Live Two Way Alerts
In A Single Communication Platform

Easily transform any smartphone into a complete mobile security solution. Empower everyone within your circle of responsibility with the most flexible, efficient and trusted alerts platform available today.

The concept of a safe environment is no longer one that can be taken for granted. It has become an unfortunate reality that wherever significant numbers of people congregate, a potential target is formed for those who choose to cause harm to others. In today’s reality, you must be proactive and agile when communications between individuals and first responders is often a matter of life and death. The iFollow Alerts Two Way Alert platform was created to respond and ameliorate such occurrences.

*iFollow Alerts 2.1 actually offers both the administrator and the user the ability to initiate an alert.*

The statistics are clear that in a majority of these type of incidents, it is the user who finds themselves on the front-line as the incident unfolds and who relays the initial and most critical alert. iFollow Alerts makes this feature easy and instantaneous.

Most other companies who claim to offer two-way notification are actually referring to the fact that a user may “only” reply back to a notification which was received from the administrator(sender).

While we do offer that feature, in reality it is a clearly inferior method because as the statistics support, without the ability to initiate a message, there’s no telling how long of a delay could exist between the initiation of an incident and the knowledge of the situation that the administrator requires.

Envision a scenario in which an employee is leaving her office after hours. While walking toward her car, she suspects she is being followed. She opens her iFollow Alerts app, and swipes the Panic Alert. She is now in direct communication with an office administrator, while transmitting live streaming video, sound, and GPS coordinates. As she approaches her car she realizes the person behind her was simply a fellow worker. Obviously this wasn’t a situation which would have warranted a 911 call, but with a single swipe she felt secure with a virtual safewalk, until she reached a secure zone.

For more information visit www.iFollowAlerts.com  786-224-5676
The iFollow Alerts 2.1 notification and panic alert platform offer:

**User Panic Alerts**
- **Dedicated iFollow Alerts app**
  - Powered by a dedicated mobile app.
  - Optimized for both iPhone and Android.

**Transmitting User Panic Alerts**
- Panic Alerts offer Two Way communication between staff and administrator to communicate in real-time.

**Geographically Enabled**
- The moment a user initiates a Panic Alert, their real-time map coordinates are transmitted to the administrators of the program.

**Live streaming video share**
- Every user phone is a potential live surveillance system. With a single swipe, live streaming video is now being transmitted to all administrators.

**User profile share**
- Administrators immediately access all relevant user details. That can include personal identifying details, as well as emergency contacts and medical facts.

**Communicate in real-time**
- User and administrator can either chat or send and receive live voice messages. The administrator is always-on to listen in the background of the user when a panic is activated.

**Safewalk/Virtual Escort**
- When a user’s physical safety may be threatened or under attack. A panic alert can be used as a Virtual Escort/Safety-walk or outright Emergency Alert.

**Tip Reporting Function**
- Users may report a tip to the administration similar to transmitting a panic alert. Perhaps a user has read or heard about a suspicious forum post.

**Anonymous Tips**
- The user has the option as to whether or not include their personal identifying details.

**Outgoing Mass Notifications**
- **Group Segmentation**
  - Set up an unlimited number of groups to transmit targeted alerts.

- **Assign unlimited tags**
  - Group & search users via keyword tags (E.g. Workers, Teachers, North Tower, South Tower).

- **Quick-Send templates**
  - Set up an unlimited number of drop-down templates with predefined alerts.

- **Transmit via multiple platforms**
  - Notifications are delivered to the user’s iFollow Alerts app, SMS & Email.

- **Embed Image, Video or Voice**
  - Insert images, videos & real-time voice files directly from your computer or mobile files.

- **Transmission Scheduling**
  - Broadcast alerts immediately or schedule alerts to transmit at a later time or date.

- **Detailed reporting**
  - Get complete details of transmitted notifications as soon as there broadcasted. Immediately know who views a notification, when it was viewed and on what platform it was opened.

- **Unlimited number of user transmissions**
  - Effortlessly transmit 1 to 120,000 notifications simultaneously.

**Administrative Control Hub**
- **Cloud-based system**
  - Flexible Deployment. Complete Admin functionality across all desktop and mobile devices.

- **Unlimited Administrators**
  - Set up an unlimited number of administrators. In addition, create sub-administrators with limited add/delete/edit roles.

- **Administrator scheduling**
  - Administrators can temporarily disable their availability. In turn, they will not receive notifications during an incoming alert. All details are always available upon login.

- **Record all incoming/outgoing data**
  - Immediately upon execution, all data associated with live incoming and outgoing alerts are recorded and readily available.

- **Administrator chat function**
  - At any time before, during or after an incoming or outgoing alert, logged-in administrators may chat and post comments among themselves.

- **Data Storage**
  - Any and all alert related data is stored indefinitely with our AWS Cloud data center (Amazon). Meets the requirements of the most security-sensitive organizations.
iFollow Alerts 2.1.

When developing an emergency alert platform, the two principal challenges faced were “User Simplicity” and “Rapid-Response”. It is these factors which ultimately determine whether or not an emergency remains a simple incident or escalates into a preventable tragedy.

User Simplicity

iFollow Alerts 2.1 was built from the ground up and never lost focus of the fact that our program is intended to be engaged during a time of distress. As security professionals, we understand emergency situations are far from ideal conditions to learn and apply a complicated emergency system. With the iFollow platform, you won’t find multiple screens to navigate. The user needs only to open the app on their smartphone and then simply swipe the panic alert button.

Split-second Communication

Our entire platform revolves around the fact that the time elapsed in reporting an incident at its onset is directly related to the degree of assault. In recent active shooter incidents, the one constant was that either slow communication or a complete transmission breakdown magnified the result.

Real-life Scenario

One University reported an incident recently in which a known but unauthorized individual was identified by a faculty member to be present on campus. As a recent hire, she was unsure of how to proceed.

Fortunately, she followed her orientation and downloaded the iFollow Alerts 2.1 mobile app. She immediately opened the app and swiped the panic button. Within seconds the teacher was connected to school security and administrative personnel. Security instantly pinpointed her location from her automatically transmitted GPS coordinates and was able to see and listen to what was actually occurring in the teacher's area. The teacher was advised to leave the area, as the subject was potentially armed.

Within seconds, the administration had proceeded to broadcast a Mass Notification to the Universities entire staff and faculty. Included with the mass notification was the area where the intruder was last seen and a photo of the intruder. By this time, first responders had arrived on the scene and a potential disaster was averted.

iFollow Alerts Notification program is only as effective as its users, our clients, who have consistently rated us as a five star service.

» Always-on-24 hour tech support
» Collaborative onboarding-Monthly webinars
» Unlimited access to an account specific concierge
» 99% uptime over the past twelve months

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