communication Credits
- Summary
- Personalization

**GISNotificationPortlet**

Search for an address:



# Amatra SmartSource™ Integrated Communications



# Questions



SXSW 2013 Hackathon of Social Good – Habitat for Humanity #hack4good



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