



# WENS Presentation

## Iowa Homeland Security & Emergency Management

Presented by  
Steven J. Lehman

**inspiron logistics**<sup>®</sup>  
Emergency Management Network >>>



# WENS – Wireless Emergency Notification System



Minnesota  
STATE COLLEGES  
& UNIVERSITIES



miamidade.GOV 



LABETTE HEALTH  
*We Center Around You.*



INDIANA  
WESLEYAN  
UNIVERSITY



  
**SUMMA**  
Health System



JUNIATA  
COLLEGE 



**inspiron** logistics®  
Emergency Management Network >>>

# *In The Event Of An Emergency...*

- City officials can instantly notify all citizens of any natural or man-made disasters, utility issues, road closings, hazmat warnings, etc.
- School administrators can immediately notify all students and parents of a crisis on school grounds, school closings or delays
- Police, Fire & EMS departments can quickly mobilize emergency response personnel and communicate with their personnel

.....All using an infrastructure that is already in place.



*In too many recent events, text messaging  
is the only remaining method of communication*

The following events have proven the necessity of WENS:



***inspiron* logistics<sup>®</sup>**  
Emergency Management Network >>>

# Yesterday vs. Today Voice / Telephony

## Traditional

- Premise-Based
- Multiple landlines (costly)
- Very Slow
- Scalability is not practical
- IT is responsible for servers
- Huge capital investment
- Not available if your network goes down

**VS.**

## Advanced

- Fully Hosted
- VOIP
- TDD / TTY
- No startup costs
- Not within your network
- Fully secure
- TTS
- Allows end-users to respond

# Yesterday vs. Today Text Messaging

## SMTP

(Simple Mail Transfer Protocol)

- Not properly provisioned
- 1234567899@mycarrier.com
- Larger files size
- Spam In/Out
- Travel unencrypted around internet from server to server
- Never know if your message arrived

**VS.**

## SMS

(Short Message Service)

- Properly provisioned
- No need to change carriers
- Small, flat file
- True text
- Designed for mobile phones
- Easy Opt-out
- SMPP provides VPN security
- Allows subscribers to respond

# *What makes WENS the market leader?*

- *Properly provisioning with all North American carriers from the beginning*
- *True SMS- instantly send thousands of messages per minute*
- *TTS – Text to Speech Voice*
- *Simplicity - User friendly*
- *Remote handset administration for all phones*
- *Fully Hosted*
- *24 x 7 x 365 customer support*
- *Predictable and simple pricing*

# How does WENS work?



- WENS is one of the only solutions in the marketplace which uses true SMS technology
- WENS can connect to all text enabled mobile devices
- Recipients' responses are logged for reporting purposes and are used for staff/student accountability requirements
- WENS is bi-directional providing for two way communication

# Citizens can customize their profile and select exactly what alerts they would like to receive

**Miami-Dade Alerts**  
Public Safety Updates on the Go

Sign-up for free Miami Dade County Alerts and we'll notify you about the kinds of things that just can't wait – public safety issues like weather advisories and more. In the event of an emergency, you'll get a message on the device of your choice with details. Just tell us a little about how you'd like to receive these messages.

Number:     SMS  Voice  
[Additional](#)

Email:   
[Additional](#)

Pager:   Select Carrier   
[Additional](#)

**Pick your location**

<input type="checkbox"/> Bal Harbour	<input type="checkbox"/> Bay Harbor Islands
<input type="checkbox"/> Cutler Bay	<input type="checkbox"/> El Portal
<input type="checkbox"/> Coral Gables	<input type="checkbox"/> Florida City

**Severe weather alerts**

Check here if you would like to receive severe weather alerts.

**I want to receive my alerts in:**

English  Spanish

**Send me alerts during these times only**

12 : 00 AM - 11 : 59 PM

**Address**

\* Street Address:   
\* City:   
\* State:   
\* ZIP:

[Unsubscribe](#)

[Report mobile number error](#)

Powered by WENS

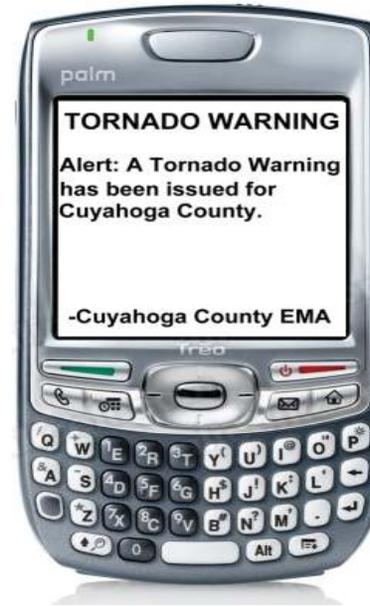
- System administrators can dynamically change types of alerts and various other choices
- System can localize end-user to target in on a specific
- End-users can select what times they would like to receive alerts

# WENS Functionality

Fully integrated with NOAA



In the event of severe weather, WENS will automatically initiate an alert.



Florida State University Desktop Alerts

 THE FLORIDA STATE UNIVERSITY

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**FSU Desktop Alerts: An evacuation notice has been issued for Carraway Bldg, Dirac Science Library, & Carothers Hall. Use all exits immediately in an orderly fashion. Thank you**

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This alert was issued on Tuesday December 3, 2009 at 12:13pm

FSU Alerts  
Copyright © 2009

Dismiss

Runs in the background and is accessible by the system tray

- Simply install the desktop client on any PC
- Runs in the background and will immediately alert the computer user in the event of an emergency
- Will continually display the specific alert in text form and play an audio version until the end-user clicks the dismiss button
- A record is sent to the system acknowledging the user physically clicked the button for accountability purposes

*WENS allows every phone to act as another set of eyes for law enforcement*

## **WENS Functionality >>>**

- **IVDS – Imaging & Video Delivery System (patent pending) allows end-users to instantly send media content (images/video) from their phone**



*Photo taken w/camera phone*



*Image is sent to WENS*



*Arrest is made, when time is of the essence*

# GIS Mapping

## WENS Functionality >>>

- The GIS Mapping component will allow the administrator to define specific segments of the population to alert



# *WENS Summary of Advantages*

- *Incorporated since 2003*
- *Properly provisioned with carries*
- *True Text - fast and reliable*
- *Delivery attempts every 5 seconds*
- *No software or hardware*
- *Delivery receipt/Message Delivery Gauge*
- *No per user or per message charges*

# ***SMS Text, Emailing, Paging, Desktop Alerts Facebook and Voice***

**SMS Text, E-mail, Page and Desktop Alerts - Unlimited**  
(implementation waived)

**Voice – 3,000,000 voice calls included per year**

***\$149,000 per year***

- Unlimited Administration
- Unlimited Groups / Subgroups
- Includes all ongoing upgrades and enhancements to the system.
- Includes all training, customizing WENS, marketing, testing, custom entry points.
- Includes NOAA, IVDS, GIS Mapping and all system functionality.
- Multiple year paid in full contracts available at a discounted rate.

# Who's using WENS?

*"Due to the infrequent use of an emergency notification system, we needed a platform which would allow someone to login for the first time and be able to operate. In the height of a crisis, emergency personnel do not have time to read a manual. Therefore it was imperative that our selection had to be not only extremely powerful, but also very simple to use. This is why we initially selected WENS and have proceeded to renew the contract."*

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**Chief John Swanson**  
**Borough of Hopatcong, NJ**

*"Inspiron Logistics has continuously demonstrated a quick response time to our change requests. I've dealt with many vendors over the years and you [Inspiron Logistics] are, by far the best, when responding to customer service requests."*

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**Sarah Edgerton**  
**City of Madison, WI**  
**Webmaster**

*With respect to Inspiron Logistics and their customer service, the company is top notch. Feedback and assistance with resolving issues is very timely and the support that we've received has been tremendous. Our implementation of the WENS platform for emergency notification has been very smooth and an itemized timeline for full-scale implementation was provided to us from day one.*

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**Keith Brown**  
**Lorain County**  
**Community College**  
**Director of Security**

*"The test with WENS was a success. We have been using another vendor for the last 2 years to send out mass notifications and it has been a nightmare. Your system allows us to send the messages easily and without any problems."*

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**J. Blandford**  
**Operations Officer for**  
**Marine Corps Base**  
**Camp Pendleton, CA**

# *WENS Deployment*

- **Assign Account Manager**
- **Kick-Off Call**
- **Discuss marketing/launch strategies**
- **Customize WENS**
- **Build entry points/collect data**
- **Training**
- **Internal testing**
- **Deployment**

# Contact Information

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