

Safeguarding your campus community, strengthening your security and safety services



SafeZone
by criticalarc

University security and safety services play a vital role in safeguarding students and staff, creating a welcoming learning environment, and fulfilling the university's Duty of Care obligations.

When safety incidents occur that affect the university community, they can impact student satisfaction, harm the institution's reputation, and adversely affect recruitment and retention.

Reducing these risks and transforming security operations by dramatically improving incident response capabilities and the quality of outcomes is key. For over a decade SafeZone by CriticalArc has been equipping universities with the most powerful multi-function system for team coordination, mass communications, personal alarm, and security management all within an easy-to-use unified solution.

SafeZone has already been adopted by more than 50% of universities in the UK, allowing security teams to make optimum use of their resources, and enabling measurable improvements in personal safety, community outreach and engagement, resulting in increased student satisfaction.

The safety and wellbeing challenge

University budgets are under pressure whilst the constant demands on security departments continue to place greater strain on existing resources. In many cases, campus security is often the only university-wide 24/7 service providing vital support to the community when it is most needed. To address this, SafeZone is enabling operational efficiencies through improved responder resource coordination, multi-user two-way and mass communication, and digital access to vital safety and support services, enabling you to do more with the same resources whilst also providing enhanced reassurance to staff and students.

SafeZone can deliver significant savings by replacing multiple separate systems, and outdated solutions such as fixed-point alarms.

The solution: CriticalArc's SafeZone

Combining multiple essential functions, SafeZone allows individual users to request immediate assistance at the touch of a button, using a range of devices. It makes it easy to ask for emergency help, routine advice, or to report concerns.

SafeZone shows your response teams the precise locations of all checked-in users, allowing the fastest and most appropriate response. It also improves team coordination by showing the locations of responders, and analytics to support continuous improvement and lessons learned.



Safety is now a **top three consideration^[1]** for prospective students and their parents

^[1] Source: https://resources.idp-connect.com/hubfs/IDP_BuyerBehaviour_2019_infographic_WEB-V5.pdf

In addition, SafeZone is a robust platform for mass communications, and targeted communications directed at specific groups (e.g. by school, faculty, department, location, or by role - for example: First Aider or Fire Wardens).

SafeZone combines essential communications, personal alarm, lone-worker support, team coordination, non-urgent reporting, and management functions within one powerful platform.

Benefits for your campus community

The SafeZone app makes it easy for users to request help at any time, in any location, removing cultural, geographical and language barriers. In emergencies, it puts the user immediately in contact with first responders; it saves time and increases situational awareness to inform decision making by equipping responder resources with exactly who the person is requesting assistance, where they are and what type of assistance they require, saving valuable time and improving incident outcomes.

SafeZone also supports anonymous tip reporting, providing an easy, discrete route for individuals to request support for others or to report when something doesn't look or feel right; SafeZone enables up-to-the-minute mass communications alerts.

Alliances between SafeZone institutions now let users access help services across safer cities and wider geographical areas – so that your students and staff visiting other institutions are assured of the same immediate support as they get on their own campus.

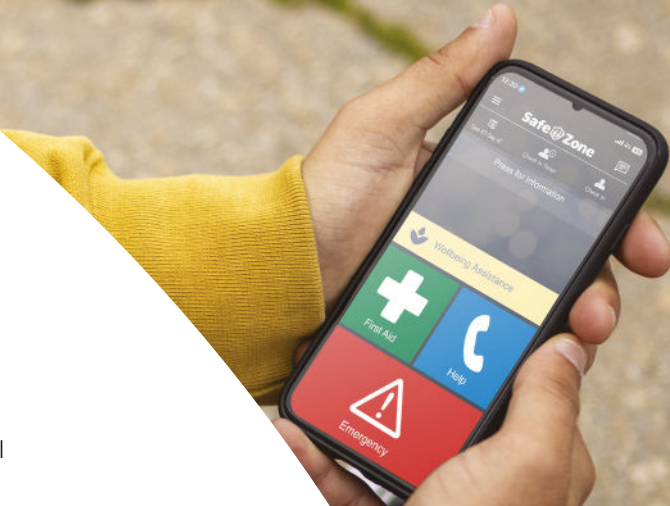
Mental wellbeing, and crisis response

Students or staff requiring Wellbeing Assistance can use SafeZone 24/7 to easily access support and available wellbeing services. For individuals in crisis, a unique patent pending SafeZone feature provides ease of access based on who that person is, where they are located, and what time of day or night it is, resulting in earlier interventions. SafeZone makes asking for help more accessible.

A powerful management tool and a force multiplier

At many universities, SafeZone is enabling transformative improvements in safety and security services as part of a wider holistic approach to Duty of Care, with:

- More efficient coordination between officers, extending team reach and capability
- Faster, better informed response to calls for both emergency and routine assistance
- Improved collaboration and coordination between departments and external agencies
- Force multiplier capabilities that enables you to leverage more benefits from your existing systems, such as CCTV



Easy steps to adopting SafeZone

SafeZone is fast and easy to adopt and delivers better financial value than the multiple older solutions it can replace. Our SafeZone customer success team will work with you to ensure confidence among your students, staff, and stakeholders.

Roll-out is rapid and efficient, typically taking less than four weeks; and continual measurement and quarterly reporting ensures ongoing success and high levels of engagement for every user.

To learn more, visit [CriticalArc.com](https://criticalarc.com)

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