



911inform Recognized for

2021

Product Innovation

United States Enterprise
Safety Solutions Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. 911inform excels in many of the criteria in the enterprise safety solutions space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

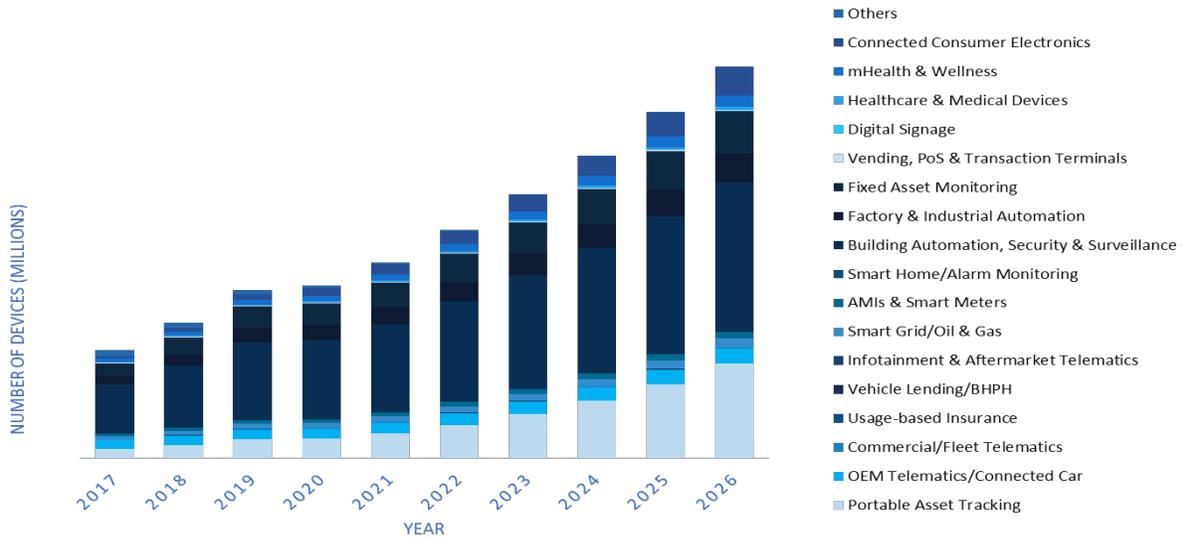
Criterion #1: Match Product to Customer Needs:

Customer Needs Directly Influence and Inspire Product Design and Positioning

The proliferation of COVID-19, natural calamities, social unrest, and recent U.S. regulatory requirements such as Kari’s Law, the RAY BAUM’S Act, and Alyssa’s Law, have dramatically elevated pressure on enterprises to implement emergency managements platforms that can enhance safety and trigger ‘smarter’ responses to emergency events. Unfortunately, a massive gap still exists between the actual information currently available to first responders and the wealth of new data sources increasingly accessible via connected assets. Frost & Sullivan anticipates that the rapid growth of distributed computing will increase the speed of IoT deployments, generating a staggering 12.7 billion connected devices in the U.S. by 2026. The surge of data coming from connected security systems, vehicles, homes, buildings, smart city infrastructure, telematics, and other connected assets presents both challenges, as well as opportunities, for the public safety sector.

The volume of connected data, the variety of data types, and the velocity at which the data must be processed has the potential to overwhelm the capabilities of existing systems and will certainly require new, innovative solutions. Next Generation 9-1-1 (NG911) has enabled this reality; the challenge is now how public safety entities will ingest and organize this information into a meaningful manner to allow for actionable emergency responses. The ability to determine “what is relevant” versus “what is noise” in the context of an emergency event will be critical. The industry is in search of innovative solutions to address these rapidly evolving challenges.

Total Internet of Things (IoT) Devices Market: Breakdown by Application, US, 2017–2026



Note: All figures are rounded (millions). The base year is 2020. Source: Frost & Sullivan

In this environment, 911inform has developed a visionary, ‘next generation’ platform for the enterprise safety sector that leverages advanced technologies and provides educational institutions, commercial properties, corporate campuses, and other facilities with the tools to deliver unique safety solutions that transform the way both public and private responders prepare, react, and respond to emergency events. 911inform provides innovative technology that streamlines information flows during critical events to enhance situational awareness, augment incident intelligence, and dramatically improve outcomes in emergency situations.

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More specifically, 911inform aggregates critical data from connected assets across siloed systems into a single platform to bridge the information gap between enterprise personnel, first responders, and emergency communication centers (ECCs). The 911inform solution meets the recent regulatory requirements of Kari’s Law (i.e. on-site notification to any connected device) and the RAY BAUM’S Act (i.e. device location discovery/dispatchable location reporting), enabling enhanced level of real-time situational awareness for first responders. By

integrating information from previously disparate systems into a single, functional, industry-compliant implementation, with an intuitive interface to intelligently manage real-time emergency events, 911inform uniquely addresses key customer challenges in the enterprise safety solutions sector.

Criterion #2 Product Reliability & Quality

Product offers best-in-class quality with a full complement of features and functionality

911inform's solution addresses an unmet need in the enterprise safety sector that competitors have been unable to replicate. When a 9-1-1 call is initiated via a device within a 911inform connected building (or preconfigured geofenced area), an emergency notification is generated and sent to designated users. First responders and/or private security personnel receive real time location information coupled with an interactive geo-mapped blueprint of the building, campus, or venue. Tight integration with connected controls ensures that responders can view near-live video feeds and actively engage in bi-directional communications. More specifically, 911inform can leverage a variety of connected-building assets to manage critical situations including:

- **Video/Security Cameras:** First responders, PSAPs, and designated private security personnel can access existing live video feeds from 911inform connected buildings during a crisis situation.
- **Door Controls:** The 911inform solution enables the integrations of existing door controls, allowing public safety personnel to remotely lock or unlock doors in emergency situations.
- **Strobe Controls:** The ability to control existing emergency strobe lights during a crisis situation is a feature of the 911inform solution.
- **Voice Controls:** Bi-directional communications between individuals on site and public safety personnel is enabled with the integration of intercoms and PBX voice controls. The solution creates a digital space for 'many-to-many' communication and collaboration.

Additional alert triggers such as weapons detection, shot detection, license plate readers and facial recognition can also be integrated into the solution and leveraged to initiate event workflows. For educational institutions, the 911inform solution can integrate with existing student information systems to check-in individuals in the roster and send notifications to parents. In some hotel and resort properties, the solution integrates with hotel management systems and includes safety panic buttons for staff and guests. By efficiently capturing/managing connected building assets to expand information available to emergency operators and enhance situational awareness, Frost & Sullivan believes 911inform is particularly well-positioned to capture 'next generation' growth opportunities in the enterprise safety solutions sector.

Criterion #3 Customer Impact/Purchase & Ownership Experience:

Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Unlike competitors that often force customers to conform to 'hard-coded' workflows defined by the vendor, 911inform provides a fully customizable solution that empowers clients. The 911inform platform provides fully customizable controls to manage an emergency event based on pre-defined operating procedures outlined by customers. The ability to customize features and/or communications flow by 'type of event' or 'level of emergency' allows customers to filter out irrelevant information (or 'noise') and focus on pertinent data most relevant to the real time circumstance. This has proven to not

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only enhance emergency response times, but also to provide a significantly deeper layer of incident intelligence for first responders.

911inform caters to a range of establishments including educational institutions, commercial properties, corporate campuses, and other facilities that are in need of next generations solutions that can provide enhanced communication and controls needed to successfully manage a crisis situation. 911inform engages with customers both directly and through value added resellers (VARs). Frost & Sullivan believes the 911inform solution is particularly well suited for schools, hospitals, hotels, malls, resorts, and sporting/concert venues.

911inform is a partner of RapidSOS, and integrates with the RapidSOS Clearinghouse, currently serving over 5,000 PSAPs across the U.S., covering approximately 92% of the population. PSAPs can efficiently access 911inform connected building data provided in a variety of ways including: directly integrating into 911 systems through public safety software partners; accessing the RapidSOS Portal (a secure web based application); or a combination of both.

911inform built the platform as device-agnostic, integrating with nearly any type of connected building controls and security equipment that a customer already has in place. Essentially any system that is IP-based can easily integrate and feed into the data streams of the solution. Further, 911inform demonstrates an admirable degree of effort to ensure that legacy systems (such as analog video or door access controls) can integrate with the system. Deploying the 911inform solution requires no new equipment purchases, overlaying at the software layer with sensors and cameras across the board i.e., phone systems, strobe lights, cameras, door access controls, alarm systems. The company offers a gateway product to ensure LTE backup connectivity, serving as an interface between public safety and the connected entities on the system through a cellular data and/or voice link.

Conclusion

911inform’s industry compliant notification and emergency management solution uniquely empowers police, dispatch, first-responders, and key building personnel with the tools to trigger faster, more efficient, and smarter responses during emergency situations. In particular, the solution equips emergency response teams with highly accurate location, access to detailed on-premise blueprints, and bi-directional communication and controls. By leveraging the proliferation of IoT, and integrating the wealth of data from connected buildings, emergency responders leveraging 911inform’s platform are dramatically more prepared to react to critical events. For the second consecutive year, Frost & Sullivan is proud to recognize 911inform with Product Innovation Award in the U.S. Enterprise Safety Solutions market.

What You Need to Know about the Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

