



Enterprise Paging Solutions

Robin Gabriel, Hiplink
Nicola Nelson, SCR911



When the message **HAS** to get there



*An Introduction
to the
Hiplink
Communications
Platform*

Robin Gabriel
Enterprise Sales Manager

9/13/2013

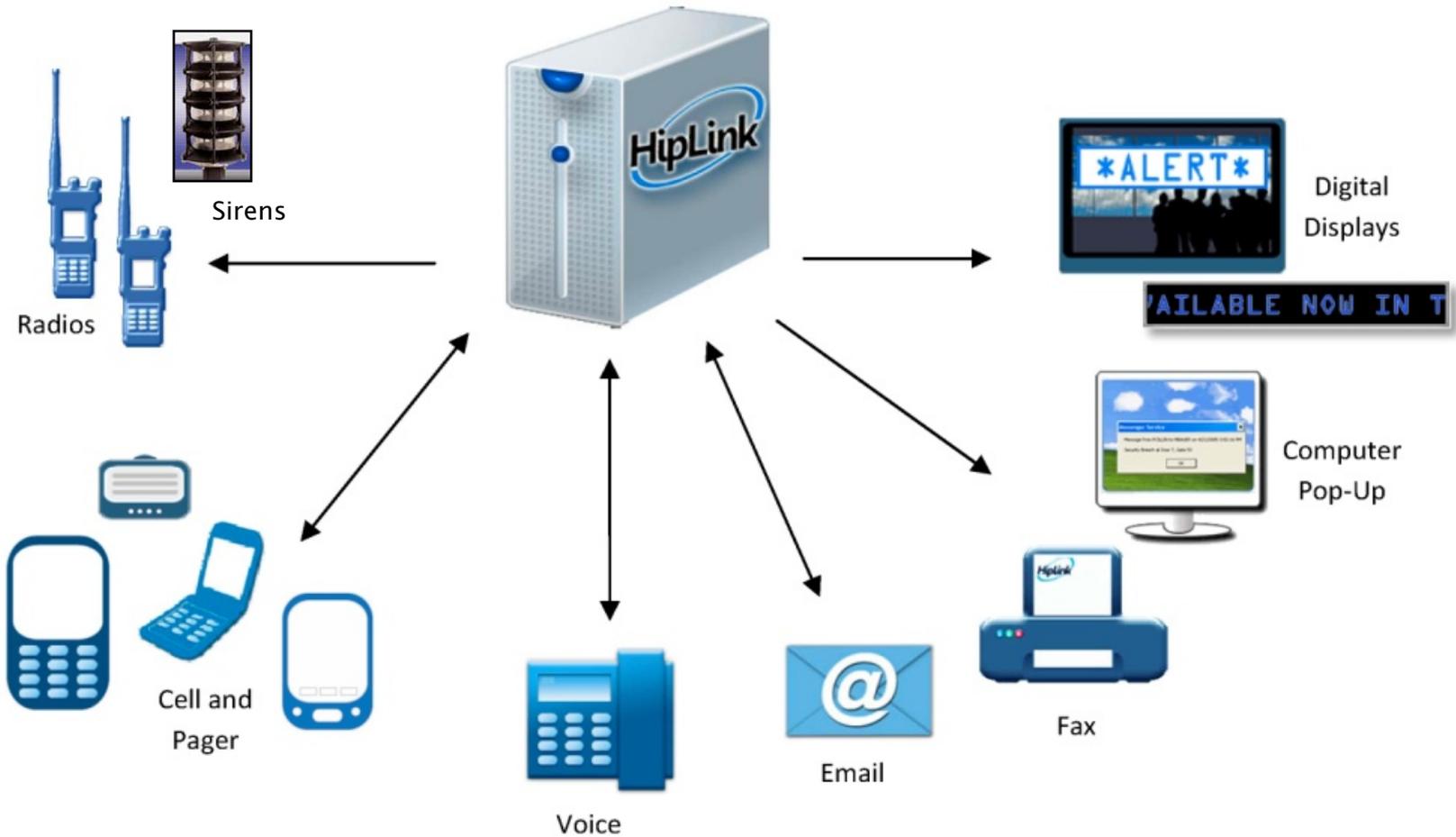
HipLink Communications Platform

HipLink consolidates your organization's multiple messaging and paging tools, both manually from desktops as well as automatically from applications and systems.

Supports all wireless and popular mobile devices, across carriers and telecom protocols (text and voice)



All Devices, Networks & Protocols Supported



HipLink Overview

- **Application Messaging**

- Integrations with any software including:
 - e911 and/or CAD systems
 - IT Monitoring Systems e911 and/or CAD systems
 - Security Software
 - Fire & Security Systems
- Automatic Alerts delivery based on sophisticated Routing – Groups such as Escalation and On Duty

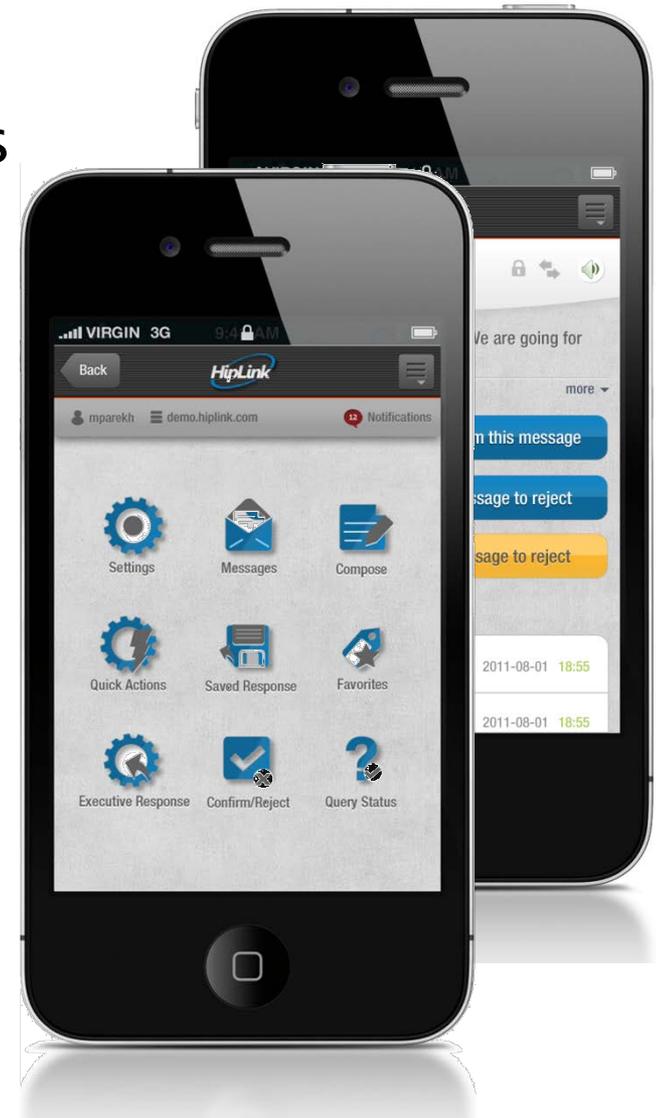


- **Desktop Messaging**

- Allows users to manually enter text messages and send them to any wireless device. Use as backup for your e911 system or CAD.
- Provides urgent messaging capabilities for emergency management and response units, police, fire, business continuity, compliance, disaster response, daily operations communication, etc.

Advanced Technologies in Notification

- ▶ Two-way Smartphone applications
 - Alternative to SMS
 - File Attachments
 - Use organization's broadband network
- ▶ Encrypted messaging
 - CJIS information
 - HIPAA compliance for EMS dispatch
 - Sensitive activations or information sharing
- ▶ Automatic conference call bridging
- ▶ VoIP technology for voice alerts



Automatic Notification



CAD Integration for Automatic Messaging

- **City of Logan, UT** “...the majority of our usage is automatic--messages being sent directly from Spillman CAD to the first responders. In addition to receiving the voice page (in the case of our Fire/EMS responders) they now receive a text page giving them address, call information, patient information, and other details relevant to the call. This has **drastically reduced the amount of voice traffic over the radio.**”

“...About a month ago we had an armed robbery at a convenience store near the Chief's home. He received the automatic notification and was able to respond almost as quickly as the patrol officers. **Normally, this notification would have taken much longer--** having to go through several levels of chain of command. Having him at the scene so quickly resulted in several steps being taken which **ultimately resulted in the perpetrators being located and arrested.**”

- **Kootenai County, ID** “...since the implementation of HipLink’s interface with Spillman CAD module has **completely changed the fabric of how we do business** and been ingrained in the way we respond to all critical incidents.”
- **Eugene, OR** “... is used for **automated paging of rural fire districts**, in conjunction with automated fire toning.”

Incident Management Benefits



- Faster, safer response
 - Stanislaus County, CA – *“It is used on a regular basis to share information such as staffing levels and command responsibility. It is also used to notify SWAT, Bomb and other special teams of call-outs and the **ability to do this with a text message** instead of a page with a call-back number or phone calls to individuals is a great time saver and **speeds up the response of these units.**”*
“...I do think the way it has improved our business on a regular basis is the important story.”
 - Kootenai County, ID *“... has facilitated our ability to rapidly dispatch first responders and provide them information including the type of incident, location, the radio channel assigned to the incident, responding units, and additional call details. The increased the level of accurate, clear and **timely information** the first responder receives in hand, **reduces and simplifies the work load of our dispatchers, to shorten response times to all incidents.** “*
*“...All our first responders get more information about an incident before they arrive on scene, faster than they have ever received before. This allows **for better and safer deployment of resources and personnel for each incident response.**”*

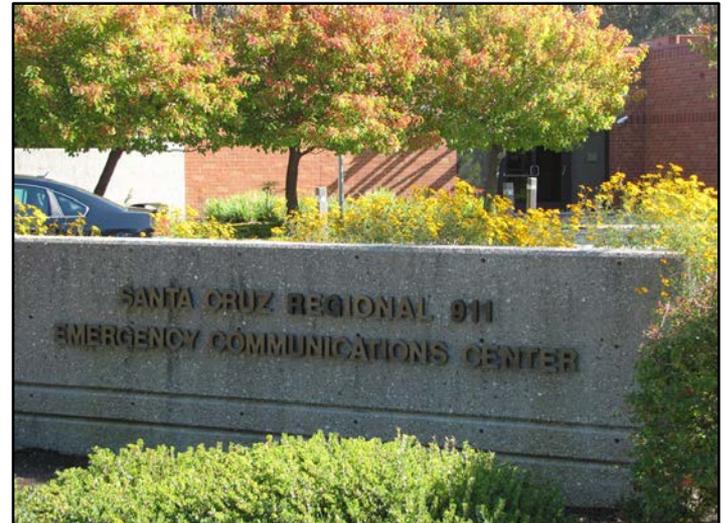
Case Study: Santa Cruz Regional 9-1-1



Nicola Nelson
Senior Systems Technician

About SCR911

- ▶ Santa Cruz Regional 9-1-1 is a joint powers authority (JPA) agency formed in 1996.
- ▶ Serves Santa Cruz and San Benito Counties (combined population of 315,000).
- ▶ Handled 563,429 phone calls and created 384,238 calls for service in 2012.



SCR911 Agencies

Santa Cruz County (pop. 262,000)

Santa Cruz Sheriff
Watsonville Police
AMR (ambulance)
Ben Lomond Fire
Branciforte Fire
Felton Fire
Scotts Valley Fire
Zayante Fire

Santa Cruz Police
Capitola Police
Aptos/La Selva Fire
Boulder Creek Fire
Central Fire
Santa Cruz Fire
Watsonville Fire



San Benito County (pop. 53,000)

San Benito Sheriff
Hollister Fire
AMR (ambulance)

Hollister Police
San Juan Bautista Fire

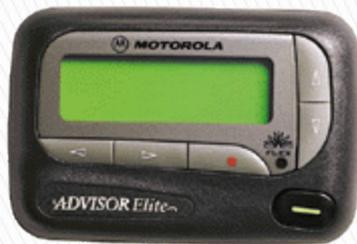


SCR911 and Notifications

- ▶ SCR911's existing solution automatically sent messages to pagers on dispatch.
 - ▶ Between 1,200 and 1,800 pages a day are sent via CAD to first responders.
- 

Device Overload

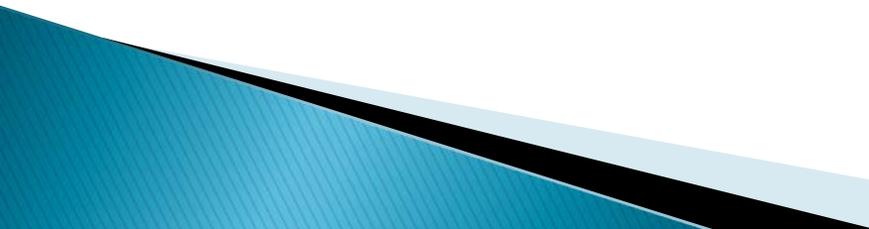
As cell phones proliferated and text messaging took off, agency personnel began to question the need to carry a pager in addition to their cell phone.



Why Do I Need This?

When I Have This?

Challenges

- ▶ Finding a solution that could work with the Motorola Premier CAD interface.
 - Non-Windows based system
 - Previous paging partner disengaged in 2008
 - ▶ Cost-effective, relative to existing solution
 - ▶ Allow agencies to retain existing pagers if desired
- 

Hiplink To The Rescue!

- ▶ Hiplink's "Alarm Notification Gateway" was the key to this migration as it provided an interface to CAD.
 - ▶ Hiplink is capable of supporting multiple protocols and thousands of receivers.
 - ▶ Hiplink is robust and expandable, so it will also be able to meet our future needs.
- 

Cost Savings

Hiplink (350 Receiver Licenses)

One-Time Purchase: \$28,000

Annual Support: \$4,500

Total Costs Over 5 Years: \$46,000

Cost Savings

Hiplink (350 Receiver Licenses)

One-Time Purchase: \$28,000

Annual Support: \$4,500

Total Costs Over 5 Years: \$46,000

Pagers (350 Pager devices)

Monthly Cost Per Pager: \$8.50

Total Costs Over 5 Years: \$178,500

Cost Savings

Hiplink (350 Receiver Licenses)

One-Time Purchase: \$28,000

Annual Support: \$4,500

Total Costs Over 5 Years: \$46,000

Pagers (350 Pager devices)

Monthly Cost Per Pager: \$8.50

Total Costs Over 5 Years: \$178,500

Total Savings Over 5 Years: \$132,500

Future Plans

- ▶ Hiplink has the following capabilities which may be used in the future:
 - Social Media Feeds
 - Accept Data Sent by SQL Scripts
 - Escalation Groups
 - Scheduled Groups
 - Enterprise Messaging

Questions?

Thank you!

Robin Gabriel, Hiplink
rgabriel@hiplink.com

and

Nicola Nelson, SCR911
nicola@scr911.org