



Everbridge public safety insights: PSInsights

Gain deep visibility into major incident scenes

Governments and emergency management agencies have a responsibility to keep the public safe before, during, and after critical events or emergencies. To alert the public when it matters, they have invested in early warning and population alerting systems.

Public alerting technology without real-time visibility and insights into the scene of the incident can:

- Lead to a misunderstanding of the situation
- Send incorrect public safety messages
- Create panic and chaos
- Slow down emergency response and rescue activities
- Increase the damage and casualties

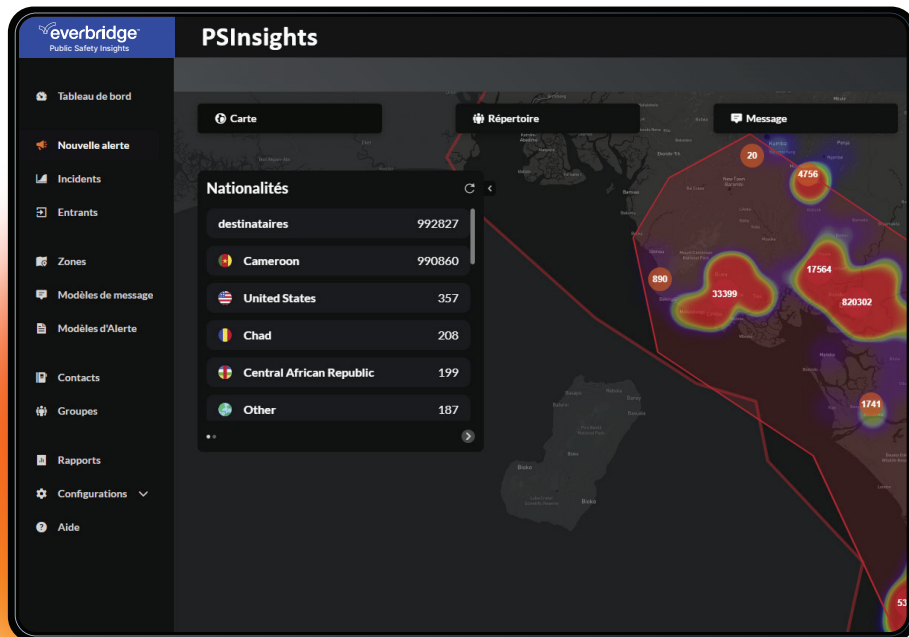
Everbridge PSInsights

Whatever the nature of the natural or human-induced incident, it is critical to get a full situational picture to make the right decisions. Everbridge PSInsights provides public authorities with the information needed to quickly assess the public safety impact of situations in real time, enabling them to make more informed decisions and thereby reducing the impact of incidents.

PSInsights gives public authorities the ability to:

- Know what is happening as it happens
- Make educated decisions faster
- Respond faster
- Recieve all the necessary intelligence to communicate effectively
- Monitor crowd movements and post evacuation

PSInsights doesn't collect PII and is compliant with GDPR and Personal Data Protection laws and regulations.



Situational insights for improved public safety

PSInsights provides the information needed by public authorities to assess possible impacts in real-time, which can shape decision-making when seconds matter most. The solution enables authorities to:

- Visualize the number of people impacted using a heatmap
- Understand how the public is spread out
- Understand who is affected based on SIM card origin, including: residents, tourists, and other visitors
- Monitor the evacuation progress and crowd movements
- Authorities are then able to:
 - Create the proper instructions or evacuation orders
 - Distinguish the nationality of individuals to communicate in their native language
- Pinpoint the relative position of people to the scene of the incident so they can provide accurate and relevant information
- Monitor the evacuation progress and crowd movement to ensure that no one is left behind



Make the most of existing investments

PSInsights is an important add-on to any existing public warning system. The tool provides deep visibility and situational awareness that may currently be lacking in an existing solution, and is designed to work in-tandem with other solutions to provide comprehensive data.

For example, a CAP-based, Siren-based, or cell broadcast population alerting system would highly benefit from this addition. PSInsights can:

- Be used as a standalone solution
- Integrate with many of the existing population alerting systems to provide situational awareness
- Integrate with multi-channel alerting systems and be used as the alert creation and dissemination console
- Enrich existing systems by providing incident zone and automated notifications

More than just public safety

Before, during, and after a critical event, PSInsights enables public authorities to move from being reactive to proactive. Knowing earlier can help authorities and first responders to add value to the communities they serve by improving public safety.

While PSInsights is primarily used to protect the public from major incidents, it can also be useful in helping understand trends for planning major events, monitoring traffic, and much more.