

At Any Moment...

Crisis is inevitable, and sooner or later all organizations will be struck by one. Although some crises do provide warning signs, most often they are unpredictable. Yet despite their unpredictability, crises should not be unexpected or unanticipated. An organization's planning and preparedness determines its ability to respond, directly affecting the impact a crisis will have. The efficacy of response determines the cost of a crisis both in financial and human terms.



Crisis situations allow a limited time period in which to respond. In the midst of a crisis, organizational leaders must formulate a response, make decisions, and take action quickly to avert or at least contain it. These actions can have a far-reaching effect on the institution, its people, its resources, and even its existence. Once a crisis has struck, there is little time to carefully weigh each decision and consider the long-term impact of a selected action. The quality of the decisions made under great time pressure is the single greatest determinant of the ultimate cost of a crisis.

The unique aspects of each crisis require a unique response. The severity, location, magnitude, and visibility of an event must be addressed in the context of the institution's ability to respond. The sudden or overpowering and initially



uncontrollable event is rarely resolved by a single action. To contain the incident and ultimately return the organization to normal operating state requires crisis management be adaptable and ready to work in an ad hoc fashion.

Advanced Integration

Impact Technologies provides integration services for advanced notification and collaboration solutions. Some of the capabilities available through integration include:

- Initiation of alert notifications and emergency and routine teleconferences from Attendant Console stations
- Dispatch/Command Center integration for notifications and response team collaboration
- Integration of voice/telephone notification capabilities into legacy emergency notification management systems
- Coordinated initiation of text-message broadcasts in mass notification scenarios
- Facilities management system integration to alert facility managers and repair crews of equipment faults
- Integration with asset and personnel location tracking systems for enhanced resource management and security
- Adding notification and collaboration services to enterprise applications and business processes

Whether you are striving to meet your organization's unique day-to-day communications needs or assuring that you are prepared for the crises that could happen at any moment, we encourage you to contact us. Our experienced professional services staff will partner with you to deliver communication solutions that are easy to use, and more importantly, highly adaptive to support your business rules and crisis response strategies.



Contact us at 314.743.1430 or
solutions@impacttech.com

16650 Chesterfield Grove
St. Louis, MO 63005
www.impacttech.com



First Responder

**MISSION CRITICAL
COLLABORATION & NOTIFICATION**

DAKS  **WHEN SECONDS COUNT...
INTELLIGENT, ADAPTIVE,
RAPID RESPONSE**



utilities

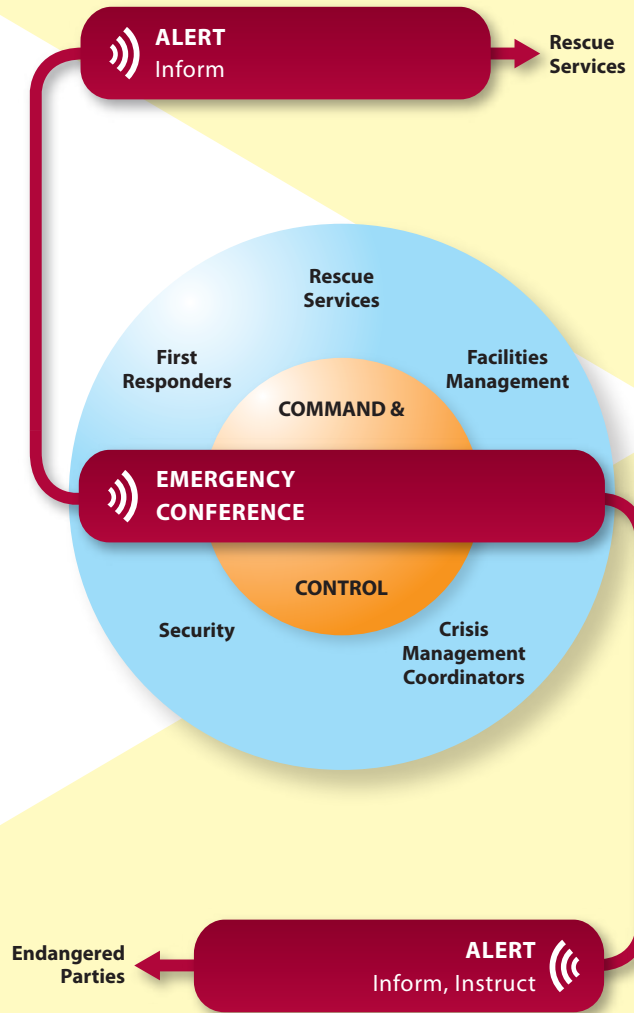
healthcare

TRANSPORTATION

Initial Response

Pre-Planned, Pre-Configured

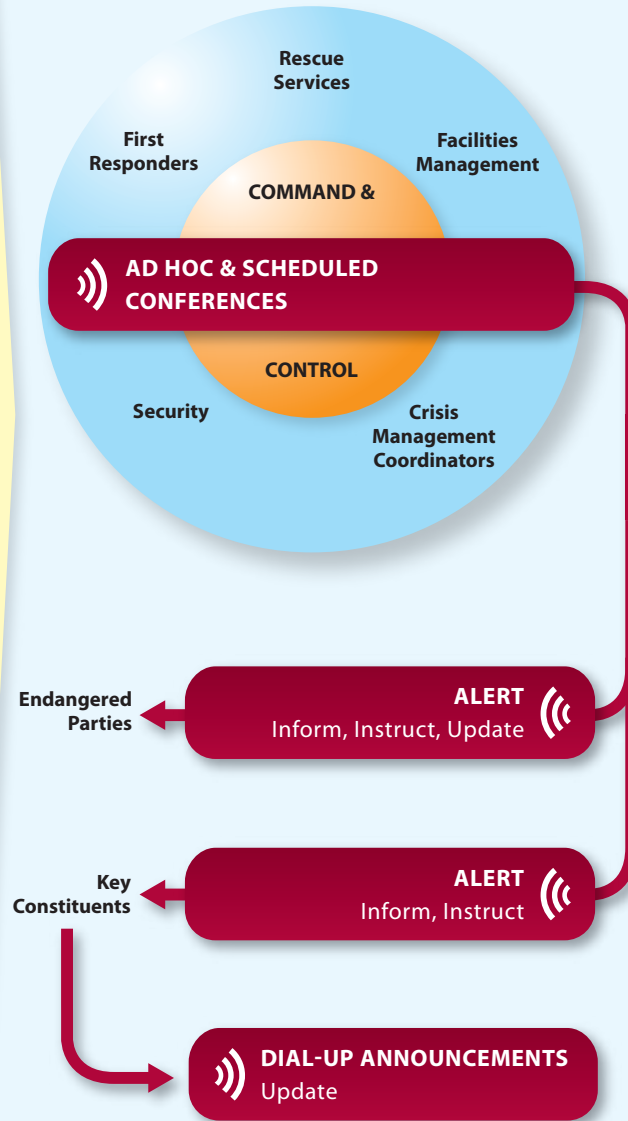
NOTIFY • ASSESS • COLLABORATE



...to Final Resolution

Adapted, Ad Hoc

CONTAIN • MONITOR • RESOLVE



Communications is the single most important component of how an organization responds to a crisis. Real time collaboration among incident response personnel is a

**RAPID
INTELLIGENT
ADAPTIVE**

critical first step to an intelligent and swift response. DAKS helps you do just that. With the click of a mouse, the push of a button or a telephone call from the site of the incident,

DAKS instantly launches pre-configured alert notifications and simultaneously dials out to first responders, decision makers and response coordinators, putting them into a conference call. This crucial step assures the next steps are the right steps to contain the crisis and control panic. DAKS can then begin alerting endangered parties to emergency situations and provide critical, well-considered instructions. And, DAKS offers status updates – both as on-demand dial-up announcements and via additional outbound calls or e-mails.

DAKS is a high-performance, high-availability communications platform that delivers mission critical collaboration and alerting solutions supporting an organization's business rules and response strategies.

**READY
WHEN
NEEDED**

DAKS' capabilities can be leveraged in daily operations, streamlining workflows, improving efficiencies, reducing costs and, most importantly, assuring personnel are familiar with how to use and leverage DAKS when a crisis requires response without hesitation.

