



ESA

## External Situational Awareness



The NC4 Incident Monitoring Centers (NIMC) monitor thousands of diverse information sources 24x7 to provide early warning of incidents that occur across the United States and around the globe.

### Achieve a Higher Level of Preparedness

Today, the Internet and media can bring you information from all over the globe to alert you to threatening situations. However, for those tasked with the welfare of employees' lives and safety, and the organization's physical assets and continuity of business operations, this constant stream of unfocused information can quickly become overwhelming.

NC4's External Situational Awareness (ESA) offering provides customers with a higher level of preparedness by providing focused, relevant incident alerts. NC4 monitors incidents occurring around the globe through its NC4 Incident Monitoring Centers (NIMCs), 24x7. Customers are promptly alerted to incidents near their facilities that could potentially pose a threat to employees' life and safety, physical assets and continuity of business operations.

"NC4 is the best way for us to get early, reliable, and consistent incident information about situations that might affect us."

NC4 is committed to assisting customers enhance Situational Readiness by enabling them to be more aware of events surrounding their facilities. Ultimately, Situational Readiness is about risk mitigation, protecting the organizational assets and managing the operation of business and government. Significant disruptions usually

### Situational Readiness

### Benefits Spotlight

ESA enhances your Situational Awareness, enabling rapid, effective, efficient response to incidents which could cause business disruption or impact employee health and safety.

- ☰ Quickly learn about relevant risks to your facilities, employees and operations
- ☰ Ensure that your staff responsible for your facilities learns about problems quickly, thereby:
  - Reducing business impact of daily incidents and crises
  - Maximizing awareness of supply chain disruptions
  - Avoiding costly outages to critical business functions
  - Reducing damage to facilities
- ☰ Enable a more efficient response model and lower labor costs of risk mitigation
- ☰ Mobile-ready map empowers your mobile workforce
- ☰ ActivTravel improves your situational awareness around traveling employees to minimize risk to those in harm's way
- ☰ Achieve quick, cost effective, secure implementation
  - Up and running in less than 30 days
  - No IT infrastructure investment
  - No IT labor required

don't just happen; they evolve out of every day events and it is the awareness and early warning of those events that create the precious extra time needed to respond to both small and extreme emergencies, so that employees, facilities and business operations are protected. Situational Readiness is about day-to-day preparedness.

## NC4 Incident Monitoring Centers

The NC4 Incident Monitoring Centers (NIMC) provide 24x7 coverage for significant incidents that occur across the United States and around the globe. Coverage includes terrorism, hazmat, transportation, weather, law enforcement, fire and other incidents that may impact employee health/safety or have the potential to cause business disruption.

The NIMC leverages thousands of diverse information sources to provide early warning of incidents at the local, regional, national and international level. NC4's proprietary technology continually scans these sources of information, rapidly filtering thousands of incidents each day for severity and relevancy, which are then further researched by its staff of highly skilled analysts.

Each of the incidents that the NIMC reports are evaluated by an NC4 analyst and reviewed for potential business and safety impacts. The NIMC reports all incidents that will have a regional or national impact, such as major plane crashes, wildfires affecting populated areas and hurricanes. More importantly, the NIMC also reports local incidents that could have a direct business impact including explosions, 3+ alarm fires, severe hazardous materials situations, tanker truck accidents, interstate highway closures, suspicious packages and other incidents.

The NIMC staff of highly trained analysts use sophisticated technology and typically locate an incident and assess its distance from a registered customer facility within seconds of receiving the incident information. Incidents in close proximity to our customers' registered facilities receive top priority for reporting and follow-up. Once the incident is initially reported, the NIMC analysts continuously research the incident and issue updates of additional information and resources as the incident evolves, providing NC4 customers with unparalleled situational awareness.

## Relevant and personalized notifications

One of the key benefits of ESA is the ability to personalize incoming information to what is relevant to your business. The driving factors behind this capability are our user defined profiles and the methodology analysts employ to log the events. First, NC4 analysts determine incident type – whether it is a fire, traffic incident, hazardous materials event, etc.. Analysts then geo-code each reported event, pinpointing the event to specific latitude and longitude. Next, the analysts assign a severity level to each incident based on an estimation of the level of impact the incident has on the health and safety of people and on infrastructure and business operations. These three incident factors – type, location and severity – define an incident so that you can create an interest profile tailoring alerts to only those that could impact your business.

ESA has an optional add-on component for mass notification of alert information within your organization. This mass notification feature can distribute alert content via email, phone or SMS and can confirm receipt of notifications to ensure employee awareness.

## Situational Readiness

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## ActivWeather™

ActivWeather, the meteorological reporting tool for ESA, integrates real-time weather data to provide detailed, customized, and comprehensive alerts that further enhance situational awareness.

ActivWeather content is made possible through a partnership with WeatherBug®, the leading provider of live, local weather information services. WeatherBug manages and operates a proprietary network of more than 8,000 weather stations and 2,000 cameras located throughout the U.S. and parts of Canada. These professional-grade weather stations record 27 different weather variables updated every two seconds to generate accurate and timely neighborhood-level reports that are unmatched by any other weather provider.

ActivWeather utilizes ESA's powerful profiling system that enables users to create weather profiles that tailor the ActivWeather alerts they receive to their locations and preferences. Only weather information that matches the profile will trigger an alert to be sent. Weather alerts are categorized by flash floods, dust storms, severe thunderstorm warnings, tropical storm warnings and more.

The combination of NC4 and WeatherBug technologies provides a powerful capability that helps to enhance situational awareness.

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## ActivTravel™

ActivTravel is NC4's travel risk management offering that combines intelligence on global all-hazards incidents with detailed employee travel data, to heighten an organization's overall situational awareness and readiness to respond to risks.

Combining the full features of TranSecur's Traveler Management Service with ESA, ActivTravel gives security departments, human resources and travel departments the ability to be notified of incidents that may affect the safety and security of corporate travelers. From the ESA map, members are able to instantly see locations around the world where they have active or pending travelers, link directly to real-time traveler information and drill down to itinerary details to determine if any of those travelers are in harm's way based on an unfolding incident.

Having the ability to quickly visualize who is in a particular location when an incident occurs better prepares organizations to assess risks to employees, and make more informed decisions on how best to address the situation.

The ESA offering combined with the ActivTravel option provides the most comprehensive incident monitoring solution in the industry.



NC4 monitors incidents occurring around the globe, quickly alerting customers to incidents near their facilities that could potentially pose a threat to employees' life and safety, physical assets and continuity of business operations.

## Global coverage

NC4's global coverage encompasses numerous countries around the world, on all continents (except Antarctica). The same methodology, technology and highly skilled analysts who provide incident monitoring and alerting across the United States are applied to our global service. NC4 monitors incident information from a variety of sources, including:

- Reuters 3000 XTRA
- Embassy sources
- Local and national government-run websites in various nations
- Major international news services, primarily Reuters' wire service
- Hundreds of country-specific news sources in both English and local languages
- Local television networks such as Al Jazeera, RAI International (Italy), Deutsche Welle (Germany), and many others

During regular research and development periods, our multilingual analysts seek out new resources from a variety of outlets including foreign language sources. These new sources are constantly expanding and include local and national government and news media databases.

In addition, NC4's alliance with TranSecur, the nation's oldest continually operated provider of global security information, brings ESA members comprehensive global risk analysis. TranSecur's Country Risk Ratings map is displayed within ESA, providing members a quick visual reference of each country's risk status. TranSecur's detailed summary of the international climate, which is available as an add-on component to ESA, is an excellent complement to NC4's global incident reporting capabilities, giving members the most complete global coverage of risk and incident reporting available.

## Reporting

ESA Incident Summary Reports are comprised of six periodic reports that come standard with an ESA subscription. The Incident Summary Reports are available at the end of each period and contain the incident data triggered by your user alert profiles. Incident Summary Reports organize your incident data by attributes such as registered facility, severity level and incident type. The reports are a valuable enhancement to your executive summaries, budget justifications, facility evaluations and periodic reviews.

NC4's Historical Reporting and Analysis (HRA) Pack is an add-on report generation and incident analysis tool. HRA Pack complements and expands on the utility of the ESA Incident Summary Reports by giving users a flexible reporting tool to query the entire ESA incident database, not just the incidents of the alerts you received. Incident data can be filtered and sorted in order to present information in the most meaningful way. The HRA interface is easy to use, requiring no prior training. Users are guided step-by-step through the report application, producing very useful reports in any of the many file formats supported. Extracting precisely the information of interest out of the incident database, sorting it, and presenting it in a relevant way is a powerful tool for facility planning, incident impact assessments and other analytical tasks.

## Internal Situational Awareness (ISA)

NC4's Internal Situational Awareness (ISA) solution is an easy to use, yet powerful, internal incident tracking application designed to assist corporate security and business continuity specialists in fulfilling their mission of ensuring employee safety and securing corporate assets.

ISA provides the tools to enter, track and manage any type of incident that occurs within your realm of responsibility, whether it's a parking lot theft, a suspicious person, or something more serious. Because ISA is a web-based application, users in remote offices or in the command center can quickly enter incidents and communicate details to key staff. The information is provided in a variety of styles, such as map overlays or in a report interface which recipients can view either online or via a mobile device. Like ESA, all incidents are geolocated to a map, and user-defined alert profiles control delivery of incident information via email, text message and more.

ISA improves an organization's situational awareness and readiness to respond to risks by providing the tools necessary to communicate in a fast and efficient way with the right people during a crisis. ISA is provided as an optional add-on to the ESA subscription.

## More about NC4

NC4 delivers Situational Readiness solutions that empower government and businesses with accurate, timely and secure information to manage uncertainty.

NC4's External Situational Awareness (ESA) service alerts members of events and incidents that may impact business operations. Drawing on its partnerships with government and law enforcement agencies, NC4's Incident Monitoring Centers (NIMCs) track global events 24x7, providing early, real-time notifications.

NC4's Situational Response offering, E Team, is a robust platform for effective incident management and reporting. It allows cross-jurisdictional information sharing, empowering emergency management personnel with a common operating picture. With proven real world experience, E Team enables rapid response to crisis situations as well as effective management of non-emergency activities.

NC4's Extranet Secure Portals (ESP) product provides a Software as a Service (SaaS) solution, bringing government agencies and corporations a common platform for secure communication and collaboration. The ESP solution allows diverse organizations to share critical information, such as Controlled Unclassified Information (CUI), through highly secure, compartmented, web-accessible portals.

To learn more about how NC4 can benefit your organization, visit [www.nc4.us](http://www.nc4.us).



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