



Prep for Success with InformaCast Fusion

Thank you for purchasing InformaCast Fusion. We want our customers to get the most out of the system to keep everyone safe and informed. To help you accomplish this, we've outlined a three step process:

1. Create your InformaCast Fusion Emergency Communications Plan
2. Configure InformaCast Fusion
3. Test InformaCast Fusion

We've detailed each step below. If you have any questions about configuring or using InformaCast Fusion, please contact our support team at: www.singlewire.com/support-tools.

Step 1. Create your InformaCast Fusion Emergency Communications Plan

To begin, gather key stakeholders to assist with this exercise. Every organization is different, but this group typically includes:

- HR
- Operations
- Buildings and Grounds
- Public Safety and/or Employee Safety and Security
- IT

Once this group is assembled, ask and thoroughly answer each question. Your work in Step 1 enables successful completion of Step 2 (Configuration) and Step 3 (Testing).

1. What's the situation?

Create a list of situations that would require you to notify everyone in your organization. Some common examples include: active shooter, fire and severe weather. Consider situations that may be unique to your organization. This list will be the foundation of your emergency communications plan.

2. What's the message?

For each situation you identified, document the exact message you are going to send.

Messages should be concise and offer clear information about the situation and what the recipient needs to do to stay safe.

What is the text? What is the audio? Is sending an image helpful? Do you want recipients to respond to the message? Take your time on this step, and make sure the content you're creating is appropriate for the situation. For example:

- a. Text: "Attention. This is not a drill. There is an active shooter on campus. Stay where you are and follow lockdown procedures."
- b. Audio: Pre-record a version of the above text. We recommend avoiding live or ad hoc audio in tense emergency situations to minimize miscommunication.
- c. Image: An eye-catching image can help summarize and display information clearly.
- d. Confirmation request: Ask recipients to respond to the message to confirm they are safe or need assistance.

3. What's the trigger?

For each situation you listed above, determine how broadcasts will be triggered and who will trigger them. Broadcasts can be triggered via the InformaCast Fusion web console or the InformaCast Mobile iOS and Android apps. Broadcasts should only be triggered by authorized personnel. This group usually includes management, safety, facilities and/or HR.

4. Who do you want to reach?

For each situation, identify who you want to notify. With InformaCast Fusion you can create as many groups (we call them "Distribution Lists") as you'd like. Distribution lists let you reach the people you need to reach in each situation. For example:

- a. Faculty / Staff / Students / Employees
- b. Management
- c. Your public safety team
- d. Local emergency services
- e. Everyone

InformaCast Fusion also allows you reach people in a defined geographic area. This is another way for you to reach everyone inside a specific area. For example, your campus or building.

5. How do you want to reach them?

Determine the best method for getting your message delivered. InformaCast Fusion can send messages as push notifications, SMS text messages, phone calls and emails. InformaCast Fusion will send messages to every device listed for a user. Decide what user device information you will collect and input (mobile phone numbers, land line phone number, email addresses) as this will determine the format of your message. In

some cases, you may also want to send messages to on-premises devices. If this would be a good fit for your organization, select the devices you would want to reach (computer desktops, digital signage, etc.).

Step 2. Configure InformaCast Fusion

Singlewire started the process of configuring InformaCast Fusion when we set up your account. You will finish the job in this step. This section presents nine configuration steps that will result in a fully configured and ready-to-use InformaCast Fusion system. Certain sections are hyperlinked to our online help for more information.

1. [Fusion server configuration](#)

To begin configuration for the InformaCast Fusion Server, you will need to download the InformaCast Fusion server OVA and run it through first boot. Once this step is completed you will be able to begin setting up InformaCast Fusion to send emergency notifications.

2. [Define device groups](#)

Device groups allow you to group together your eligible recipients, e.g. IP phones, IP speakers, and computers running the InformaCast Desktop Notifier, among others, for easier notification management. If you have a relatively small number of recipients, you can simply select the ones you want included as members. If you have a large (or very dynamic) number of recipients, you can select multiple existing device groups and combine them into one larger group and/or construct matching rules that specify the members of a device group.

You can also create exclusions, which allow recipients that had been included in a device group by a certain rule or through an existing device group to now be excluded.

3. [Notification profiles](#)

In Step 1, you determined what your messages would be and how you would send them. Each of the InformaCast Fusion communication channels can be enabled or disabled and customized, including volume level. The available options for each channel are explained below. We encourage you to carefully consider how to most effectively use these for your organization.

- a. Push Notifications: Customizable text introduction. Example: "This is an emergency notification from Singlewire Software."
- b. Calling: Customizable text intro that will convert to audio with text-to-speech (TTS). This plays before the notification audio when a recipient answers an InformaCast Fusion call. You can also customize the TTS gender and accent options. Example: "This is an emergency notification from Singlewire Software."

- c. SMS: Customizable text introduction. Example: “This is an emergency notification from Singlewire Software.”
- d. Email: Customizable title, heading, sub-heading, background color, and primary and secondary text colors.

4. [User loader](#)

In Step 1, you determined who will receive notifications and their designated group or groups. With InformaCast Fusion, you can load data from .csv files to integrate users directly into the system. The steps for this process are listed below.

- a. Prepare the .csv file.
- b. Manually load the .csv file with the user loader.
- c. Survey the users and check that the information that was loaded is accurate.
- d. Create a script that will produce the report and put it into the user loader.
- e. Schedule this as a regular job to automatically upload new employee information.

5. [Distribution lists](#)

Set up the distribution lists that you defined during the planning exercise in Step 1. Include all the messaging types your organization intends to use (push, SMS, calling, email). InformaCast Fusion allows visitors to opt-in to receive notifications. Set up a campaign and create a #hashtag visitors can use to register to receive notifications during their time with your organization.

6. [Areas of Interest](#)

In Step 1, you selected who needed to receive notifications, as well as what geographic areas were important. Create areas of interest for each region that’s important to your organization. Your test message will be shared with everyone inside the area who is running the InformaCast Mobile iOS or Android app.

7. [Collaboration Groups](#)

Set up a collaboration group for designated distribution groups or individual users. This will launch a conference call following the initial message delivery. Customers have found success establishing check-in protocols to account for everyone with minimal distractions.

8. [Message Templates](#)

Creating message templates brings together the five exercises you completed in Step 1. The templates control the content, the recipients and the notification responses. Select the templates that will work best for your organization. You will have the opportunity to test and alter these selections in Step 3.

Messages sent through InformaCast Fusion can include text, image and audio. Test each of these functions and various combinations to see what works best for your organization.

9. [On-premises integration](#)

You can trigger broadcasts to on-premises devices by including a reference to those devices in InformaCast Fusion notifications. You can also trigger InformaCast Fusion notifications to InformaCast Fusion distribution lists by sending an InformaCast broadcast to InformaCast's recipient groups.

Step 3. Conduct Testing

When you have completed configuring InformaCast Fusion, follow these steps to test the system.

1. Identify the test messages you're going to send. We recommend testing all of your messages, if possible. This will help you hone your messaging to find out what's most effective.
2. Pick a day and time that is most convenient to schedule the test. You want to be sure that key personnel are available so they can be included for testing.
3. Educate the test plan participants by letting them know that they are being included in the test, and what they need to do when they receive the notification. All test messages should lead with text that explicitly states that this is a test messages (e.g., "This is a test..."). This information can be edited through the "Settings" feature in InformaCast Fusion, and should be reset for regular deployment once testing is complete.
4. Send the notifications to all devices, including on-premises, and utilize confirmation requests so you can verify receipts.
5. Review and interpret results on the notifications page in InformaCast Fusion (visit this [link](#) for more information). This will show you that messages have been delivered and clue you into any message delivery issues you may be having.
6. It's important to repeat this testing process until you are satisfied with the results. Make adjustments as needed and [contact Singlewire support](#) if you are repeatedly encountering obstacles.

7. When you have achieved your desired outcomes during your test, conduct a full-scale production test. To fully assess the performance of InformaCast Fusion in your organization, send at least one broadcast to everyone to simulate what would happen should an emergency occur. Review the delivery results to identify any errors.
8. Once testing is complete and you feel your organization is sufficiently prepared, continue to schedule and execute tests on a regular basis. Many of our customers conduct testing on a quarterly basis to try new features and explore responses to new scenarios.¹