amatra
One Source, Infinite Communications.™

Amatra SmartSource™ Notifications.
Amatra SmartSource™ Social.
Amatra SmartSource™ Collaboration.
Amatra SmartSource™ Mobile.

amatra for government

Ensuring communities remain safe and secure.
Smart communications for public safety and citizen outreach.

"This multi-faceted notification system serves our campus well, delivering **emergency and critical information** to faculty, staff and students with **flexibility**, **reliability** and **speed**."

- Sena Landey
VP for Finance & Treasurer
Anderson University

Amatra SmartSource™ for Government

Amatra SmartSource™ is targeted for Government agencies to provide a channel for reliable and consistent **mass communication** via **multiple communication channels** in case of **Emergency** and **Non-Emergency** situations.

Amatra's solution empowers government personnel and management, emergency first responders, law enforcement and the public by arming them with information just when they need it, where they need it.

"Alerting Public Officials and the General Public of the possibility of severe weather or an emergency condition exists and the public needs to take the necessary emergency preparedness steps, **Amatra System** allows us to effectively alert our public officials and the general public in timely manner. With **FEMA IPAWS integration,** automatic alerting will be made much easier in the near future."

- CR Brown, Director, Madison County Emergency Management Agency

Amatra's solution enables government agencies stay connected with citizens via new generation communication media such as **Social Media (Facebook, Twitter, Blogs)**, **SMS Text Messaging**, **Voice Notifications**, **Email** and more to communicate important information to the public in a controlled, secure and measurable way.

- Instant community-wide notifications
- Multiple channels of communication
- Geographically targeted notifications

- Message Tracking, Analytics & Reporting
- Pre-Planning for Emergencies or Campaigns
- Effectively manage large scale notifications

- **FEMA Approved**
- **IPAWS/CMAS Integrated**
- **NIMS STEP Evaluated**

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What is Amatra SmartSource™?

Amatra SmartSource™ is Amatra's Smart Communications Platform™ built on open architecture and standards.

Amatra SmartSource™ provides an integrated environment for planning, sending, tracking and analyzing communications to tens of thousands of users using multiple communication channels.

Amatra SmartSource™ supports communications via **Voice Notification**, **Text SMS messaging**, **Email**, and **Social Media** outlets. The platform architecture is flexible to easily add new communication media based on business needs.

The platforms **Analytics** and **Reporting** capabilities track communications and responses real-time and quickly compile the results in a dashboard for informed decision making.
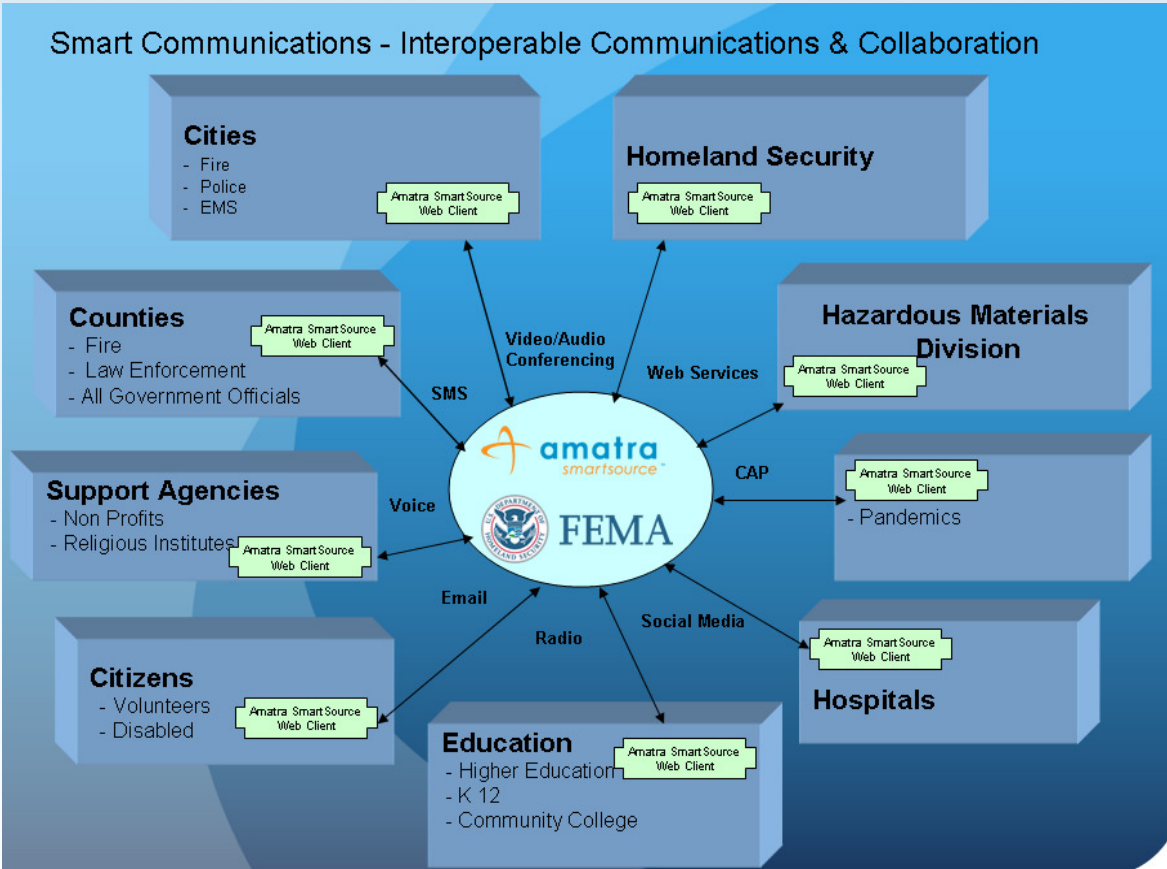
Amatra is a certified Minority Business for the State of Indiana.

Platform Features and Capabilities:

Multiple channels of communication.

Harness the power of Social Media.

Geographically Targeted Notifications.

Message Tracking

Analytics and Reporting.

Social Analytics.

Integrated Dashboard.

Profile Management.

Group Management.

Message Management.

Value of Amatra SmartSource™:

FEMA Approved

IPAWS/CMAS/PLAN Integrated

NIMS Evaluated

Access Anytime from Anywhere with 24/7 web based access.

Role based Security and Access Control.

Fully Hosted Subscription option available.

Scalable, Reliable, and Robust.

Affordable and Pre-

Smart Communications - Interoperable Communications & Collaboration

Cities
- Fire
- Police
- EMS

Amatra Smart Source Web Client

Homeland Security

Amatra Smart Source Web Client

Counties
- Fire
- Law Enforcement
- All Government Officials

Amatra Smart Source Web Client

Video/Audio Conferencing

Hazardous Materials Division

Amatra Smart Source Web Client

SMS

Web Services

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FEMA

CAP

Amatra Smart Source Web Client
- Pandemics

Support Agencies
- Non Profits
- Religious Institutes

Voice

Amatra Smart Source Web Client

Email

Radio

Social Media

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Citizens
- Volunteers
- Disabled

Amatra Smart Source Web Client

Hospitals

Education
- Higher Education
- K 12
- Community College

Amatra Smart Source Web Client

To learn more about what Amatra SmartSource™ can do for you, visit www.amatra.com