

PROPOSAL

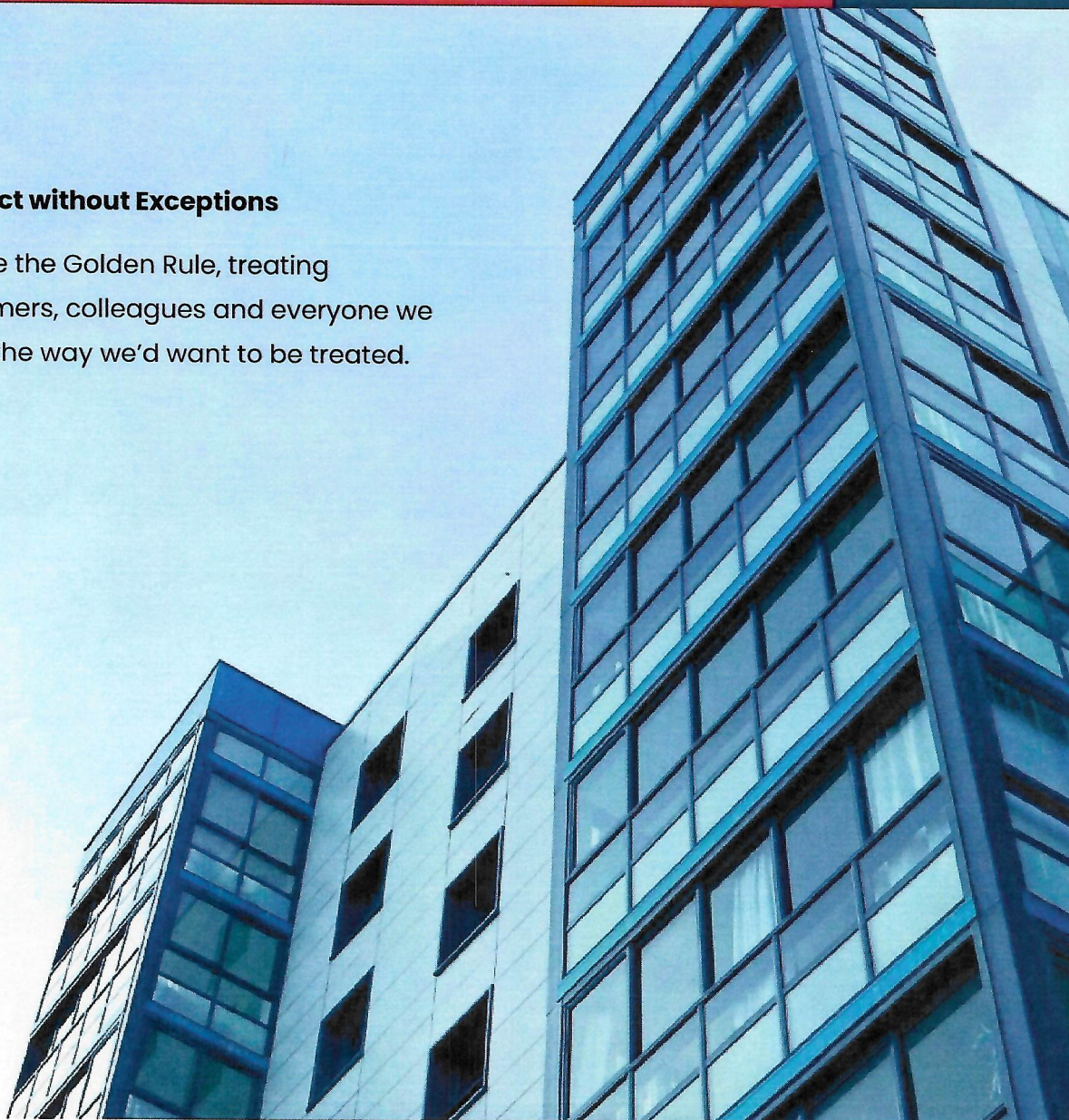
FOR HYPER-REACH EMERGENCY MASS NOTIFICATION SERVICES

Scotts Bluff County and Banner County, Nebraska



Respect without Exceptions

We live the Golden Rule, treating customers, colleagues and everyone we meet the way we'd want to be treated.



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Hyper-Reach® was developed as an EMERGENCY mass notification system to give public safety, emergency communicators and public leaders the power to create and send critical messages quickly and easily. We offer intuitive web and mobile interfaces, a full range of delivery methods and immediate feedback and reporting.



- **Hyper-Enrollment™** gets you the highest enrollment compared to other ENS providers.
- **Image-Reach™**: Maximize your messages' impact with pictures or files.
- **RecordTime™**: Record your voice messages on your PC, mobile device for maximum speed.
- **IPAWS/WEA**: Reach even unregistered mobile phones, as well as EAS and other IPAWS outlets.
- **Mobile Apps**: free apps for receiving alerts and for sending alerts.
- **Hyper-Reach Mapping**: The fastest, easiest mapping tool anywhere!
- **Premium SMS Text**: Send longer texts, more reliably with fewer potential points of failure
- **Message Templates**: Speed up your notification process without forgetting important details.
- **Automated Weather Alerts**: Immediate, customized alerts using National Weather Service data.
- **Perfect Answer**: Makes your message sound more natural, for maximum delivery.
- **Language Support**: Allow citizens to select their preferred language.
- **Two-way Communication**: Ask for and get answers to your messages.
- Easily manage internal contacts and lists with **Dynamic List & Contact Attribute Management**.
- **Local Caller ID**: Your alerts come from a local number; your calls are identified with Caller ID Name.
- **Instant Conference**: Immediate Team Conference Calls.
- **Status Callbacks**: Citizens that call back will receive the latest message sent to their phone.
- **Tiered Login**: Privileges to manage multiple users, custom user roles and sub-accounts.
- **EventReach™**: set up your own codes quickly and easily for topic - or event-specific alerts.
- **AlertSmart™**: Send alerts to **smart speakers**, such as **Amazon Alexa**.
- **Extensive Marketing Support**: We'll help with strategy, messaging, design-videos, flyers, etc.

Hyper-Reach continually reviews and improves our product offering to give you the best, fastest and most reliable system possible.

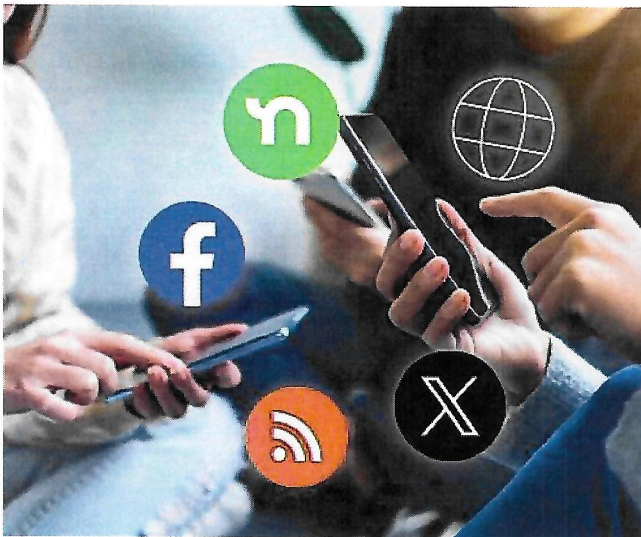
Multiple Channels for Notification

Launch notification campaigns easily from our web interface, Smartphone app or IVR

Primary channels allow optional 2-way communication.

Get an ETA for arrival time for First Responders.

Schedule a meeting and have recipients RSVP yes or no.
Ask recipients to confirm receipt of your message.



Primary Delivery Channels:

Landline
Cell phone
Email
TDD/TYY
SMS Text

Additional Channels:

Facebook

Twitter

RSS Feeds

IPAWS

Mobile App

Digital Signage

Pager

Internet

Website

**Unique to Hyper-
Reach:**

**Alexa-enabled
Devices**

Browser Pop-up Alerts

Other channels can be added to the primary channels to allow you to reach a greater number of people, faster, when a response is not required!

Alert the public of emergency situations requiring them to stay in, evacuate, keep on the lookout or avoid the area.



Easily attach files, photos or videos to your alert with one click and a drag and drop of a file. Files added to your messages will be included in the message as a link for the recipient to open.

Examples:

- Meeting – add a meeting agenda
- Missing person – add a photo
- Escaped convict or other All-Points Bulletin or BOLO – add a photo or police sketch

You'll lend more impact to your alerts and reach more people!

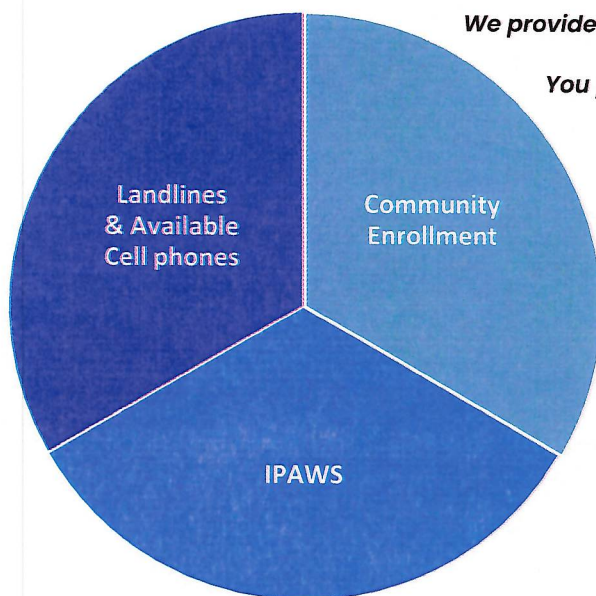
Internal Notifications

Building your database for internal notifications is easy, and managing it is even easier. You can upload your existing database and add or delete additional contacts easily.

Our Dynamic Lists/Contact Attributes feature allows you to assign multiple attributes of your choosing to internal contacts, so you can set up your lists ahead of time, and then when new contacts with these attributes are added to the database, they will automatically be included in the appropriate lists next time the lists are used. You can also create precisely targeted lists on the fly as needed when a combination of attributes is required.

Public Notifications

Reaching the public with emergency notifications is critical so we help you build the most complete, accurate database possible.



We provide Landlines and available Cell Phones to get you started.

You provide local GIS Mapping for highest accuracy.

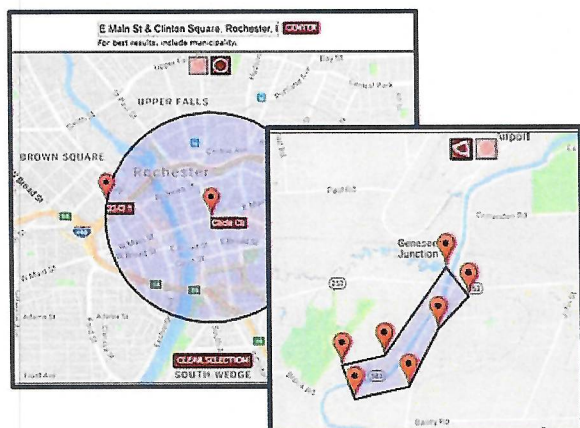
We provide seamless integration with IPAWS and Google Maps.



Highest Rates of Community Enrollment

Reporting & Management

Hyper-Reach's Campaign Manager tracks all the details and results of your notification campaigns so you can follow along as alerts are going out and watch for results and responses. It also preserves a historical record of all your notifications with all the details. Even years down the road you can go back and review them. You'll have a record of who sent what, when, where they sent it from, to whom, and more. Since users cannot edit or delete these records, they can also serve as documentation when you need it.



Hyper-Reach's Mapping Tool makes it easy to quickly select exactly who you need to notify for each situation.

You can also select target areas without the mapping tool – by GPS coordinates, municipality, streets, sides of streets or specific addresses, including the option to exclude addresses if needed.

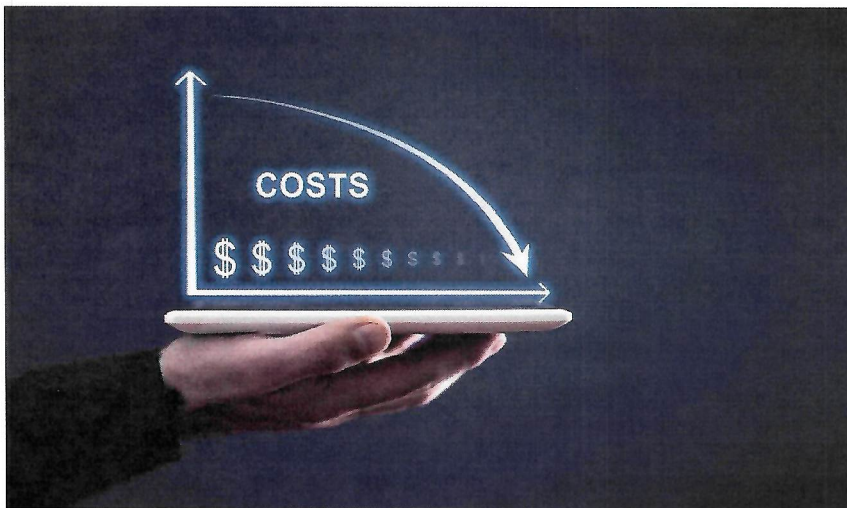
Because we hold ourselves to a 95+% geo-coding match rate to the landline and other data, we effectively add streets that other sources (Google, ESRI, etc) may not have. The result is not only more accuracy, but the ability to reach more people than other Emergency Notification system providers.

IPAWS (Integrated Public Alert and Warning System) allows authorized agencies to notify every cell phone within a mapped area about impending emergencies. No enrollment is required. Hyper-Reach is integrated with the IPAWS system, and we don't charge you extra to use it. You can even send IPAWS alerts (including your monthly tests!) from our mobile app quickly and easily from wherever you are.

Including IPAWS as a method of delivery for important emergency alerts when there is imminent threat to life or property gives you the best chance of quickly reaching all the people you need to reach, whether they are home or out, whether they are local or just traveling through, and whether or not they have enrolled for alerts, while the alert is active. **Combined with all the other options Hyper-Reach provides, there is no more comprehensive plan for notifying everyone you need to reach.**

Hyper-Reach is the best value for your investment

1. **Ease of use:** Our clients and prospects tell us that our system is the easiest to use.
2. **Customer Support:** We are known for our responsiveness. Live phone support, 24/7.
3. **Special Needs:** Allow at-risk citizens to identify themselves as requiring assistance in an evacuation
4. **Contacts/ Dynamic List Management** - makes contact/list management easy
5. **Hyper-Enrollment** - you'll reach more of your community with Hyper-Reach
6. **Innovation:** We incorporate emerging technology e.g. AlertSmart™ , NextDoor integration
7. **Premium SMS Texting** avoids email gateways, allows for faster and more reliable delivery, virtually no character limit for texts
8. **Launch App:** Launch alerts from anywhere - includes Message Templates and IPAWS (LIVE or TEST)



Proposed Services and Pricing

Fully Hosted – Unlimited System: \$8,800.00

New for 2025:

- 130+ Additional languages available for translating text alerts on public facing alert page (PPF)
 - New easier upload and maintenance of internal contact records, including all contact details.
 - Smart Message™ offers AI assistance while composing messages for your alerts
 - Jurisdictional map outline helps you select the area to be notified within your jurisdiction
 - Optional 2FA authentication for user login
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- **System Configuration & Customization** – Tailoring the platform to meet your specific needs, including user roles, permissions, and notification preferences.
 - **Data Import & Integration** – Importing and configuring all available resident and business landline data, as well as public mobile data, to ensure maximum coverage. Assisting with the transfer of existing contact lists, GIS mapping data, and integrations with third-party systems if applicable.
 - **Marketing Support for Citizen Enrollment** – Providing customized materials and strategies to help drive community sign-ups and increase public participation.
 - **Training & Onboarding** – Comprehensive training for administrators and key users to ensure seamless adoption and effective usage.
 - **Testing & Quality Assurance** – Conducting system tests to confirm proper functionality and reliability before full deployment.
 - **Ongoing Support During Implementation** – Offering dedicated support throughout the setup process to address any questions or concerns.

Included with Hyper-Reach:

- **Truly Unlimited Usage** – No restrictions on users, contacts, lists, saved messages, alert campaigns, or notifications.
- **Multi-Platform Access** – Web, phone, and mobile app access for seamless operation.
- **Comprehensive Mapping & GIS Integration** – Merging Hyper-Reach landline and available mobile data with local GIS mapping for highest accuracy and coverage.
- **Extensive Marketing Support** – Strategies to maximize citizen enrollment and engagement.
- **Multiple Signup Methods** – Citizens can register via web form, QR code, IVR phone signup, text, Alexa, mobile app, and more.
- **24/7 Customer Support** – Dedicated assistance whenever needed.
- **Advanced Reporting & Analytics** – Detailed insights into campaign performance, including individual responses.
- **Integrated Alerting Services** – Send notifications via Facebook, X (Twitter), NextDoor, web browsers, IPAWS, your website, and more.
- **Child Accounts for Shared Access** – Grant access to other departments and agencies within your jurisdiction as needed.
- **Live Interactive Web Training** – Ongoing education for administrators and users.
- **Locked-In Pricing for the Contract Term** – No hidden fees or surprise charges; pay annually for predictable budgeting.

***FEMA requires certification for IPAWS. We will point you in the right direction to get started if you do not have it now.**

NOTE: This Pricing will be in effect for 60 days

GSA Contract Holder GS-35F- 072CA

