

July 14, 2016

Prepared for: Everwest Property
CO

We appreciate the opportunity to partner with you on this important and highly visible project.

This document outlines the GroupCast approach, which includes:



Deepest feature set

The service is in a class all its own in feature areas such as delivery options, translation, list management, Social Media integration, user management, interactivity, reporting, recipient controls and more. And although it is feature rich, users of all skill sets report that it is intuitive and easy to use.



Uptime, security & capacity trusted by US military

GroupCast has built a robust infrastructure with no single point of failure. The service reliably delivers millions of messages quickly, even during widespread weather events, which is why it is counted on by the US Navy, Coast Guard, National Guard, numerous first responders and many other corporate and nonprofit clients.



Hands-free integration & automation

Contact data and other information updates automatically and can trigger notifications from over 130 data sources. Updated contact information can even be fed back into the source database.



Partnership

When you select GroupCast, you get a service supported 24x7x365 by a highly available team committed to helping you achieve your goals.

I look forward, along with our project team, to being closely and personally involved in this process through our entire relationship. Please contact me if I can provide any additional clarifying information.

Sincerely,

Jason Scheper
Region Director
314-398-8575
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EXPERIENCE & QUALIFICATIONS

Reliance Communications, Inc. is better known by its brand name **GroupCast**. The company is a leading provider of on-demand notification solutions in the corporate and nonprofit markets. The company is counted on by thousands of institutions to keep constituents informed in both emergency and non-emergency situations.

The service sends more than **1 billion messages per year**. This successful track record includes a 98% renewal rate and such flagship clients as Starwood Hotels & Resorts, SeaWorld Parks & Entertainment, and Polaris Industries.

GroupCast was founded to ensure clients were able to quickly and easily connect with their communities in any language and at any device. The company employs nearly 150 professionals in multiple, US-based geo-dispersed offices. No portion of the notification service, or the customer service/support, is subcontracted. When you partner with GroupCast you are working with a committed team that has been serving the communication needs of customers for more than a decade.

GroupCast operates as a subsidiary of West Corporation, one of the largest communications companies in the world. West Corporation manages more than 90% of the nation's emergency 911 systems, owns and operates approximately 750,000 telecom ports, and has deep experience with delivering notifications of all types. The tremendous scale, stability, and resources that West Corporation provides makes GroupCast an ideal choice for mass notification.



COST OF SERVICES AND OPTIONS (Pricing valid through 7/30/2016)

Package: ****GroupCast Emergency Package**

Fully hosted notification service

APPLICATION FEATURES		
Unlimited Emergency messaging: voice and SMS text		Included
Unlimited contact points per recipient		Included
Native mobile apps for iPhone® and Android™ devices		Included
Instant translation to 50+ languages with reverse translation quality assurance		Included
Self-Sign Up recipient portal; manage preferences & review prior messages		Included
Unlimited self-updating groups/lists (dynamically change based on source data)		Included
Message Templates quickly send a broadcast in any language with one click		Included
Dashboard offers at-a-glance views into overall messaging activity		Included
INTEGRATION AND AUTOMATION		
Hands-free automation		Included
Automated notifications, where applicable, in unlimited languages		Included
Other automated notifications added any time		Included
IMPLEMENTATION, SERVICE, SUPPORT AND RESOURCES		
Rapid implementation to minimize effort of your organizations staff		Included
24 x 7 x 365 highly available phone and email support		Included
Unlimited training through remote web sessions		Included
Customer Center; site with sample messages, policy guides, tips, tricks and videos		Included
	Contacts - up to	500
	One-time Set Up Fee- \$750.00	\$750.00
	Total - Year 1	\$2,250.00
	Renewal	\$1,500.00

***Minimum Pricing of \$2,000.00.**

Actual final price is re-evaluated each year based on per recipient rate times actual recipients. **No hidden charges or fees.** See Implementation & Training Plan for details of automation and integration. Over 130 data sources are supported. Add new data sources throughout the subscription as desired at no additional cost.

**Emergency Messaging is intended for “emergency” use only defined by TCPA regulations

MASSIVE INFRASTRUCTURE

Redundancy and Capacity Trusted by US Military

We designed our notification service to be dependable, and that is why over 5,000 customers count on it, including the US Coast Guard, Navy, National Guard, numerous first responders, nationally-known retail and hospitality groups, and many other large organizations. Below are highlights of the infrastructure:

- **Multiple datacenters** – All components of the application reside in multiple geo-dispersed datacenters with redundant connections to the nation’s telephone grid. Information is synchronized at every location. This means that even in the unprecedented case of a regional event affecting any part of the country, servers at the other locations continue processing notifications without interruption.
- **Dual delivery methods** – GroupCast uses multiple Tier 1 Voice Telecommunications Networks and delivers messages using best-of-breed VoIP, TDM, SMS, and email technologies. This is another way that GroupCast ensures its application has no single point of failure.
- **High capacity** – GroupCast’s massive capacity allows users to send hundreds of thousands of calls in minutes. On average, GroupCast utilizes less than 2% of its available capacity, and grows this capacity as needed based on usage. This helps ensure that during periods of peak activity (or even a regional emergency) the service can handle the needs of the organization.
- **Congestion management** – GroupCast consistently contacts large audiences very quickly; however, if the area receiving the calls can’t handle all those calls, sending them at once will only overwhelm the phone network. That’s why GroupCast utilizes a unique Congestion Management Algorithm to maximize call delivery. Calls are delivered into any geographic area without overloading the local telecom infrastructure. This means your notification goes out efficiently and effectively.
- **Secure, industry standard facilities** – For physical hosting GroupCast is proud to partner with multiple leading Internet co-location companies. These facilities are protected by rigorous physical and biometric security systems. All sites are engineered to survive natural disasters. Plus, redundant network, power, HVAC and fire detection/suppression systems ensure the highest levels of system availability.
- **Independent service** – The application and network was built from the ground up over several years and with sizable investment. GroupCast does not resell someone else’s service. GroupCast owns and operates the entire application. This means you never have to worry about the dependability of a third party.

Uncompromising Focus on Security

Web access to GroupCast is controlled by user name and password, while phone access uses user ID and PIN. GroupCast stores all passwords using an irreversible one-way hash algorithm. Passwords can be verified but can never be read.

Plus, GroupCast helps minimize the chance that a user's account can be compromised by automatically preventing users from creating passwords that can be easily guessed (e.g. too similar to the username, or lacking a combination of letters/numbers, etc). Further, the application allows system administrators to set the minimum password length, and control the number of invalid login attempts before the account is locked out or disabled. Each customer's account is stored in its own database and protected behind its own secure URL.

Additional security measures include:

- Physical/biometric security at multiple SAS 70 Type II certified facilities
- Redundant firewalls
- Encrypted passwords
- Failed login locks
- 256-bit SSL encryption for session data (the highest level of encryption available for civilian use)
- Quarterly security audits by outside firm
- Back-end salted hashing of passwords

NOTIFICATION SERVICE FEATURE HIGHLIGHTS

Ease of Use

- **Streamlined message-sending experience:** Save clicks and get your message out exactly how you want. It is now faster, easier and more intuitive to quickly reach your target audience.
- **Dashboard:** Easily monitor the messaging activity across your organization, and have quicker access to the features you use most.
- **One-click templates:** Trigger a notification in seconds by clicking on a pre-defined template. Mark the templates you use most often as "favorites" and they appear on the new dashboard.

Secure Access from Anywhere

GroupCast includes web-based and phone-based interfaces for starting calls.

- **Web-based:** Users are just a few clicks away from sending phone calls to their desired audience. No special browsers or plugins required.
- **Phone-based:** Alternately, users dial into the system and follow the prompts, or call the 24x7 support team to have a customer service representative record and send the notification. This is ideal in the event of lack of power or internet access. Users can record messages (even in

multiple languages), select lists, set the job parameters and then review and submit the job – all over the phone.

- **iPhone and Android Apps:** Now users login and tap to send messages. It takes less than five seconds to start a broadcast that is delivered to recipients through their preferred channel – voice, email and / or text message – and in their preferred language. GroupCast even knows which devices each recipient prefers for each type of notification. Plus, users can trigger pre-defined response scenarios to save time. Request a preview link of this innovative application.

Language Leadership

GroupCast supports instant translation and multi-language user voice recording. The system automatically delivers the right message to each recipient based on their database noted language code. Plus, GroupCast includes **real-time, advanced translation from English to 70+ languages** (14 languages for voice). Simply type your message in English, and have it automatically delivered to each recipient in their preferred language – through phone and/or email.

Productivity and performance enhancements:

- **Quality assurance features including reverse translation preview** – Preview your messages before sending so that you can ensure each message is delivered accurately and professionally. However, since you probably don't speak all of the recipients' preferred languages, you won't be able to assess the quality of the translation. So, GroupCast allows you to reverse the translation to get a sense of how your recipients may receive your message. This allows you to verify that the key meaning and context still come through.
- **Ability to override portions of each translation** – If you are not satisfied with the results, simply override the translation with on-the-fly edits to make sure the message is just right.

And it's easy. For example, an authorized user simply composes a message in English, clicks "Translate", selects a list and clicks "Send". GroupCast's real-time translation feature and multi-language text-to-speech capability ensures that each message is delivered in the appropriate language – through phone and email.

Desktop Alerts

Push notifications directly to "pop up" on the screens of selected devices. Useful in an emergency to post to digital signage or to reach all computers in a specific location. Free Windows and Mac desktop client is included.

Comprehensive Reporting

GroupCast provides users with Web browser access to a virtually unlimited number of reports. Users can work from out-of-the-box reports provided by GroupCast or use the ad-hoc reporting engine which allows on-the-fly querying of most any data elements. These reports can look at any combination of call statuses including busy, answering machine, disconnected number, no answer, answered by person, etc. Below is a sampling of the 100% web-based reports:

- **Individual Contact History** – useful for showing all notification attempts to a single phone number. Even filter by notification type (e.g. show only emergency calls) or call results (e.g. show only answered calls).
- **Full log reporting** – provides an easy web-based UI for querying most any system element including all notification attempts and results by channel (voice call, SMS text, email), by user, by location, or by any other criteria.
- **Current activity** – a single dashboard report for authorized administrators to view / modify / cancel current system activity such as active or queued notifications.
- **Contact Information Changes** – provides a report and export showing all changes to contact information made by users over a configurable date range. This export can even be scheduled.
- **Interaction reports** – including Survey reports (unlimited number of questions/responses) and touchtone capture and voice reply.
- **Usage Statistics by Location and by User** – creates an account-wide comparative report for identifying communication activity.
- **User account reports** – including user ID, name, contact information, last login information, activity, staff key (used in optional LDAP authentication), profile, data view restriction, job type restriction, section restrictions, other restrictions, organizational associations, and custom fields.
- **Call distribution reports** – including average system-wide daily and hourly volume and total system-wide volume.
- **Blocked recipient reports** – shows those who have been opted out from receiving notifications
- **Data import reports** – indicates data last run and status of every automated import Includes detailed log of import activity with line-by-line alarms for such things as malformed data, file smaller/larger than expected, etc.

Most every report can be customized to show/hide columns, filter/sort by any criteria, exported to CSV or printed to PDF / printer, and **even saved and scheduled**. For example, it is easy to set a report of disconnected numbers to automatically be emailed every Friday to the data processing clerks.

Surveys to Take the Pulse of the Community

GroupCast users can “poll” their message recipients to understand their views on various topics. Recipients simply enter a numeric touchtone on their phone to respond to the survey. In addition, you may choose to supplement a phone-based survey with a **survey delivered through the web**. This gives recipients the option to respond on their own schedule, in the manner that works best for them.

With GroupCast Surveys, there is no limit to the number of questions that can be sent. You can even “randomize” the question order -- a feature unique to GroupCast which is proven to improve your survey’s statistical accuracy.

Granular Administrator Rights Controls

GroupCast supports an unlimited number of security profiles. Each profile can be granularly controlled to provide various levels of access to the system. The rights of each profile-type are highly configurable. Also, all list creation is set by the user’s security profile. Additionally, you may elect to authenticate user accounts against **LDAP-aware sources**.

Publish to Social Media



Entities using social media sites like Facebook and Twitter can update those pages directly within GroupCast. Simply walk through the quick and easy process of sending a GroupCast message and then click to have the message automatically posted to your organization’s official Facebook Page and/or Twitter account. **And GroupCast supports RSS Feeds and posting directly to any website.**

Post Messages to Websites

Users can be given the rights to automatically post any GroupCast message directly to websites with a single click. Use the configurable RSS widget to create a custom branded landing area on your website, or simply enter the provided RSS feed URL into your existing RSS tool.

Rules Based List Management

List creation is a powerful function in GroupCast. Users simply select their audience from their available data set, and then their lists are dynamically and automatically updated based on the most current data. When changes occur in the database, the lists in GroupCast automatically update to reflect the new changes.

Text-to-Speech and Voice Mail Merge

GroupCast empowers users to record messages in their own voice, leverage the Advanced Text-to-Speech engine or combine the two. In any scenario, dynamic data fields such as name, building name, date, phone number (and any other field) can be automatically inserted into the message. This is like a “voice mail merge.”

IMPLEMENTATION AND TRAINING

Detailed implementation plans are available by request. Below is a sample of the expected timeframes of delivery and hours of effort. GroupCast provides:

- Rapid setup for emergency notifications and basic notification capabilities – **within 24 hours of receipt of order**
- Full implementation services and testing – within 21 calendar days
- 24x7x365 support via phone and email

Major Tasks	Customer Duties	Customer Time Estimate
Initial kick off call	On call	30 min.
Data integration	Provide GroupCast with ODBC read-only views or schedule export files (and point GroupCast to their location) or enable one of several other data transfer methodologies.	30 min. to 3 hours (depends on SIS and number of other data sources; GroupCast has hundreds of pre-built scripts which work against over 130 data sources, and which can often piggyback off of processes established for use with other notification providers)
User accounts	Provide Excel list (optionally authenticate against LDAP-aware source)	30 min. to 1 hour
Training	Participate	30 min. to 1 hour
	Total project time	2 – 5 hours

Automation and integration requires that the client’s database support ODBC read-only views, batch file export, or other supported access methodologies.

Contacts -	up to	1000
One-time Set Up Fee-	\$750.00	\$750.00
Total - Year 1		\$3,750.00
Renewal		\$3,000.00

Contacts -	up to	2000
One-time Set Up Fee-	\$750.00	\$750.00
Total - Year 1		\$5,500.00
Renewal		\$4,800.00