

Bringing to market an Interactive End-to-End Solution to Emergency Mass Notification and Crisis Communication using Cloud-Based and Social Technologies such as Smart Mobile Phones, AtHoc is revolutionizing an Industry that was once addressed by Fire Alarms or Sirens

**Business Service
Emergency Notification
Emergency Communications
Crisis Communication**

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**Guy Miasnik
CEO**

BIO: Guy Miasnik has over 18 years of experience in the IT sector with specific expertise in C4I – Command, Control, Communications, Computers and Intelligence – solutions and technologies. He has managed programs and R&D efforts in these fields on behalf of clients and government organizations, both as a Captain in the military and senior executive of technology companies. Prior to AtHoc, Guy founded Kinetica Ltd., a high-end en-

gineering and technology integration firm specializing in internet and communications solutions. Guy served as CEO and orchestrated Kinetica's growth from start-up to profitability in less than two years. His tenure at Kinetica culminated in a strategic acquisition by NetVision, a subsidiary of Elron Industries (NASDAQ: ELRN). Guy graduated from Harvard University (MBA) and the Technion (BS Electrical Engineering summa cum laude). He is an active member in the Pacific Council on International Policy, the West-coast affiliate of the Council on Foreign Relations.

About AtHoc:

Founded in 1999, AtHoc is the pioneer, innovator, and trusted partner for enterprise-class, emergency mass notification and crisis communication systems for the security, life safety and defense sectors. AtHoc's proven solutions leverage the power of mobile and cloud technologies for effective physical security, force protection, personnel accountability, recall, and regulatory compliance. The #1 provider to the U.S. Federal government, AtHoc protects over 2 million personnel across U.S. Military, Homeland Security, Public Safety, and other government agencies. Major healthcare, higher education, and large industrial and commercial organizations also rely on AtHoc for their alerting and critical communication needs.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Miasnik, would you tell us about AtHoc?

Mr. Miasnik: Thank you Lynn. AtHoc provides crisis communication technology, which is used by organizations. These are typically enterprises of a large scale communicating with their audience. Audience can be employees, students and personnel in times of emergency, times of crisis. First of all we warn people of a certain emergency event or critical event. Second is actually to collect and survey the personnel of the status and location, so the organization can really assess their availability and the safety of their people.

CEOCFO: How does it work in general?

Mr. Miasnik: When an event happens, typically there is a certain procedure that is being activated by a security desk and/or an emergency operation center for that event. Imagine a university or a military facility or even an industrial facility would have some sort of a security operation center that is there to deal with the event. When an event is detected, the communication would go out to all of the applicable individuals across multiple medias. Media could be anywhere from a cellular communication, an IP network communication to desktops or IP phones, digital displays, sirens PA systems, and walkie-talkie radio, so multiple medias are being activated at the same time with a consistent message applicable to that event. That communication goes to each individual that is targeted. This could be all of the people or could be specific groups of interest within the per-

sonnel of the organization and convey information on what to do and how to act.

CEOCFO: When a company comes to you, are they telling you, “This is what we want to do, this is how we want to reach people.” or do they come to you and say, “We need to set something up. Help us”?

Mr. Miasnik: It depends. Some organizations, especially in the federal government, have quite a defined need as it relates to emergency and crisis communications. We have been working with the government sector for many years, and actually the holding is above 50% of the Federal U.S. government, including military personnel. Over two million people in this kind of capability; and these organizations typically have a list of requirements that need to be addressed. AtHoc is highly familiar with these requirements, or we will help them address these as well as a logic path on how they can advance and progress in this capability over time. Now, in other industries it might be a bit less mature and many of these organizations will come to us with a very high level of requirement, but expect our experts and consultants to really assist them in defining the path to implementing the best concept of operation so business forces can actually apply this in their organization.

CEOCFO: What is the competitive landscape for you? Are there many companies, or any companies that focus the way you do?

Mr. Miasnik: There are companies that deal with the space at different levels. There are companies that provide internal PA systems that they use for emergency communications. There are different companies providing sirens. There are companies that provide telephony and text messaging services that are used for this notion. What we do and what differentiates us—is the ability to provide a very unified approach across all of these media; whether they are an IP based, non-IP based, or electrical for some legacy communication capabilities, all under one centralized and unified system. That is the big edge that we provide to the market. Typically, it is ap-

plicable to organizations where the needs are not at the most basic level, but actually have a more advanced requirement for such communication capability.

CEOCFO: You recently acquired Alerting Solutions, Inc. What did that bring to the table, and are you looking at additional acquisitions as part of your strategy?

Mr. Miasnik: That is a great question. We basically identified as part of the strategy that I just articulated that our customer base, whether it is military facilities, Homeland Security critical infrastructure or industrial and health organizations are looking for a more and more integrated solution from a single vendor. What Alerting Solutions, Inc. provides us is technology that allows interface between a network IP based capability like the core technology AtHoc has and legacy devices. By legacy devices, I am including fire alarms and, siren systems, etc...The Alerting Solutions technology is important to our ability to provide a comprehensive end-to-end unified capability for the customer. We have been working with Alerting Solutions, Inc. in the past as a subcontractor to AtHoc. At this point we have identified the synergies in the market, and made the decision to actually acquire and have their capabilities really integrated to have the next level into our offering. To your second question regarding additional acquisitions, the bottom line answer is yes. The market today has lots of companies that have disparate solutions dealing with partial components of the entire crisis communications space. My overall belief in strategy is that there is a place here to create a more integrated consolidated approach, and provide the customers a single point of contact to really provide an end-to-end solution in this space. Therefore, we are definitely viewing strategic growth in the form of acquisitions as one of the ways that we will address this market need and will allow us to continue our growth strategy.

CEOCFO: How do you reach potential customers, particularly in some of the industries that you do not have as large a presence as you would like?

Mr. Miasnik: First of all, AtHoc’s approach strategically was not to take a broad approach in every single industry, or every single customer there. We try to specialize in specific sectors, and really in these sectors become the number one vendor. That is strategic approach to growth. We have executed that initiative in the defense sector, and later in the federal civilian side. Now we are addressing three additional sectors in healthcare, in industrial petrochemical area, and then in Homeland Security, specifically the critical infrastructure area. We have a directive. These are three growth sectors for us which we specialize in. We really try to figure out and understand the core needs of the customer; their specific require-

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ments and sales solutions that answer their needs. We try to really avoid spreading ourselves too thin, which will prevent us from really understanding the customer requirements in detail.

CEOCFO: What might be one of the more unusual solutions—one of the ways you are able to communicate that people might be surprised can even be done?

Mr. Miasnik: What we’ve done is we adapted the mobile smart phone or smart devices applications in a very advanced way. The traditional crisis communication or emergency communication tools were more about outbound communications, an organization sending out information to its people. What we have done is we have actually expanded this into a

much more interactive mode of operation. So it is not that just the organization sends you data about something that has happened, but actually allow and open the communication channel such that every individual in the organization can provide information to the security desk or to the emergency operation center about what he or she is seeing out there. For example, the same device that can receive a notification can also send a video, or a photo and audio stream from the event as it has been captured by an individual recipient. Imagine a situation, let us say in a university or in a hospital where a nurse may be going out to the parking lot at night, or maybe going to a house call and suddenly encounters a danger. Someone is following her, something is happening on the way and she wants to inform the facility security people of that event. She can use our technology to inform that via our mobile application, attach a video or a photo of what she is seeing and obviously supplement it with GPS information, with geographic information, but then communicate with and appear in the security desk operators panel. And then they can take action. This notion of an interactive approach where an organization can communicate with people, but the people themselves can also communicate back to the organization, inform what they are seeing and participate in the emergency response is something quite unique which we have introduced to the market now, providing a very interactive end-to-end solution.

CEOCFO: How is business?

Mr. Miasnik: Business has been quite good. We have been growing at a significant pace over the last five years or so. We have been growing at the rate of about 50% a year. Business is profitable. Personnel wise we have been growing a lot as well. Just in the last year we have added about 40% of our head count as we invest in engineering as well as innovation. Additionally we are investing in our

operations to deliver a very successful customer experience and of course in sales and marketing for additional market extension. There is big opportunity still in this market; both within the U.S. market as well as International, and we look forward very much to capitalize on that.

CEOCFO: When you are working with a company, what is the relationship? For example, do you test the system with them or do they license the system from you and then they do the testing and any implementation?

Mr. Miasnik: First of all, we provide our capability in really three different packages. The package one is an unlimited solution, an example is the U.S. Navy. The U.S. Navy is vast, over hundreds of thousands of people and dozens of facilities. They decided to purchase the AtHoc system and actually install it in their own facilities. They have a private cloud implementation within the network, and they manage it. They basically own it, manage it, etc...We provide them technical support if they have any issues, but fundamentally they own it, test it, and manage it. The other customers may buy it completely from us as a service; essentially from our own cloud provision and software-as-a-service capability, and then we manage the system for them. We test it, verify if it works, etc..., and then their operators activate it when an event has happened. Thirdly, there are hybrid situations where we support a certain component on the premise, for example, an organization is very sensitive to the notion of having their entire personnel in a public cloud. There, we provide a continuation that allows them to put the application and the database inside their secure network. But then the communication technology is employed outside from our public cloud, and therefore creating a hybrid solution that allows the organization both to maintain security and sensitive information internally, but leverage the benefits of a public cloud offering. In that case, we obvi-

ously test the element that we control through the public cloud, and the organization is responsible for the components that they manage. In any case, we provide lots of guidance and best practices to all customers on how to test, how to verify that it works at all times, and especially when they need that. That is something that we participate in too.

CEOCFO: Why should investors and people in the business community pay attention to AtHoc?

Mr. Miasnik: They should because the space of security is a high profile space that addresses their safety and regretfully in this world environment is taking more and more top shelf. Issues are happening worldwide. You see gunman-on-site types of attack happening, you see terrorist attacks happening, which really creates a need for more advanced technologies in the security space. What AtHoc fundamentally does is it applies advanced cloud-based and social technologies, the IP and the smart mobile technologies to an area which was traditionally addressed by fire alarms or by sirens, and we use all of the technology to completely reinvent the capabilities of this space. But this space in the world is a multibillion dollar market that is now going through disruption, to a reinvention effectively through these new technologies, and therefore provides opportunities to companies and obviously to investors that are participating in that market.

CEOCFO: Final thoughts?

Mr. Miasnik: You have addressed the key issues very, very well. We do see a very global need for this capability, and therefore the expansion and opportunities are definitely beyond just the U.S. and the sectors of health-care, industrial and homeland security as I mentioned before, but on a global basis. And we look forward to making this happen.



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