Zipit®

Critical Messaging Solution

When tornadoes ravaged Oklahoma, Zipit Wireless answered the call.

When an EF5 tornado dropped from the sky on May 20, 2013, and carved a mile-and-a-half wide, 17-mile-long track through Moore, Oklahoma, the impact was as astonishing as it was devastating. Over a period of 60 minutes during the peak of the crisis, first responders from the EMS teams handling this event were able to deliver nearly 1,400 priority messages (over 23 messages per minute) to first responders and confirm message delivery through Zipit's cloud-based dispatch console.

At times like this, EMS providers need a communications system that gives them the highest probability of getting their messages to their field personnel.

Unlike traditional paging systems that lack the redundancy required to stay operational and run the risk of disappearing if their primary or only tower is destroyed in a storm, the Zipit solution leverages the nationwide Verizon Wireless 3G data network. Verizon's investment of hundreds of millions of dollars annually in maintaining its network, along with their mobile back-up transmitters, cellular on wheels, and emergency preparedness, enable Zipit to keep the lines of communication open.

When reliability matters, rely on Zipit.

If your company still relies on a "send and pray" paging and radio system, you may be saving a little money, but your company and its customers are paying an enormous price. Traditional pagers provide unacceptable delivery rates, no two-way communication capabilities and zero employee accountability, resulting in lost time, lost revenue and, potentially, lost lives.

Zipit Wireless can help boost your company's performance and growth by helping you operate more effectively and efficiently. Just take a look at the advantages Zipit provides:

Zipit's Enterprise Critical Messaging Solution advantages include:

- Confirmed Message Delivery
- Messages delivered faster and more reliably
- Messages typically sent in less than one second and confirmed delivered in less than 10 seconds
- 100% accountability – real-time message tracking and device monitoring
- 99.99% service reliability (based on Zipit's cloud-based messaging service)

- Unsurpassed reliability of the Verizon Wireless Nationwide Network
- Two-way real time messaging with EMTs and paramedics
- Seamless system integration with your CAD
- Cost-effective
- HIPAA and HITECH compliant

"With the Zipit solution, we were able to maintain communications with our EMT personnel at the most critical time."
— Frank Gresh, CIO, Emergency Medical Services Authority

"With our previous solution, we had roughly 50% of our pages going through. With Zipit, we have 100% of pages going through to activated devices, and the average delivery time is 3 – 8 seconds."
— Aaron Rosen, Operations Manager, Doctor's Ambulance Service

Zipit®
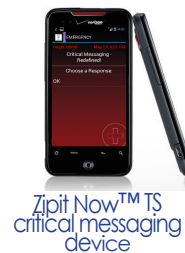## Critical Messaging Solution

Zipit – When Every Message Counts™

Zipit Wireless provides critical messaging solutions to a wide variety of industries using its highly reliable cloud-based communication service and cellular and Wi-Fi based networks. Whether it's enabling secure communication between doctors and nurses, dispatchers and EMTs, or hotel managers to key staff, Zipit provides instant, reliable communications.

What we do.

Priority Messaging	Secure Texting	Cloud-Based Service
• Two-way paging • Multiple priority levels • Real-time tracking and confirmation • Canned or custom responses	• Fully encrypted, two-way text based chat between two or more parties • Send and receive information • Messages deleted from devices at admin defined intervals • HIPAA/HITECH compliant - unlike SMS	• Message Dispatching Center • Message Archives • User and Device Management • Integrates with existing systems

How we do it.

Whether using the purpose-built Zipit Now device, the Zipit Confirm mobile application for iOS and Android or both, Zipit delivers two-way communications for EMS operations that are fast, reliable, and secure.

Zipit Now™ TS
critical messaging
device

Zipit Confirm™
application for iOS
and Android

Zipit RAP™ (Remote Admin Portal)

Priority: Priority 1 - Mayday Alert (Blocks user's screen, forces an audible alert.)
Expiration: 10 min
Response Options: 1 minute 5 minutes 15 minutes 30 minutes 60 minutes Never
Message: multiple car col. hwy 85. What is your ETA?

6 records

Recipient / Name	Network	Processed	Delivered	Device Offline Delay	Responded	Response	Status
Colleen Patterson	C12	00:00:00	00:00:02		00:00:17	Never	✓
Dan Heredia	Test Open Network	00:00:00	00:01:11	00:01:09	00:01:19	5 minutes	✓
Frank Greer	C12	00:00:00	00:00:03		00:00:15	15 minutes	✓
Ralph Heredia	Power Off	00:00:00					→
Ralph HerediaSMS	N/A	00:00:00	N/A	N/A	N/A	N/A	✓
Trent Norris	C12	00:00:00	00:00:02		00:00:05	60 minutes	✓

User status | Sent time | Delivery verification | Offline notification | Read receipt | Response

Zipit's custom dashboard allows for real-time monitoring of the entire messaging system. Communications Managers and Dispatchers know when messages were sent and delivered, and are able to monitor device status and offline notifications, track response times, and see the actual responses – all from a customized dashboard. The Zipit solution integrates seamlessly with all major CAD systems including Zoll, Enroute, Jefbar and Tritech, ensuring that the process for your Communications Managers and Dispatchers does not change. It is truly "connect and forget."

Powered by the Verizon Network -
America's largest and most reliable cellular network.

zipitwireless.com