RAPIDREACH®

FOR CRITICAL COMMUNICATIONS

Situations arise where every minute counts, situations with no room for mistakes. The ability to respond quickly and precisely in an emergency situation can prevent an incident from turning into a disaster. Efficient internal and external communications are crucial to enable normal operations to resume quickly. In the event of fire, flooding, production or network interruptions, or computer crashes, every lost minute could mean thousands in lost revenue. RapidReach is the complete solution that handles all emergency and routine communications quickly and efficiently.

Main areas of application:

- Disaster recovery
- Production interruptions
- Business continuity
- Help desk
- Military
- Winter road maintenance
- Public notification
- Natural disaster
- Emergency operation centres
- Power outages
- Security
- Product recalls

E-mail · Regular phone · Fax · RAPIDREACH · Mobile phone · Beeper · Alpha pager · GSM/SMS

What is RapidReach?

RapidReach is a complete emergency communication system that transmits information quickly, easily and reliably in critical situations. RapidReach automatically handles call lists and call trees, and records the responses of the personnel contacted in real time.

RapidReach notifies people through public communication systems from ordinary phones to e-mail. Existing equipment can be used, and hence no large additional investment is required. RapidReach can also be used for inbound messaging, where users can call in and obtain up-to-date information.

RapidReach is easy to use. Because of its logical design, and consistent methods, it is a dynamic, interactive and flexible instrument for organising and planning any emergency communication needs.

RapidReach employs a flexible design that suits both large and small scale businesses and organisations. We offer basic configurations, supporting telephony, SMS and email, as well as advanced support including SmartPhone Alert, Desktop Alert and Speaker Alert. On site and hosted solutions are available, and a basic configuration can be enhanced at any time, to add capacity, to link to external sources for call lists or to support additional equipment.
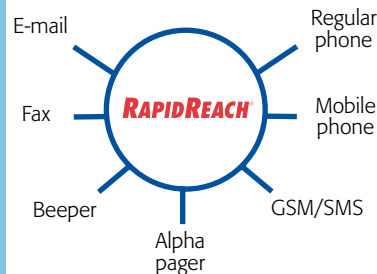
How does it work?

A call-out with RapidReach can be started in many different ways. The user can quickly and easily define and start a call-out at the time of the incident, or activate a pre-defined call-out, known as a scenario. A scenario can be started with a few simple actions from a WEB browser, via a touch-tone phone. Scenarios can also be activated by external systems through an API, PLC or OPC interface. After activation, RapidReach handles all communications.

High security:

- Logging in with password
- Four access levels
- ID code and password required for remote start of scenario
- Confidential messages can be protected

RapidReach ensures that:

- Everyone receives the correct information
- Everyone is notified through the means of communication that have been specified
- All events during a call-out are recorded

RapidReach can mobilise emergency teams and inform corporate management, key-customers, local residents and media.

RapidReach tries alternate numbers when it encounters a busy signal, no answer or voice mail, and tries alternative personnel when the person can't accept the call-out because of sickness or other reasons.

The entire course of communication is recorded in detail and any necessary adjustments can be made during the call-out. Afterwards, the user has access to clear and detailed information about the call-out. The information can be studied directly on screen or in the form of printed reports. Reports can be distributed automatically via fax or e-mail.

RapidReach can handle multiple call-outs simultaneously, prioritising them so that the most important call-outs take precedence. Multiple users and multiple departments can be defined so that users can focus only on personnel and call-outs that effect their own division or business unit. Security levels are password controlled.

Fast

It is no coincidence that the system is called RapidReach. Experience shows that a manual call-out takes, on average, 2½ minutes per person (including searching in phone lists, re-dials and conversation). RapidReach takes about 1 minute per person per phone line. Non-essential conversation is eliminated.

Secure

The information being handled in emergency situations is often confidential in nature. RapidReach has built-in features that guarantee security and protect information.

All RapidReach data is hosted in secure data centres and communication is via secure TLS connections. Logging in to RapidReach requires both a system id number and password as well as a user id and password. To enhance security further, 2 way SMS verification and a restriction on user source IP addresses is also available. Password security rules are easy to configure. A complete key log Audit trail provides transparency.

Systematic

Preparation is the key to reducing the impact on organisations in emergency situations. RapidReach ensures that critical information is effectively and systematically communicated according to plan and to the people specified. The possibility of predefining scenarios reduces, or completely eliminates, the risk of errors. RapidReach is easy to use for regular test call-outs, so errors in call lists can be discovered and corrected before an emergency.
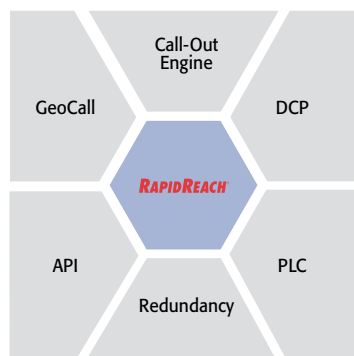
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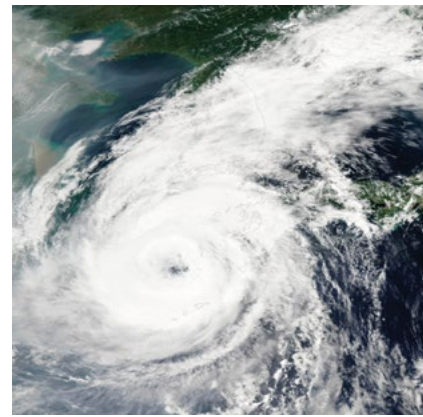
Practical

RapidReach is easy to deploy and implement within an organisation. Using RapidReach, personnel can approach emergency situations with confidence.

RapidReach automatically records who has been contacted and what their response is, removing the burden of making manual phone calls to allow responders to focus on other urgent tasks.

Easy to use

The user interface in RapidReach is intuitive and clear. The environment follows established MS Windows standards and the program is adapted so that even people with limited computer knowledge can use it. RapidReach is delivered with complete user documentation, context sensitive help and tutorial material.

Flexible and extendable

RapidReach is flexible and the system can easily be extended.

Call-Out Engine:
Process call-out information from any application. Using standard software formats Call-out Engine starts Scenarios or executes calls passed by the application.

GeoCall:
Adds a GIS interface, allowing you to selectively notify recipients within a certain area. You can even prioritise calls so that people closest to the incident are notified first.

RapidReach API:
Integrates RapidReach with external applications to automate initiation of call-outs.

High Availability/Redundancy:
Supplement your RapidReach system with a Slave server. Automated Backup will keep it current. Alternatively subscribe to our remote fallback service.

Data Connection Platform:
Connects RapidReach to any source where contact or list information is currently maintained and automatically imports the data to the RapidReach database.

RapidReach PLC:
Allows call-outs to be triggered automatically from a simple contact closure, or equipment or systems to be automatically turned off or on during an emergency.

A wide range of product options have allowed RapidReach to serve a full range of customers, applications and industries. Call us today to learn how RapidReach can help you.

RapidReach reduces stress in crisis situations:

- Staff are freed from time consuming call-outs
- Administration is reduced
- Routine incoming calls handled automatically
- Automatic and complete record keeping

A call-out consists of three simple steps:

1. Choose a group (or groups)
2. Choose a message (or several)
3. Press start

Call-Out Engine

GeoCall

DCP

RAPIDREACH

API

PLC

Redundancy

For more information or a product demonstration contact:

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