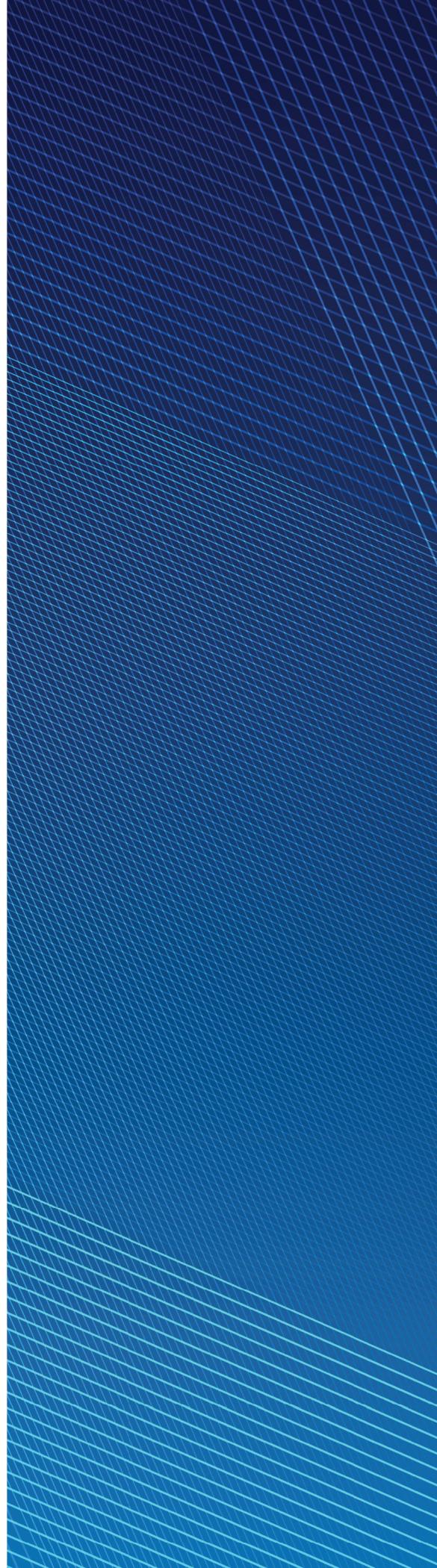


911INFORM RECEIVES THE 2023 PRODUCT LEADERSHIP AWARD

*Identified as best in class in the North American
emergency management solutions industry*



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. 911inform excels in many of the criteria in the emergency management solutions space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

911inform

Founded in 2018 and headquartered in Wall Township, New Jersey, 911inform provides emergency management solutions. The company’s core commitment is to save lives. As such, its advanced notification and emergency management solution provides designated emergency personnel and first

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**- Brent Iadarola,
Vice President, Frost & Sullivan**

responders access to critical data and tools to intelligently navigate emergency situations. 911inform’s innovative platform design is device-agnostic, allowing integration with any type of building controls, security equipment, or mobile solutions that are currently in place. As a result, the company’s platform remains at the forefront of technology, as it leverages connected assets to enhance incident intelligence without requiring additional equipment purchases or upgrades.

In 2020 and 2021, Frost & Sullivan recognized 911inform for its visionary emergency management platform and remains impressed with the company’s continuing innovation and sustained leadership.

Setting the New Standards for Emergency Event Management

911inform's advanced platform aggregates data across previously disparate and siloed systems into a single platform to bridge the information gap between building staff, private security, first responders, and Emergency Communication Centers (ECCs). The 911inform platform creates a digital repository allowing various stakeholders to dynamically engage and contribute real-time information to enhance situational awareness during an emergency event. The solution provides the tools to deliver highly detailed floor plans, x-, y-, and z-axis location, video surveillance, and a myriad of other building controls and connected data sources to enable an intelligently coordinated response via a single, unified platform. Additionally, the platform cohesively collates and presents the data so as not to overload dispatchers, responders, and other designated security personnel. As such, 911inform's solution ensures that all entities involved in an emergency event have access to pertinent data immediately, empowering them to prepare, react, and collaborate in real-time as conditions evolve.

Further, the intelligence built into the 911inform solution has the capacity to recommend the best access points and directions to the emergency location based on real-time conditions. 911inform's unique value proposition comes from its ability to give responders unmatched control over connected building assets and/or geo-fenced areas. As such, responders are equipped with enhanced incidence intelligence to intelligently prepare, react, and respond during crisis situations. Responders can unlock doors and use public address systems, strobe lights, and security features (i.e., video feed, shot detection technology) to control the environment during an emergency event. 911inform's flexible platform easily integrates with new products and has recently expanded to integrate with license plate and facial recognition technologies to provide even greater granularity during an emergency event.

911inform partners with RapidSOS currently utilized by approximately 95% of ECCs across the United States. By leveraging IP connectivity links to effectively create a dynamic virtual private network, the company can capture and share accurate location information and additional data with ECCs, first responders, and designated enterprise personnel. Furthermore, institutions can extend the interface to desired entities by giving them access through a one-time link to a web-based control panel; responders do not need to download a new application to begin collaboration. Finally, unlike many competitors' systems, 911inform's platform is cloud-native, and not cloud-hosted, making it well-suited to seamlessly integrate new solutions and technologies. Moreover, its ability to integrate with existing systems, coupled with an array of fully customizable features, make it applicable to a wide range of industries, including hotels, campuses, malls, resorts, schools, hospitals, municipalities, and any other large public-access space.

Superior Customer Experience

911inform's solutions create a designated area known as a geofence around an enterprise property to alert predefined parties of interest with detailed information during an event. Owners use 911inform's solution to create a customized geofence and will receive notifications when trigger event is detected by an IOT sensor, an MLTS 9-1-1 call is originated, or a cellular 9-1-1 call drops a location pin inside the geofenced area. The solution immediately launches an event the instant an event comes through the system. Furthermore, additional alert triggers such as from a weapon detection system, facial

recognition, camera and environmental triggers can initiate an event. The 911inform solution uses location technology to alert pre-defined personnel of an event through an IP link via a text message containing a browser link that opens the event control panel interface, automatically populating with critical information such as highly detailed floor plans of the location (including room by room outlines, door and window location and sweep direction, location of fire extinguishers or hazardous materials, or other relevant equipment). Finally, the 911inform solution can lock down an entire campus containing several buildings extremely efficiently during critical events such as an active shooter situation.

911inform has developed a solution that dramatically enhances situational-awareness and communication during emergency events. The solution is highly configurable and consistently meets customers' unique functional needs across multiple use cases. The company works with customers from

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the onset of deployment by conducting onsite surveys to ensure floor plans and layouts' accuracy. The solution makes changing floor plans easy, enabling it to remain up to date during an emergency event. Moreover, the solution can set controls on who can access which features—with the default setting prioritizing first responders. As such, 911inform helps customers to decide how to share data with ECCs and relevant personnel based on their specific situational needs. As emergency event needs differ based on the application, 911inform's solution

is highly flexible for a variety of situations, to alert personnel for medical or security events, to follow shelter-in-place procedures, or to denote areas authorities mark as clear or dangerous. The platform is designed with flexible modules with various functionalities to allow project management teams to work with customers and devise deployments that meet their specific needs, pre-set business rules, and emergency procedures. Finally, the system tracks each action noted or taken by every participant in the platform to create an auditable record with detailed reportage generated after the event closes.

Device Agnostic Heightening Overall Value

911inform's platform works as a gateway to ensure backup connectivity, serving as an interface between public safety and the system's connected entities through a cellular data and/or voice link. 911inform built the platform as device-agnostic, easily integrating with nearly any legacy systems, connected building controls, and/or security equipment that a customer may already have in place. For example, the platform integrates with student information systems for educational institutions, empowering users to check in individuals on rosters and send notifications to parents. The solution can send up to 64,000 notifications per minute (often a requirement for government or school situations) and supports the ability to transmit translated messages to relevant recipients in pre-defined languages. The system's tight integration with connected controls ensures that in an emergency responders can, for example, click to view near-live video with a less than one-second delay. Moreover, with a simple click, users can alert the strobe system, lock down the building, or individually check rooms. The

911inform solution requires no new equipment purchases as it overlays at the software level with sensors, cameras, and other connected building devices, enabling an economical total cost of ownership (TCO).

Shifting the Market Focus Empowering More Lives Saved

911inform works to help public safety officials recognize that it is often the limitations of legacy technologies, and not necessarily existing processes, that stifle efficient emergency responses. Successful deployments, coupled with momentum in securing client engagements, is a testament to 911inform's customer purchasing and ownership experience. For example, the City of Albuquerque recently released an emergency services request for proposal (RFP), which included the requirement that whoever won the job had to interconnect and work with 911inform's platform, highlighting the traction and value recognition the company receives in the market.

Conclusion

New technologies have fundamentally changed the way we live, communicate, and interact, ushering in an array of new requirements and opportunities for public safety entities. To be a product leader, a company needs to understand rapidly evolving market needs and offer a product or solution with attributes that deliver the best quality, reliability, and performance in the industry. Frost & Sullivan research indicates that 911inform's emergency management platform embodies these ideals and is well suited to support the next generation of public safety.

With its strong overall performance, 911inform earns Frost & Sullivan's 2023 North American Product Leadership Award in the emergency management solutions industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

