



## **The Salvation Army Deploys GEM to Unify Western Territory's COVID-19 Response**

### **SITUATION**

The Salvation Army is the country's largest privately funded, direct-service nonprofit that annually helps more than 23 million Americans overcome poverty, addiction, and economic hardships through a range of social services offered at 7,600 centers of operation.

The Salvation Army U.S.A. Western Territory is an administrative unit that serves the thirteen Western United States, the Marshall Islands, the Federated States of Micronesia and Guam.

### **PROBLEM**

With more than 300 community centers across 13 states and several islands, The Salvation Army's Western Territory needed a way to coordinate its COVID-19 response efforts and rapidly react to changing requirements and conditions during the pandemic and other crisis situations by efficiently exchanging information with personnel and volunteers.

### **SOLUTION**

Genasys Emergency Management (GEM) software empowers organizations and enterprises to quickly communicate to individuals or thousands of people in real time through multiple channels.

"GEM enables us to better coordinate our responses with local officials and inform the public of our resource centers and the services we provide," said Piers Fairclough, Territorial Director of Strategic Initiatives at The Salvation Army. "GEM also increases our speed and efficiency in communicating with officers, Corps and volunteers, and improves our coronavirus response and utilization of resources. Genasys' software service helps The Salvation Army more effectively serve those in need."



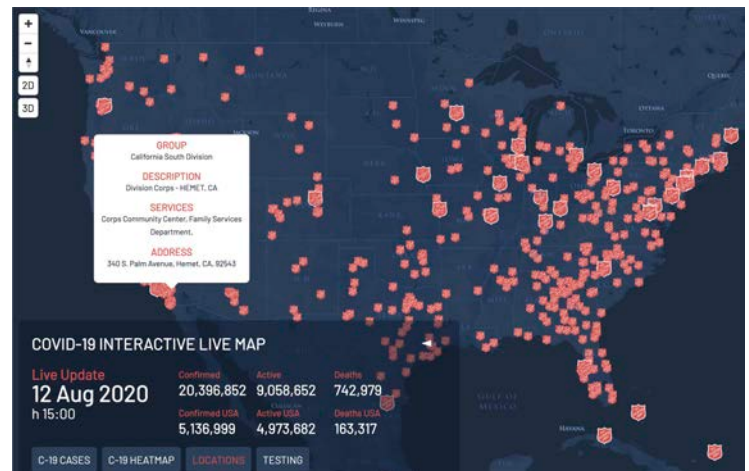
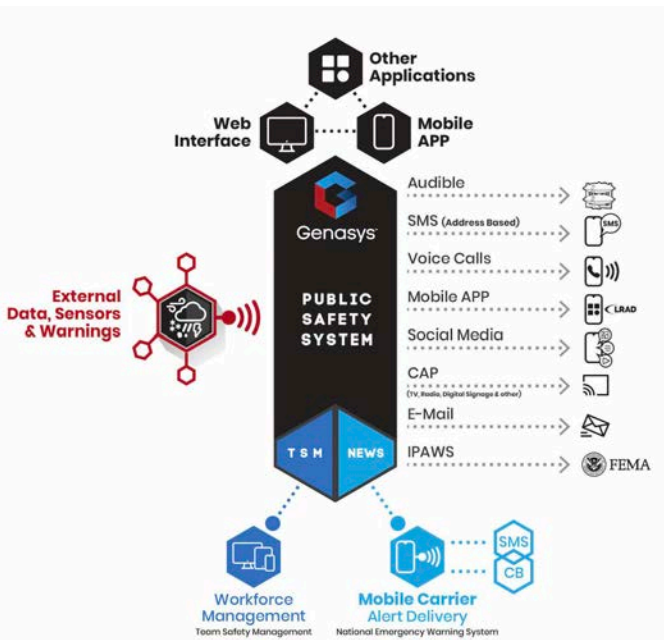
**SITUATIONAL AWARENESS / TRANSPARENT COMMUNICATIONS / GIS CAPABILITIES**

Genasys' unified, multi-channel critical communications platform provides situational awareness, transparent communications and advanced GIS capabilities using geographic analysis and algorithms that combine data sources with location and movement information. Advanced visualization, geographic permissions, influence areas, buffers and other tools support the critical decision-making process of organizations and enterprises during crisis situations.

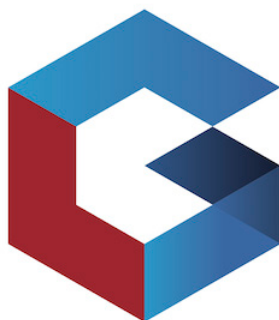
**THE GLOBAL LEADER IN UNIFIED MULTI-CHANNEL MASS NOTIFICATION SOLUTIONS**

Genasys is the only critical communications platform that unifies hardware and software to provide geo-targeted alerts to mobile phones and audible warnings and notifications through acoustic speaker arrays with industry-leading vocal clarity and area coverage.

The easy to use Genasys software interface and mobile applications manage and deliver critical communications and personal safety notifications to people at risk before, during and after public safety threats, disasters and other critical events.



Genasys customized its COVID-19 interactive live map to show the state-by-state resources, services and locations of The Salvation Army.



**Genasys - The Critical Communications Company**

Genasys™ is a global provider of critical communications systems and solutions to help keep people safe. Genasys provides a multi-channel approach to deliver geo-targeted alerts, notifications, instructions and information before, during and after public safety threats and critical business events. The Company's unified critical communications platform includes NEWS (National Emergency Warning System), Genasys Emergency Management (GEM) and Workforce Safety Management (WSM), LRAD® voice broadcast systems and more.

For more information visit: [genasys.com](http://genasys.com)

**Genasys systems are in use in 72 countries and in more than 450 U.S. cities**