# What Makes
# SafeZone Unique?

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# Abstract

**The Leading Safety, Security and Emergency Management Solution for Higher Education**
Keeping staff safe is vital for today's organisations. CriticalArc's SafeZone, the unified safety, security and emergency management solution, provides Safety Everywhere™ for your people, wherever you have duty of care.

Through Real-time Coordination and Response, organisations are empowered to respond faster and more effectively to incidents of any scale. And SafeZone's Operational Insights streamlines day-to-day operations and enables unprecedented post-incident learnings to continuously improve team performance and optimise future response. Quick to deploy, scalable, and easy to use, SafeZone is transforming how leading higher education organisations manage the safety of millions of people every day.

**SafeZone transforms your organisation's capabilities to protect your people with the following unique capabilities:**



Safety Everywhere

Real-Time Coordination & Response

Operational Insights

Unified Solution

SafeZone

"Staff and student well-being and safety is of the utmost importance and the SafeZone technology further enhances both of these for staff and students across our campuses and while overseas, travelling, studying and working at other institutions."
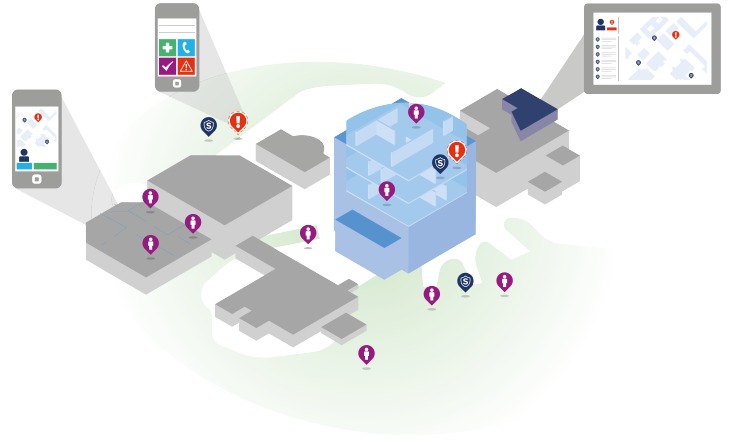
-Brian MacCraith, President of Dublin City University, Ireland

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# Safety Everywhere™

SafeZone offers Safety Everywhere™, which enables you to manage the safety of your people wherever you have duty of care regardless of geography. This means you can keep your people safe at central and satellite locations, both indoors and outdoors, in remote locations, or when they're studying abroad.

Safety Everywhere reduces the complexity traditionally associated with managing risk and providing safety in complex or distributed organisations by enabling a consistent and easy to use experience for everyone, regardless of how protocols and processes vary by circumstance and/or location.

SafeZone eliminates the need for different solutions to support a variety of environments and protocols, which translates to streamlined implementation, training and daily operations.

"It has been a highlight this year to get this project approved, I really think this will be a great legacy we can leave for the future protection of our students and staff."

-Colin Reiter, Director of Campus Management, The University of Melbourne

Your people will be confident they're safe because they know irrespective of where they are, they can quickly get help. For critical situations, they're directly connected to the appropriate response team that know who and where they are, so they can access immediate assistance.

The consistent user experience provided to your people adds to their safety as individuals know what they're expected to do and how to do it, so they don't have stop and consider what actions are required in a stressful situation. This consistency drives better outcomes, especially in scenarios overcoming cross-cultural or language barriers.

Our consultations with leading universities showed us that SafeZone would be the best technology to meet Glasgow's security and safety priorities. Working with CriticalArc we have not been disappointed – our whole security team is now fully prepared for future emergencies, and better able to protect our community.

-Gary Stephen, Head of Security, University of Glasgow

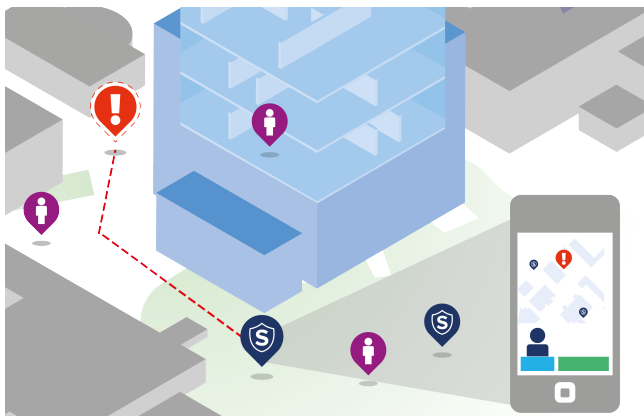criticalarc

# Real-time Coordination & Response

SafeZone transforms how organisations can respond to incidents of any scale through unprecedented real-time visualisation of the situation and the ability to coordinate resources optimally to ensure the best possible outcome; organisations that deploy SafeZone typically see at least 50% faster response times.

For the first time, leadership can see who is available to respond, where they're located relative to incidents, issue commands to respond, view their response in real-time, and adjust as conditions on the front lines change.

"Every one of my security officers has the SafeZone and OmniGuard software that they carry with them on mobile phones. The good thing for us is it saves a lot of time on deployment so we're not looking for people to attend to an incident, we can see who the closest person is, so from that point of view it's given us very, very good resource utilisation."

Shed Coulthard - Estates Security Manager, Newcastle University

SafeZone also enables organisations to integrate a wide range of potential responders to optimise response to any situation through communication and visualisation of specific groups of first responders, specialists, volunteers, outside agencies and end users based on their real-time location, role, and the nature of the situation.

"Our control room team and patrol officers use OmniGuard – part of CriticalArc's SafeZone solution – to enable real-time dispatch and response coordination of officers and support staff, and to make two-way communications more effective. It lets us direct the right response to the right incident. And if we've got multiple incidents going on at the same time, we can see them all and prioritise. You can't command and control without this kind of situational awareness."

-Russell Huxtable, Head of Business Continuity and Resilience, Swansea University

This unique, distributed command & control technology acts as a force multiplier to enable lean safety and security teams to cover large complex environments as well as broad geographic areas in the most effective possible way.

With SafeZone's Real-time Coordination & Response, you'll strengthen your organisation's capacity to respond to incidents and emergencies, optimise outcomes, fulfil your duty of care, and mitigate risks.

# Operational Insights

For the first time, you'll have insight into operations to optimise and improve your organisation's performance so you can be confident your organisation is doing the best possible job to protect your community.

SafeZone empowers your organisation to understand vulnerabilities and threats, correlate data, and observe trends in one complete picture, enabling your teams to work together proactively.
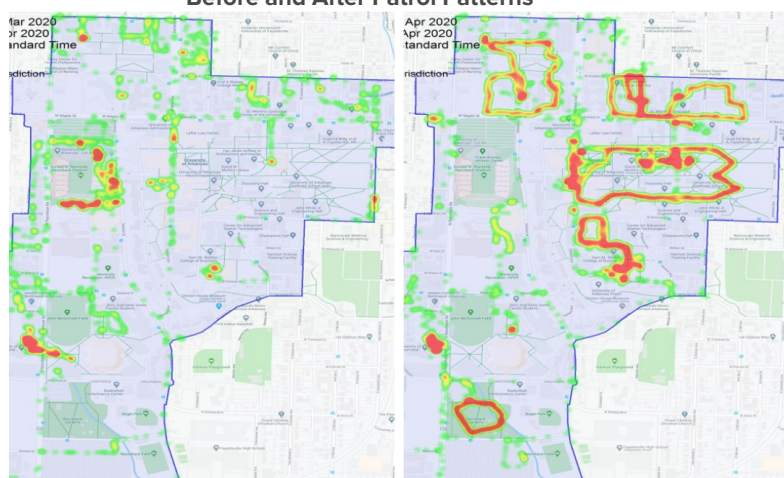
With Operational Insights, you can ensure your staff are optimally deployed, your organisation's procedures are effective, and that each person on your staff knows how to respond and can quickly adapt to commands so you can be confident your team can handle all incidents, regardless of scale.

"We had a patrol strategy in place but now by using the SafeZone heat map, we can actually identify what areas on campus are being patrolled, so we can redirect people to areas that aren't being covered that were potential crime spots. e.g. cycle thefts to reduce crime."

-Geoff Brown, Security Manager, University of York

**Before and After Patrol Patterns**



Intelligent heat-maps enable you to see exactly where and when your team patrolled, by day, by shift, or by hour so you can verify compliance and better align patrol patterns to improve security, facilitate community engagement and improve perceptions of safety.

SafeZone provides extensive reporting, analysis and playback of every incident, including second-by-second details of all communications and each responder's location, which enhances after-action reviews by highlighting opportunities to optimise future performance.

"With the OmniGuard tool for our officers on the ground and our control room, they can actually see what areas they're patrolling to ensure we're getting full coverage across our campus."

-Deneke Nolan, Security Operations Supervisor, University of Sunshine Coast

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# Unified Solution

SafeZone offers one solution to address all of your safety, security, wellbeing, and emergency management needs across your entire organisation, providing value throughout each day.

SafeZone allows complete situational awareness through a common operating picture across your organisation so teams that were once siloed can work together on a more effective response to incidents, regardless of scope or scale.

As a result of eliminating multiple systems and screens, you can reduce costs tied to disparate systems that streamline procurement and lower their cost of ownership, providing greater overall value.

"With SafeZone, you get the campus safety app, command and control functionality and emergency notification functionality. So you can cut some of your expenses by having this platform that does all of it."

-Roger Stearns, Assistant Chief of Police, Texas A&M University

**TEXAS A&M UNIVERSITY**
**SAN ANTONIO**

**SafeZone App**

**OmniGuard**

**SafeZone Command**

**Indoor Positioning**

**SafeTrans**

With one consistent solution for your entire organisation, your people will be confident regardless of where they are, their safety is being managed and they can get help in the same way every time.

Unlike mass notification systems, critical event management solutions, and public safety apps, only SafeZone offers a unified solution to provide your organisation with situational awareness via its Real-time Coordination and Response, and Operational Insights to enable your team to provide Safety Everywhere™ so you can protect your community wherever you have duty of care.

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# About Us

Keeping your people safe is vital for today's organizations. CriticalArc's SafeZone, the unified safety, security and emergency management solution, provides *Safety Everywhere™* for your people, wherever you have duty of care. Through *Real-time Coordination and Response*, organizations are empowered to respond faster and more effectively to incidents of any scale. And SafeZone's *Operational Insights* streamlines day-to-day operations and enables unprecedented post-incident learnings to continuously improve team performance and optimize future response. Quick to deploy, scalable, and easy to use, SafeZone is transforming how leading organizations manage the safety of millions of people every day.

Operating globally, CriticalArc has offices in the US, UK and Australia. For more information on CriticalArc and SafeZone, please go to www.criticalarc.com, email contact@criticalarc.com or telephone +44 (0) 800 368 9876.

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