

# Message Targeting and User Management

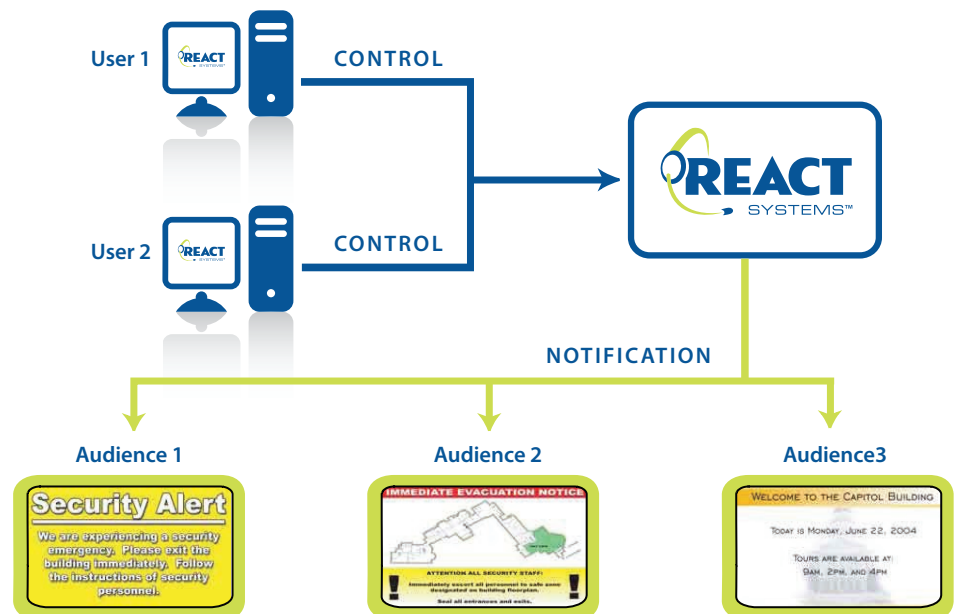
## Message Tailoring to Viewers

REACT recipients are individuals who receive a REACT message, be it through a pop-up notice on their desktop computer, an audio message broadcast over a public address system, a visual display hanging on the wall, a call on their phone, or a text message to their cell phone. REACT messages can be tailored specifically to the viewers based on "who needs to know what". The initiation of messages can be set up in advance or sent instantly at the time of a critical event. Information can be tailored based on geography, job responsibility, authority or any combination decided upon within an organization. The ability to tailor information provides the people receiving the message with the specific instructions they need to react appropriately to an emergency or business situation.



Just as the information presented can be tailored, so can the determination of who receives the message. With emergency, priority and general information alike, managing who receives the information can be just as important as managing the information itself.

Critical event procedures and instructions are easily incorporated into the critical notification, providing suitable information to different individuals. In some situations, it may prove inappropriate to notify certain individuals. This is also easily managed with REACT. These recipients will not receive the message or will continue to see general information while others receive the critical alert.



# Message Targeting and User Management



Example of **Alert Groups** in the REACT Alert Manager

## REACT Message Targeting in the REACT Console.

The Alert Manager provides the REACT User with an efficient, easy-to-use way to deliver messages and alerts quickly and efficiently. The event can be launched, escalated, managed, updated, and cancelled with just a few mouse clicks. The highly secure Alert Manager is primarily used for the dissemination of unscheduled emergency alerts, when the need is immediate and generally, short-lived. The Alert Manager can also be used to deliver non-critical information in times of normal operation, such as an upcoming building closing time, events and IT updates.

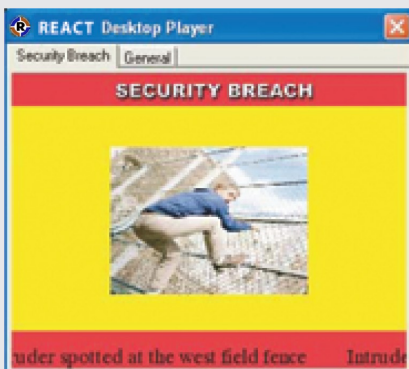
## REACT Groups

REACT alert recipients can be grouped by location, responsibility, or by role and REACT Players can be part of one or many groups. REACT users can target one or many groups for alert notification.

## Managing Alerts

REACT users can track all active alert by priority, source, message, user, and time/date – even those alerts launched remotely or automatically through integration with access control and fire systems. Users can select an active alert, expand the existing alert group, and send updated information. Alert reports can be generated and automatically opened in common report sharing applications.

Alert Name	Priority	Source	Message	User	Date
Power Outage	2	Alert Manager		Security	Jun 29 2007 6:13PM
Security Breach	250	Alert Manager	intruder at west field fence	Security	Jun 29 2007 6:15PM
Lock Down	254	Alert Manager	Reported in Quad	Security	Jun 29 2007 6:20PM
	254	Alert Manager	Intruder reported	Security	Jun 29 2007 6:16PM



Example of a **Single Alert Tab**

## REACT Desktop Player – Multiple Alerts

REACT alert recipients can receive multiple alerts on their desktops. Alerts are displayed by priority and the order that they're received. Alert tabs provide easy navigation of existing alerts for quick review of instructions and procedures. REACT alert recipients can close the REACT Desktop Player and reopen at anytime. As alerts are updated, or new alerts are received, the REACT Desktop Player window will open again automatically to display the latest critical information.