



SEE.  
DECIDE.  
ACT.



Revolutionizing the way organizations  
manage safety and security across  
complex environments



TO REVOLUTIONIZE  
SAFETY AND  
SECURITY

IN COMPLEX ENVIRONMENTS  
BY FUNDAMENTALLY

CHANGING  
THE WAY THOSE  
SERVICES ARE  
DELIVERED AND

MANAGED

THROUGH THE APPLICATION OF THE  
LATEST PROVEN  
TECHNOLOGY



CriticalArc is a leading technology innovator, designing and developing the distributed command and control solution, SafeZone®, which is revolutionizing the way organizations manage safety and security operations.

OUR  
VISION

Founded in 2011 in Australia, CriticalArc combined a passion for high performance cloud computing with a deep understanding of security systems, to develop technology that challenges the traditional approach to securing multi-site and dispersed facilities. The goal was to strengthen and streamline the capacity of organizations to respond to threats and incidents without adding to expensive fixed security infrastructure.

Recognizing an over reliance on electronic security systems, the CriticalArc team saw an opportunity to leverage the ubiquity of cloud networks and mobile devices to empower organizations' most important resource - their people. The mission was to deliver security

and safety personnel the timely and accurate information they need to respond to any incident.

The result is SafeZone®, CriticalArc's game-changing solution for security and safety across dispersed campuses and multi-site organizations. SafeZone is a high-performance cloud service that delivers distributed command and control to security coordinators and real-time situational awareness to responders in the field; transforming their capacity to respond in any situation. SafeZone empowers first responders through real-time shared location information and incident details sent simultaneously to the control-room and common off-the-shelf mobile devices in the field.

By providing the right information, at the right time, to staff in any location, SafeZone streamlines day-to-day operations to support the best incident outcomes—faster. In doing so, SafeZone is revolutionizing the way organizations manage safety and security at facilities dispersed throughout densely populated urban environments, or across multiple sites scattered around the globe.

# WHAT IS SAFEZONE?

## MISSION CRITICAL SAFETY AND SECURITY OPERATIONS

Deployed in hours, SafeZone® uses cloud-based technology to deliver a highly scalable distributed command and control environment, that can connect thousands of users with hundreds of responders in real time.

SafeZone's decentralized architecture uses multi-layered communication channels including Wi-Fi, mobile data and SMS; guaranteeing maximum connectivity, outreach and performance. By leveraging the same secure IT and internet infrastructure used by financial institutions, SafeZone can be relied upon to support mission-critical safety and security operations across cities, states or worldwide.

### Continual Situational Awareness and Collaboration

The system's command and control capabilities give unparalleled situational awareness to responders in the field, while team managers and coordinators can mobilize and coordinate actions from any location for better, faster, more efficient outcomes.

Included as part of the SafeZone Command offering, at no additional cost, the SafeZone App makes it easy for end-users to summon help via a simple tap on their phone, broadcasting their location, identity, and need directly to incident response personnel.

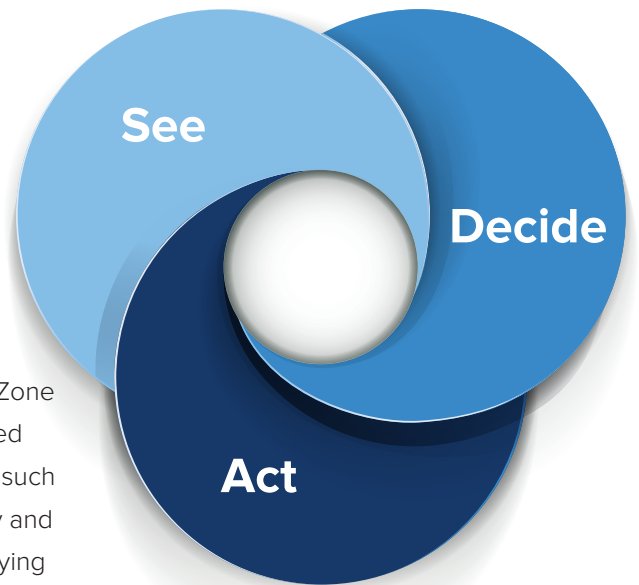
SafeZone's capabilities extend way beyond single-point incident response. With the security industry's fastest, most powerful and flexible notification system, an organization can trigger collaborative response protocols between previously isolated groups of staff who can now coordinate extra resources towards large-scale incident resolution.





# See. Decide. Act.

## SafeZone as a Virtuous Circle



### SEE

By sharing response team member locations, SafeZone saves responders vital minutes that are often wasted trying to locate colleagues by conventional means such as phone and radio calls. During an incident, safety and security teams access an active mobile map displaying all personnel locations, while operational information is targeted to the right people at the right time.

Seeing helps to gather the inputs for an informed decision.

### DECIDE

SafeZone empowers responders through a shared common operating picture, giving coordinators real-time insights that enable fast, effective decision-making, efficient actions and better incident outcomes.

Deciding specifies the actions necessary to achieve an optimal outcome from the incident observed.

### ACT

With awareness of all situational parameters at their fingertips and a constantly updating common operating picture, the response team's mobilization is rapid and effective. By incorporating SafeZone notifications, the team can leverage collaboration with other staff such as building wardens and first aiders, to restore business continuity in the shortest possible time. All the while, responders in the field relay their observations so the overall response can be optimized further.

***Acting moves the response effort forward in time towards the incident outcome and offers the opportunity to see further details that can refine the decisions and further actions.***

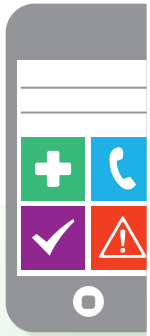
## Flexible, Distributed Command and Control

Without the need for any fixed security infrastructure, SafeZone's full command and control capability extends into the field, where supervisors can direct operations with even better clarity than they might have had in a control room.

SafeZone can also extend third-party alarms and system intelligence directly to field officers, while real-time activity heat-maps let coordinators optimize routine patrol coverage.

# SAFEZONE FEATURES

## SafeZone App - Mobile alerting



SafeZone provides security and safety teams with a complete situational view by sharing location information from their own and colleagues' smartphones and tablets. Using a common operating picture framed on a live real-time map, SafeZone defines areas of responsibility, extending beyond property boundaries, to cover areas such as transport interchange points, public parks and walkways.



### Check-in

- ┆ Staff check-in and lone worker protection
- ┆ Location-based auto check-in and check-out
- ┆ Live mustering and evacuation support
- ┆ Man down option for high-risk situations



### Security Officer

- ┆ Receives timely and accurate alert information
- ┆ All actions tracked throughout incident
- ┆ Real time collaboration between responders
- ┆ Fast pinpointing of personnel locations, check-ins and alerts



### Alert

- ┆ SafeZone alerts for emergency, help and first aid assistance
- ┆ Establishes alert/response comms channel
- ┆ Delivered to all responders in seconds
- ┆ Officer intel includes live tracked location, ID and special needs



### Mass Notification

- ┆ Geo-targeted and mass notification
- ┆ High performance >1,000 per second
- ┆ Zero cost compared to SMS
- ┆ Managed and self-opted groups
- ┆ Discreet and loud tone alerts



### SafeZone Command

- ┆ Incident response and situational awareness
- ┆ Day-to-day operational management
- ┆ Heat maps help to optimize patrol coverage
- ┆ Incident replay for training and service improvement
- ┆ Regulatory compliance reporting
- ┆ Integration with third-party alarms



### Regions

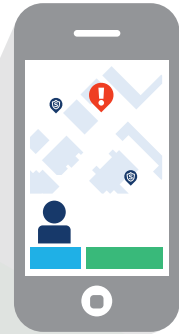
- ┆ Defining the jurisdiction of the response team, regions can be temporary or permanent, any size, any shape and located anywhere on earth
- ┆ Region changes reflected immediately to all users globally
- ┆ Response personnel and protocols tailored to each region



**SafeZone Command - In the control room or in the field**



**SafeZone OmniGuard - Share the view of the situation between all responders**



### **Privacy!**

You are **never tracked** until you send an Alert or Check-In.

## **Simple, Fast Deployment**

SafeZone eliminates complexity, expense and time usually associated with implementing electronic security systems. Avoiding hard wiring, disruption to business and security operations, SafeZone frees

organizations from the constraints of fixed infrastructure. With response teams and their supervisors trained and back in the field in less than a day, SafeZone can achieve quantum gains in productivity virtually overnight.

## **Continuous Service Improvement, Risk and Compliance Reporting**

Delivering on-going savings by supporting a culture of continuous service improvement, SafeZone's instant incident recall and replay features allow teams to review and revize their incident response strategies and protocols. SafeZone's reporting functions integrate to

popular incident management systems and deliver inputs to corporate risk analysis, governance and regulatory compliance reporting.

# SAFEZONE BENEFITS

SafeZone is revolutionizing day-to-day security and incident response operations for international organizations that have facilities dispersed through business districts or distributed across global sites. Increasing emergency preparedness and enhancing existing security measures, SafeZone optimizes the effectiveness of safety and security personnel, and leverages additional value from existing investments in fixed security infrastructure, without the need for further capital cost.





## Increase efficiency to reduce costs

Safety and security departments are increasingly required to take on additional responsibility to improve the protection of staff and assets and add value to the organization, while simultaneously minimising cost. SafeZone enables efficient day-to-day coordination of safety and security staff across large and dispersed facilities, and drives continuous service improvement by helping to optimize everything from day-to-day campus patrol coverage, through to faster incident response and post-incident analysis and reporting.

## Eliminate Capital Costs

SafeZone offers a rapid return on investment by scaling operations inside and outside property boundaries, without any capital cost or the complications of land ownership and development approvals. Organizations never need to spend money on a help point again.

## Enhance Security and Business Continuity

By isolating and dealing with incidents quickly and efficiently, SafeZone helps prevent unnecessary evacuations and ensures minimal impact on productivity and business continuity. Geo-targeted mass notifications can warn staff of impending danger and direct them to take appropriate action, while improved incident management enables security teams and volunteer coordinators to mobilize quickly to protect and defend people and assets.

## Improve Incident Response

When every second counts, it is absolutely essential to get the correct information to the right responder at the right time, and to keep them updated as the incident evolves. SafeZone eliminates voice call difficulties by obtaining accurate incident details in seconds; allowing a fast, effective team response that ensures the best possible outcome.

## Optimize Resources and Assets

Providing instant coverage across multiple sites, with site-specific response hierarchies and localized protocols, SafeZone can extend team capabilities to protect people in public spaces for short-term events and/or remote locations. SafeZone can extend the value of existing infrastructure; mobilizing its intelligence by integrating its alerts into the SafeZone Team system.

## Increase Staff Safety

SafeZone helps organizations to comply with health and safety regulations, while engendering a culture of security and safety among staff. With obvious benefits over fixed help points, staff can quickly summon assistance, while security teams can manage the presence of lone workers and their safety during an emergency.

## Enable Collaboration

Response teams feel better supported while working alone with the ability to locate and communicate with colleagues in a collaborative field-based environment. Empowering safety and security teams with the ability to communicate and share information with colleagues, volunteer teams and other agencies as events unfold, SafeZone's cloud-based architecture heralds a new era of collaborative incident response. See. Decide. Act.



# MARKETS

Proving a critical command and control tool for many organizations across the globe, SafeZone® is utilized across multi-site and large dispersed facilities from a range of private and public sector markets.

## Higher Education

Improving day-to-day operations and response times to drive efficiency savings, SafeZone enhances safety and security to offer competitive advantage, while safeguarding university reputations through preparedness against environmental and physical threats.

## Large Enterprise

Transcending geographic boundaries, SafeZone improves the effectiveness of security teams, with complete situational awareness to speed up event response, improve information flow and reduce operational cost.

## Critical Infrastructure

Supporting operational protocols, SafeZone allows security and safety teams to locate staff, mass communicate, facilitate mustering and adhere to health and safety compliance.

## Resources and Industrial

Mitigating the risks associated with large numbers of personnel working across complex sites with substantial perimeters, SafeZone allows staff to summon help at the press of a button.

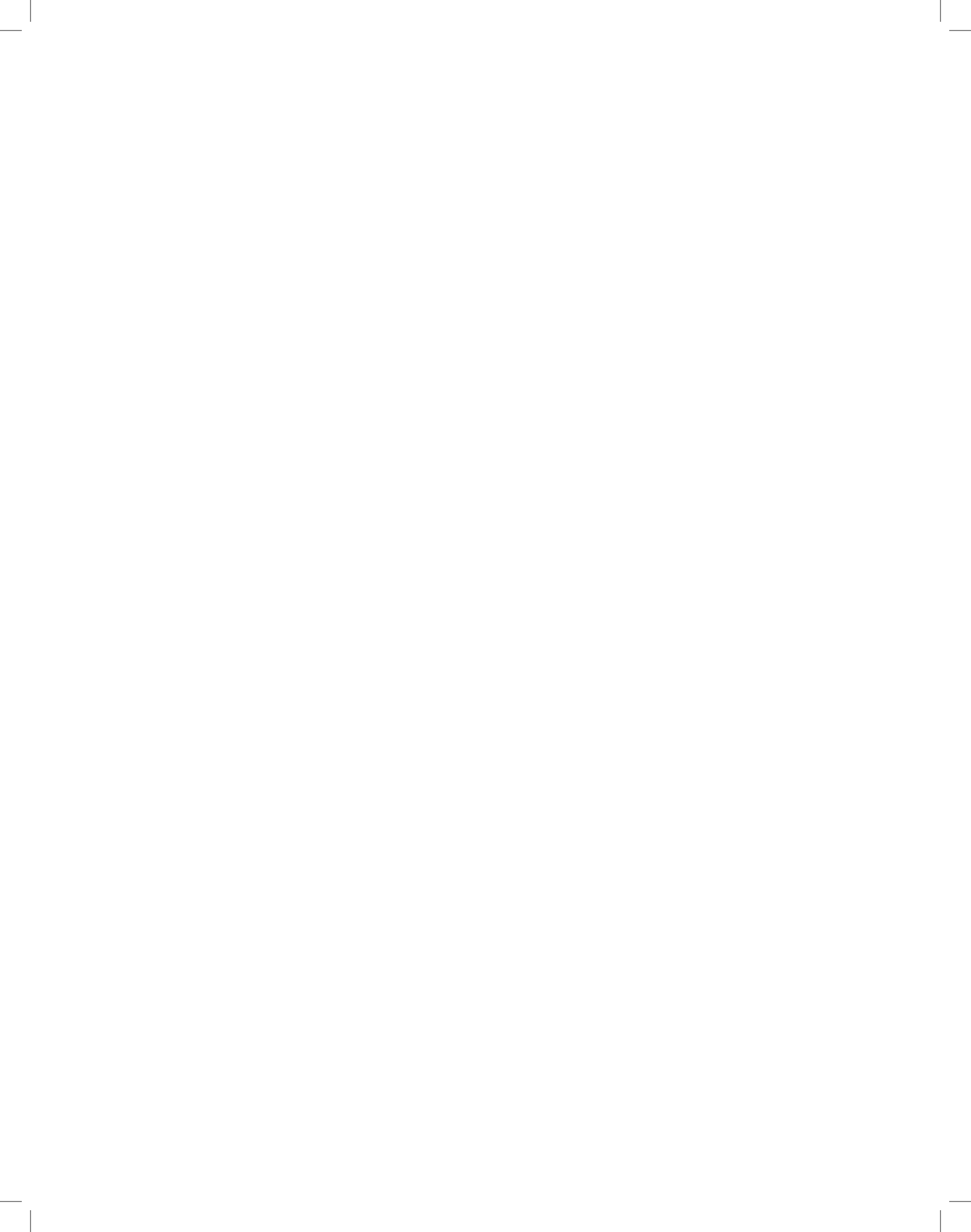
## Healthcare

Optimizing security operations across healthcare facilities, SafeZone increases the effectiveness of manned guarding, improves security and demonstrates duty of care to staff, patients and visitors.

## Gated Communities

SafeZone enhances the protection of high net worth families and their property. Eliminating language and cultural barriers, SafeZone enables security teams to rapidly respond to incidents and locate individuals in an emergency.







## PLEASE CONTACT US AT ANY TIME.

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## JOIN THE CONVERSATION

