W.A.R.N. Q & A

Question: **How many calls can W.A.R.N. complete in a given minute?**

Answer: Because W.A.R.N. is delivering to multiple redundant locations throughout North America, and aggregating and transporting on Internet Protocol; it has the capability of opening thousands of voice/telephony ports simultaneously. Consequently, the key factors on speed of delivery are:

- *Number of trunk lines available within the basic residential and business service areas.*
- *Average traffic handling daily.* For example, if daily average telephone traffic is 35% of capacity, then approximately 65% is potentially available "on demand" for instant calling.
- The capability of invoking our hosted remote system to deliver mass notifications using "caller ID." This will appear as a valid local public safety call to the recipient, which can *allow quick response confirmation, clearing local network lines quickly.*

Given that we need to deal with the wired phone reality of U.S. telephony infrastructures, and limited number of trunk lines (except where we are gathering cell / mobile phone numbers with Citizen Sign-Up Pages), W.A.R.N. can generally comfortably complete thousands of phones calls per minute anywhere.

When counting in time for re-dials, and time for lines to clear on each trunk that would run simultaneously, that could be roughly 15 minutes for the initial outbound calling to approximately 20,000 wired lines. And again, the more available trunk lines, the more calls the local phone company can deliver.

In Prince George's County, MD, on January 2, 2008, W.A.R.N. delivered initial calling to 32,000 + household phone and cell registered records in 7 minutes. <u>Time of day, day of week, hour of call, and holiday phone traffic all figure in to the final delivered call rate on any give call event.</u>

Question: **How is Public notification different from first responder or employee notification?**

Answer: Since one bottleneck is through the wired phone lines, customers should know that speed increases when alternate devices are also available for contact for public notification. This includes Blackberries, Blueberries and any digital/cellular phones, which can be added only through self-registration (these device numbers cannot be acquired through the phone companies or Patriot Act. So if you contact only home or business landline phones, you have that initial blast through a limited pipe -- plus any redials you might specify.

When contacting first responders or employees, a government agency can use all of the home and alternate phone options, as well as other contact data like satellite phones, fax, email, SMS, 1, 2 way pagers, PDA's, or any other ways available with addressable devices for group contact.

Alternate devices and networks cut the time on notification delivery by spreading the notification across multiple networks (*Example: SBC for land, Verizon for Cell, T-Mobile for Text, Metrocall for Paging, etc.*) By adding networks, speed is dramatically increased for the initial contact via "some" available device on file. Once a respondent answers or acknowledges, the other contact attempts can terminate.

Question: **How many ports do you have?**

Answer: The question isn't really "how many ports" can W.A.R.N. open; because W.A.R.N. can in most cases open more than a customer's market can process, or more than the total contact base would require for a high speed dissemination of the event information. The real question is "how many voice or other networks can W.A.R.N. invoke, and how many other tools can the customer invoke" – in spreading the notification weight in numerous directions, including posting current and updated news or data to the agency or government website, RSS or text feeds or other.

A tradeshow flyer we saw recently stated, "We can make 12,000 **contacts a minute**!" However, in the fine print, it also read, "…delivering via phone, cellular, text, SMS and email…" *(W.A.R.N. can verify delivery of 50,000 emails a minute alone by comparison, while delivering at very high speeds to multiple other devices and net works simultaneously).*

The reality is, a voice network can only do a finite number of contacts per minute, and fax and pager networks are the same. The company claiming it can make 12,000 **contacts a minute** is offering a solution that (in actuality) could be rather slow for the purpose of public notification, because text and SMS travel faster and "lighter" in terms of stress on systems than a voice notification and confirmation.

Question: **What is the best or most accurate way to test speed(s) of delivery?**

Answer: The most reliable way for a customer to determine speed is to run a sample call to a list of approximately 3,000 recipients to get a clock speed, and some network testing, to review before making a speed of delivery determination. If using other systems like email and SMS, they can be tested at the same time, giving you a true picture of how those systems in total will perform in your local environment.

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