



PROPOSAL FOR REGION 13 ESC



School Safety Equipment - #2022-101

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III. EXECUTIVE SUMMARY

Executive Summary

SCHOOL SAFETY EQUIPMENT – #2022-101

Due Date: August 1, 2022

Letter of Introduction/Executive Summary

“It’s a game -changer in school security.”

Chief of Security John Newman, Hillsborough Co (FL) Schools, on CrisisAlert 9/28/20

CENTEGIX is pleased to submit this response to the Region 13 ESC.

CENTEGIX is the leader in incident response solutions. Our CrisisAlert platform is the fastest and easiest way for staff to call for help in any emergency, from the everyday to the extreme. CENTEGIX creates safer spaces by innovating technology to empower and protect people, and leaders nationwide trust our safety solutions to provide peace of mind. Our team is dedicated to our company values to innovate, empower, and advocate.



We partner with school districts to create safe more secure learning environments so that staff and students can focus on what matters. CENTEGIX was founded nearly five years ago in response to concerns that traditional safety alert programs didn’t reflect the realities of the classroom or draw on the best technologies for moments of crisis. Our innovative mobile panic alert system utilizes an internet of things platform, a wearable device, and a software application to deliver the most effective response solution available in the market today.

The solution enables 100% adoption via the wearable CrisisAlert badge, and the badge functions anywhere on a campus, both indoors and outdoors. We designed our CrisisAlert solution to avoid multiple steps and potential delays, especially when an emergency reduces your ability to think and function normally. Just click the button on the badge, and help is summoned. CrisisAlert equips staff with an easy and discreet tool in stressful emergency situations and provides key benefits which include:

One-button activation that instantly reaches responders.

Staff can easily and quickly call for help with the simple push of a button on our wearable CrisisAlert badge. No fumbling for cell phones or wall-mounted panic buttons.

Immediate audio and visual notifications.

Facility-wide alerts communicate emergency information using colored strobe lights, desktop alerts, and intercom integration. With a single notification, an entire campus can go into lockdown in an instant.

Full campus coverage.

Our network secures every square foot of your property—there are no dead zones. The CrisisAlert badges function everywhere, inside and outside.

Room level alert location accuracy.

Our CrisisAlert platform delivers room-level location information, ensuring that first responders can find exactly where they’re needed, and response times are kept as low as possible.

100% user adoption, no mobile app to download.

Our CrisisAlert platform doesn’t require staff to download an app or use their personal device, allowing for 100% user adoption.

“Our mobile app didn’t work because there were too many places where the service was unavailable. We switched to CENTEGIX™ because nothing else compared in terms of complete campus coverage and ease of use.”

Frank Frangella, Director of Safety - Martin County (FL) School District

CrisisAlert can be used for both individual Staff Alerts, such as a medical emergency or behavioral situation, and for Campus-Wide Alerts, such as severe weather or an intruder. With a Staff Alert, a staff member simply clicks the badge’s button 3 times to get help for an everyday emergency, such as a medical or behavior incident. Via the CrisisAlert Responder Application, the response team is notified immediately of who needs help and the location of the incident – shown on a map - so they can respond as quickly as possible.

For a Campus-Wide alert, a staff member clicks the badge’s button 8 times to activate an emergency lockdown, which triggers audio and visual notifications to alert everyone on campus to get to safety. Strobe lights flash and beep in every room and hallway, and instructional messages are displayed on computer and devices screens connected to the network. *In an extreme emergency, alerting everyone as soon as possible to get to safety is crucial for minimizing impact.* As with a Staff Alert, the CrisisAlert Responder Application immediately notifies the response team who activated the alert and their location. Campus-wide alerts can be configured to immediately notify local emergency authorities.

Campus-wide alerts can also be activated from either the desktop or mobile version of the CrisisAlert application. These alerts can be configured to align to the district’s emergency protocols.

CrisisAlert customers have immediate access to their school and district data via the CrisisAlert Dashboard, which equips leaders with actionable data to understand how to best support their staff.

Successful implementation is vital to any project. Each customer is guided through all phases of a CrisisAlert implementation by an assigned Onboarding Specialist, who is the primary point of contact for the project. The implementation process has 5 phases including planning, equipment installation, software configuration, site testing, and user training. The platform installation is coordinated with district staff and performed outside of school instructional hours. Our team provides training and communications tools to support training of staff and communication to your community.

Once the CrisisAlert solution is fully implemented, ongoing support is provided via Customer Support and our Command Center. Command Center oversees proactive monitoring of the network and communicates with the district in the event of any service disruption.

In closing, CENTEGIX is pleased to present our innovative, comprehensive mobile panic alert solution. We are confident that we meet and exceed the requirements outlined in your RFP and look forward to cultivating a sustained partnership with the Region 13 ESC.



Brent Cobb
CEO
CENTEGIX

IV. COMPANY BACKGROUND

Company Description and Experience

CENTEGIX is the leader in incident response solutions. CENTEGIX creates safer spaces by innovating technology to empower and protect people, and leaders nationwide trust our safety solutions to provide peace of mind.

CENTEGIX was founded nearly five years ago in response to concerns that traditional school safety technology didn't reflect the realities of the classroom or draw on the best technologies for moments of crisis. Our conversations with school leaders indicated that school staff needed a way to get help quickly in an incident, and an effective solution for incident response was lacking. Incidents – both the everyday and extreme – will happen, and the faster everyone involved can respond appropriately, the better the opportunity to manage the outcome. In a crisis, *every second matters*. Those conversations inspired our team to develop an effective solution built on innovative technology.

Our CrisisAlert platform is the fastest and easiest way for staff to call for help in any emergency. With the simple push of a button on our wearable CrisisAlert badge, an alert instantly reaches administrators and responders. CrisisAlert is unique for its ability to deliver precise alert location, immediate audio and visual incident notifications (including lighted strobes, screen messages, and intercom integration) for campus-wide incidents, and 100% full campus coverage.

Since inception, CrisisAlert has delivered over 100,000 alerts from the everyday to the extreme. We have more than 2,000 testimonials from staff who were so thankful for their CrisisAlert badge that they shared their experience with us.

“It really made me feel safe in an emergency. I felt empowered to get the assistance I needed to ensure the safety of the students.”

“It’s a sense of security to know I can push the button and get administration to the scene quickly. It’s also a peace of mind to know if there was a serious situation, we could get help immediately.”

Nearly 200 districts have selected CENTEGIX to protect staff and students for more than 2,000 schools. These districts include both small and large (200+ schools) districts, including 10 of the top 100 largest and 3 of the top 10 largest.

The Florida Department of Education approved CrisisAlert as the only badge solution for its Alyssa’s Law compliance. Over 20% of Florida districts and over 50% of Georgia districts have chosen CENTEGIX CrisisAlert to protect their staff and students. CrisisAlert has helped to save lives, including [this story](#) from Lee County in Florida.

CENTEGIX has been recognized nationally with awards including the Future of Education Technology Conference Pitch Fest finalist (2020), Inc 500 fastest growing companies in America, Deloitte Technology Fast 500 (2021), and Campus Safety BEST Award (2021).

Our team includes experienced K12 school educators and leaders, and we are guided by our values of empower, advocate, and innovate. We believe in empowering all staff with the ability to call for help and to protect a campus. We are unyielding in our pursuit of a safer outcome for everyone in the moments that matter. We are dedicated to building safety solutions that use market-defining technology that delivers the functionality, connectivity, and accessibility needed to stand up to real-world emergencies.

We are honored to be considered.



Brent Cobb

As CEO, Brent directly oversees the day-to-day operations at CENTEGIX™, including strategic operations, financial management and corporate strategic execution. Brent has served in a variety of executive roles throughout his career including President, Chief Revenue Officer and Executive Vice-President of Strategy and Services.

Work Experience

CENTEGIX President & CEO	June 2019 - Current
Cybraics President & Chief Revenue Officer	Dec. 2014 - April 2017
Cbeyond President & Chief Revenue Officer	2005 - July 2014
SK-EarthLink/Helio EVP, Strategy & Services	Feb. 2000 - Sept. 2005

Education

Emory University - Goizueta Business School MBA, International Finance, Macroeconomics	1998
Clemson University BS, Mechanical Engineering	1993

Mary Ford

As the Chief Marketing Officer and SVP of Sales Enablement, Mary oversees the development and implementation of all marketing, promotional and sales outreach strategies of the company. Additionally, in consultation with all sales executives, she plans and executes communications programs across all business verticals at CENTEGIX™. She combines strategy and rigorous execution to facilitate collaborative cross-functional alignment. Excelling in energetic and fast-paced environments, Mary prides herself on the ability to solve complex problems and leverage technology solutions to stimulate growth.

Work Experience

CENTEGIX™ **2019-Present**
Chief Marketing Officer and SVP of Sales Enablement

Springbot **2017 - 2019**
Chief Operating Officer
Directed sales, customer success and operations functions and responsible for annual operating plan.

Secureworks **2014 - 2017**
Sales Strategy and Operations
Led sales planning and strategy including territory planning, quota plan development, budgeting and financial management, and compensation design.

Cbeyond **2000 - 2014**
Vice President Sales Enablement & Operations
Delivered operations functions for ~1000 sales reps, all channels: sales recruiting, sales engineering, sales efficiency, sales compensation, results reporting and analysis, pricing desk, budget management.

Education

Georgia Washington University **1997**
Master of Arts, Telecommunications

University of Virginia **1990**
Bachelor of Arts, Economics



Steve Gambill, Ed.S.

Steve joined the CENTEGIX™ team in January 2018. As Sales Operations Manager he focuses on refining internal processes for increased efficiency between Marketing, Sales, and Accounting. He has 20 years’ experience in project implementation, product design and public education. Steve has 14 years’ service as a high school teacher and elementary school principal in three different Georgia school districts. This public education service combined with over 10 years’ experience working with a variety of EdTech companies provides him with a unique perspective to understand the challenges of school systems and the expertise to provide a variety of solutions. Steve has experience in implementing large-scale state/district level projects and training on a variety of EdTech and curriculum initiatives.

WORK EXPERIENCE

CENTEGIX: Atlanta, GA Sales Operations Manager	2018-Present
PERFORMANCE MATTERS: Sandy, UT Senior Sales Engineer Product Manager	2015-2017
THINKGATE, LLC: Charlotte, NC Service Delivery Executive Director of Client/Consulting Services Education Consultant	2008-2015
CORE PROJECTS & TECHNOLOGIES, LTD: Atlanta, GA Lead Education Advisor	2007-2008
CARTERSVILLE CITY SCHOOLS: Cartersville, GA Principal Assistant Principal	1998-2007

EDUCATION

UNIVERSITY OF GEORGIA Education Specialist, Educational Leadership	1998
UNIVERSITY OF GEORGIA Master of Education, Educational Leadership	1997
UNIVERSITY OF GEORGIA Bachelor of Education, Social Science Education	1993

Lidija Mistic, Customer Success Manager

Lidija joined the CENTEGIX team in 2019, bringing with her a wealth of experience in customer support. She has a strong background in customer success management, training and development, onboarding, process improvement, and implementation. Her extensive Customer Success experience as a project manager, training consultant, and executive care support member is a valuable asset in providing excellent customer service for CENTEGIX customers.

Work Experience

CENTEGIX: Atlanta, GA · July 2019 to Present
Customer Success Manager

HEATTRAK: Atlanta, GA · September 2016 to July 2019
Senior Success Manager
Accounting Analyst

VERIZON: Atlanta, GA · July 2011 to November 2015
Training and Development Consultant
Executive Care Escalations

THE ANSWER GROUP: Broward County, FL · September 2005 to December 2008
Technical Support Lead
TIER 4 Support

Education

Century High School, Bismarck ND


2000

Financial Stability

CENTEGIX™ management has evaluated the company's financial position, cash flows from its current customer base, its sales pipeline and access to liquidity. As a result, the company believes there is and will be sufficient capital to meet current and future obligations.

	2019	2020	2021
Revenue	\$7,962,297	\$11,048,483	\$13,643,824
AR	\$5,430,853	\$321,951	\$3,343,022
Inventory	\$2,493,571	\$2,076,385	\$1,943,963
Total Assets	\$13,460,619	\$7,170,159	\$76,472,633

V. COMPANY EXPERIENCE AND QUALIFICATIONS



The following pages contain responses to all Scope of Work and Technical requirements within the RFP. Additional information has been provided at the end of this section including:

1. Response to the selection criteria
2. A detailed Technical Response Overview
3. CENTEGIX™ Hardware Specifications

Selection Criteria

ESC Region 13 will award a contract to the vendor deemed to provide the BEST VALUE for the goods and services being purchased. ESC Region 13 does not award contracts solely on the basis of low price. ESC Region 13 considers the following guidelines per Texas Education Code Chapter 44.031:

- Cost to acquire the vendor's goods and services
 - Pricing information has been provided within Section VIII. Pricing Summary.
- Quality of the vendor's goods and services
 - CENTEGIX directly controls all hardware and software related to our CrisisAlert system. The CrisisAlert™ solution adheres to a 99.999% uptime reliability/availability.
- Extent to which the goods or services meet the needs of the proposal
 - Award-winning CrisisAlert empowers staff with the fastest and easiest way to call for help in emergencies, from the everyday to the extreme. CrisisAlert is unique for its ability to deliver precise alert location, immediate audio and visual incident notifications (including lighted strobes, screen messages, and intercom integration) for campus-wide incidents, and 100% full campus coverage. With the simple push of a button on a wearable badge, an alert instantly reaches administrators and responders.
 - Since its launch, the CrisisAlert platform has delivered over 100,000 alerts.
 - For the first quarter of 2022, CENTEGIX CrisisAlert bookings increased 270% over the first quarter of 2021.
 - CrisisAlert fully meets the needs of the proposal from Region 13 ESC for School Safety Equipment.
- Efficiency with ordering the products
 - Any interested ISD will contact one of our two Sales representatives in Texas for more detailed pricing information based on the unique needs of the district.
- Availability of the supplies in demand
 - CENTEGIX maintains stocked inventory at all times within our warehouse. CENTEGIX has maneuvered through the various supply-chain disruptions over the last year to position ourself with available inventory to meet increasing demand.
- Reputation of the vendor with school districts and charter schools or other organizations
 - CENTEGIX is proud to boast a 99% customer retention rate. We have worked with school districts from number of different states, including public, private and charter schools. Feel free to contact any of the listed references or reach out to CENTEGIX for additional references beyond what has been provided within Section VII. Customer Reference List.
- Compliance with applicable laws pertaining to Historically Underutilized Businesses
 - CENTEGIX is compliant with all laws pertaining to Historically Underutilized Businesses where it is applicable to our organization.
- Detailed line item budget should be included
 - Pricing information has been provided within Section VIII. Pricing Summary.

Other factors, including but not limited to

- Value of goods and services
- Availability of goods and services
- Qualifications and reputation of personnel (where applicable)
- Duration and value of warranty on goods or services (where applicable)
 - Specifically related to this factor, a minimum of a 3-year agreement is required to fulfill the aspects of the warranty. More information about our Terms and Warranty can be found within Section VIII. Pricing Summary.



Potential for Oral Presentations

Upon completion of the evaluation process, selected vendors may be asked to present in an interview format. The presentation/interview may consist of the following:

- Information about your organization and its capacity to meet the requirements
- Description/presentation of comparable work projects
- Description of experiences supporting school districts and/or campuses
- Information about the organization's structure and leadership, specifically team members who will work on this project.
 - Our response addresses many of the above aspects. We would also be happy to further discuss any and all aspects of the above mentioned aspects related to this project, our company, and/or our CrisisAlert solution.



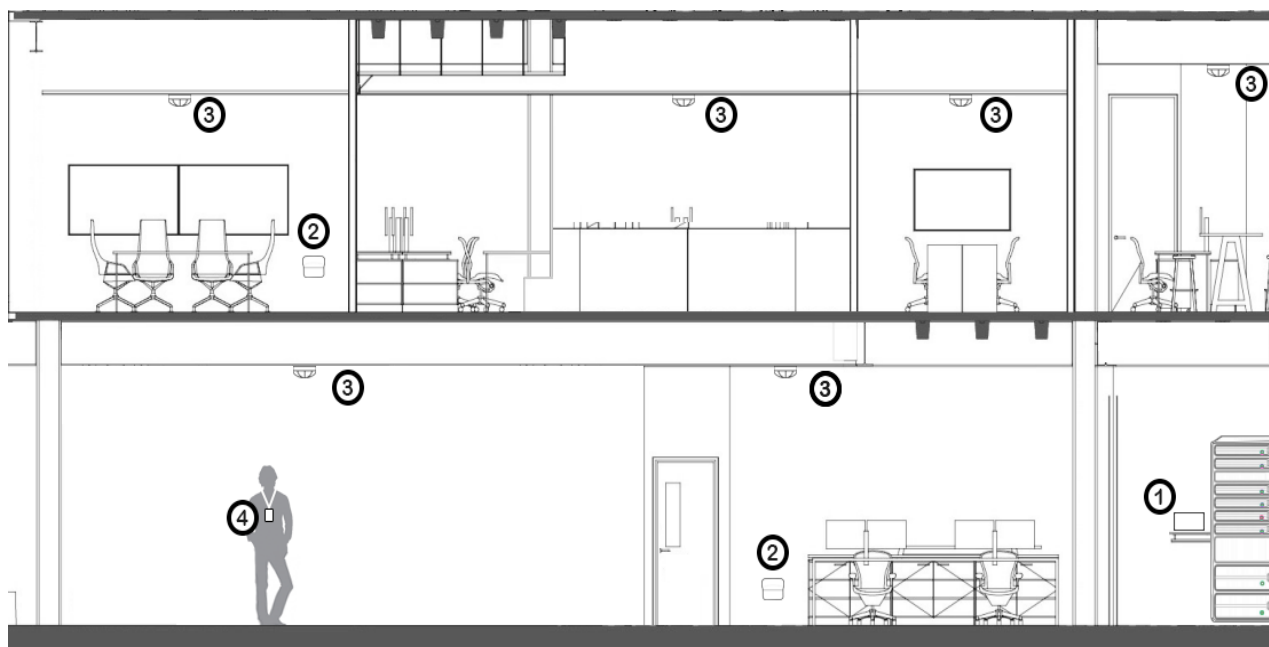
Centegix™ has unique experience developing and maintaining large scale IoT networks for emergency response applications. Our CrisisAlert™ solution leverages a cloud-based software platform with custom, purpose-built networks to provide a safety and security platform at scale. This platform leverages low power Bluetooth and Zigbee technologies to provide teachers and staff members real-time help at the simple push of a button.

For the purpose of this response, we have included a detailed overview of all of our components and features. an abbreviated version of our typical full solution.

Thank you,

Brent Cobb
CEO

Technical Overview



1. CrisisAlert™ Gateway (IP connection to cloud software)
2. CrisisAlert™ Hub (Network Signal Device)
3. CrisisAlert™ Beacon or Strobe (Locating Device – Strobe Includes A Light)
4. CrisisAlert™ Badge (Wearable Device)

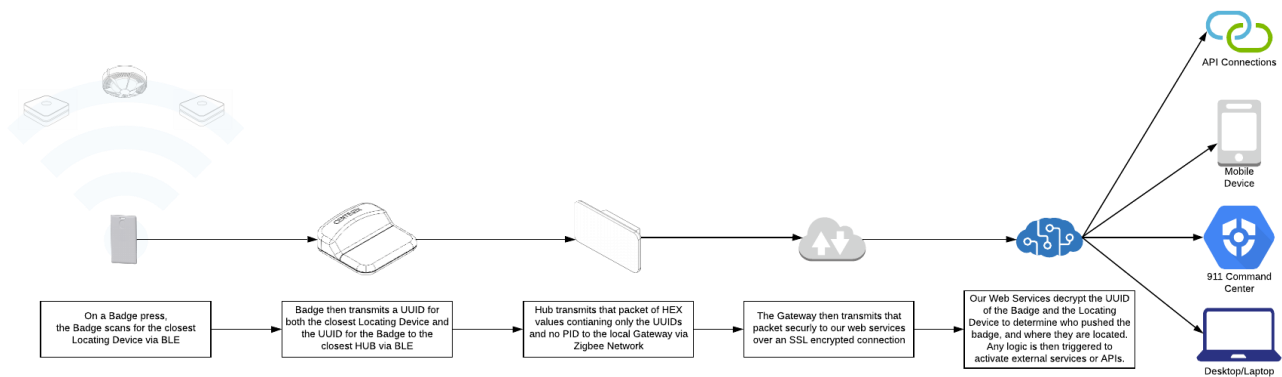
Our full product line includes an ultra-thin Bluetooth enabled Badge, which, when paired with our network of locating devices and mesh networking hubs, delivers accurate locating in the event of an emergency. We provide the networking hubs, leveraging Zigbee mesh network technology, to avoid the need for cellular signals or Wi-Fi signals that may not be available, or may be saturated, or may require authentication. As noted in the executive summary, we believe that emergency services need 100% availability, so we monitor the devices availability, health, and performance (described below). We have also expanded our software to include support for teacher desktop/laptop/tablet/mobile devices so they can utilize our badge or other devices to request help. Both solutions route requests directly to onsite responders (e.g. SROs, Assistant Principals, Nurses) and 911 through our nationwide PSAP partnerships and with video, two-way radio, and inter-agency support through our integration with Mutualink.

For the badge signaling, teachers, administrators, and staff members wear the badge to signal for help through a recessed button. We locate indoors and out, so the platform can send a responder to the appropriate place. We have performed that function for users close to 30,000 times in the last 12 months.

Below is a visual of the badge and the types of alerts that can be initiated through it.



The traditional information flow is a crisis alert signaled from the button on the badge (by the user). The request is received by the hub using BLE. The hub then delivers that request to the gateway using the Zigbee network. Importantly, it delivers the location of the user leveraging algorithms that determine the proximity to the closest device.



For the mobile device signaling, teachers, administrators, and staff members leverage our desktop/laptop/tablet/mobile software to request help or activate alerts. The user mobile and tablet devices connect to the school’s network via existing Wi-Fi access points and/or cellular networks. Onsite responders and local 911 centers are contacted the same way when the request for help is made.

As previously noted, we believe safety and security systems must be highly available, so we monitor the system for uptime and performance. All of our network and locating devices (including the user badge) ‘heartbeat’ with diagnostic information that includes communicating devices, communication time, firmware version, RSSI, and battery life. The devices are not directly addressable, so the communication is carried on an encrypted channel to the Device Manager server in the cloud. Our device manager (internal) dashboard that is the nerve center for our ticketing and self-healing features, is shown below.



The ability to provide emergency response in an automated manner is only as good as the devices used to deliver information. We review device status and performance every minute to two hours, depending on the device, to ensure their performance.

Below is a graphic that outlines how information is transferred between the badge/mobile device and the onsite and local responders.



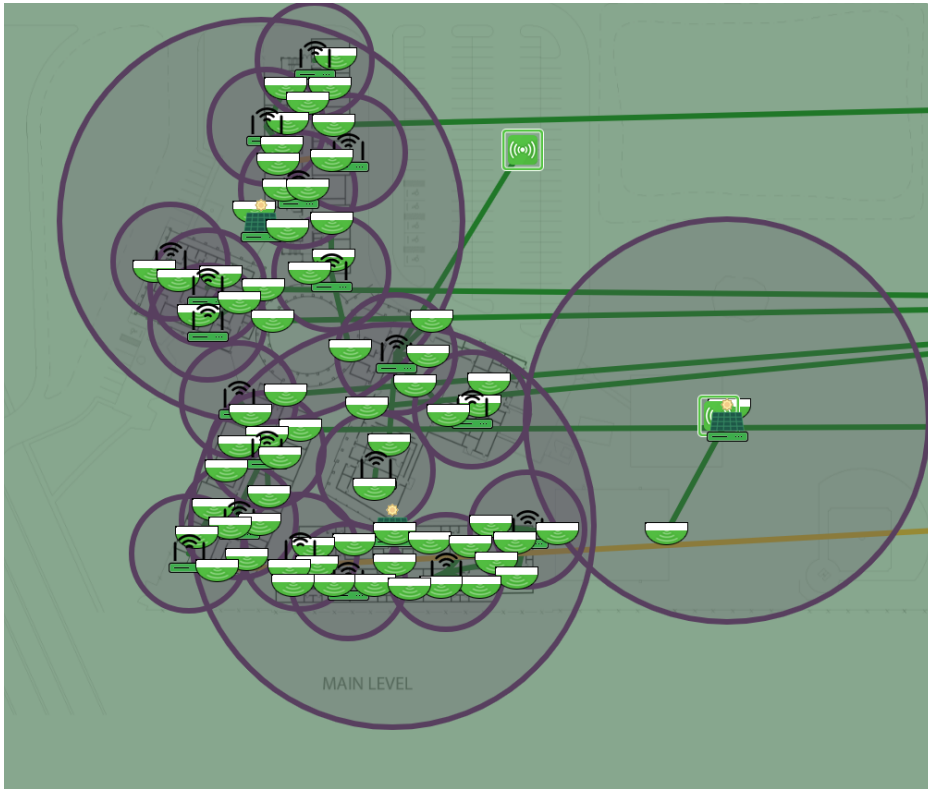
Information passed to responders includes:

1. User requesting help.
2. Location of the user.
3. Type of alert: staff alert (e.g. medical, unauthorized visitor, fight. etc.) or campus-wide alert (e.g. lockdown)
4. Video feed of the cameras in the vicinity of the user (through Mutualink integration)
5. Two-way radio feed for onsite and emergency responders (through Mutualink integration)
6. Text and data feed for onsite and emergency responders (through Mutualink integration)

Multi-agency communication support is an important part of emergency response. Our available Mutualink integration leverages their best-in-class, patented solution that provides multi-agency support with direct connections between school administrators and responding officers to share radio, video, data such as school floor plans, and text for silent communications. Based on the Marjory Stoneman Douglas Public Safety Commission report review, a school must be connected in real-time, with live-streamed video to first responders to create situational awareness to respond and resolve an incident. Communication with hospitals is also possible for patient triage.

To guarantee coverage for our network devices, we leverage an installer application that illustrates coverage for all indoor and outdoor areas. We also work with the school districts and individual schools on quarterly test plans as part of our standard support.

Below is an image that illustrates the installer application and how this ensures coverage.



- Network and locating devices are shown in green (indoor and outdoor)
- Purple circles are the actual coverage radius for the network devices
- The green shaded background is the network coverage area, which covers the entire site (this is the main level of an active school).

Additional Information

The strobe, intercom devices, and desktop takeover integration are part of the CrisisAlert™ solution. When activated, the intercom automatically plays an audible message, desktops/tablets/laptops display a district message, while the strobes flash the light that corresponds to the district protocols. Training aligns to the district protocols with district-wide intercom messages, instructions for all machines when a protocol is initiated, and lights that correspond to the color the district has selected. An example of those protocols is illustrated below.

IN AN EMERGENCY

LOCK DOWN

Lock Doors, Turn Off Lights, and Hide



LOCK IN

Move Everyone Inside, Secure Perimeter



LOCK OUT

Stay in Your Location, Keep Hallways Clear



SHELTER IN PLACE

Move to Designated Area and Take Cover



EVACUATE

Move to Designated Evacuation Area



ALL CLEAR

Resume Normal Protocol for Managing Campus



CENTEGIX™
EVERY SECOND MATTERS.

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- Protocols are adjusted based on district preferences and are customizable
- Intercom integration devices are deployed that play the district message
- Strobe devices with lights that flash the district protocol are utilized – include room level location
- Desktop/laptops/tablet screens display a customizable screen takeover message aligned with the district protocol

CrisisAlert™



CrisisAlert™ Locating Beacon

The battery-powered Alert Beacon provides room level accuracy in a durable and maintenance free design.

- Communication: Bluetooth™ 5.0 (BLE)
- Power: 6000mAH Lithium Battery 3.0v
- Transmission Range: up to 800 feet maximum (LOS)
- Net Weight: 192g
- Size: 73 x 72 x 23 mm



CrisisAlert™ Badge

Designed for instant accessibility and multi-function wireless communication capability, the Smart Alert Badge is an ID/Access Card-size wearable alert device with two levels of alerts. Includes vibration feedback visual LEDs.

- Communication: Bluetooth™ 5.0 (BLE)
- Power: 800mAH Lithium Polymer Battery 3.7v
- Transmission Range: up to 800 feet maximum (LOS)
- Net Weight: 20.0g
- Size: 90 x 60 x 4.7 mm



CrisisAlert™ Strobe

The battery-powered Alert Strobe provides locating capability and high-intensity multi-color visual alerting to ensure building occupants clearly understand what's happening and what they need to do.

- Communication: Bluetooth™ 5.0 (BLE)
- Power: 6600mAH Lithium Polymer Battery 3.7v
- Transmission Range: up to 800 feet maximum (LOS)
- Net Weight: 225.0g
- Size: 95 x 95 x 45 mm



CrisisAlert™ Hub

The Alert Hub receives alert information from a wearable device and communicates the alert to all the other Alert Hubs through redundant and encrypted communication protocols.

- Communication: Bluetooth™ 5.0 (BLE), Proprietary Zigbee™ Long Range
- Power: 12v DC, 500mAH Lithium Polymer Battery 3.7v (Backup)
- Transmission Range: up to 800 feet maximum (LOS)
- Net Weight: 185.0g
- Size: 140 x 100 x 30 mm




CrisisAlert™ Gateway

The gateway is a headend device that coordinates our private, proprietary mesh network, and is responsible for the internet/cloud communication and monitoring the network. Includes a 7" touchscreen display for configuration and alert status.

- Communication: Proprietary Zigbee™ Long Range, Ethernet
- Processor: Cortex-A53 (ARMv8) 64-bit SoC @ 1.4GHz
- Operating System: Linux
- Power: 12v DC (UPS Backup Available)
- Transmission Range: up to 800 feet maximum (LOS)
- Net Weight: 360.0g
- Size: 200 x 120 x 50 mm

VI. PROBLEM / RESOLUTION PROCESS



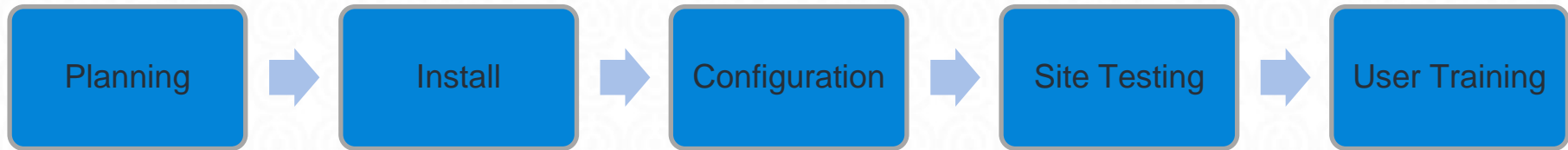
Problem/Resolution Process

The following pages contain a variety of materials. First, the CENTEGIX Onboarding and Activation process, including a sample timeline for implementation. This is followed by our standard Service Level Agreement which explains response times, service availability, and resolution process.

CrisisAlert Onboarding and Activation

Your CENTEGIX Onboarding Manager will Guide your organization through the process.

*items **bolded** denote CENTEGIX deliverables



- Provides Maps and detailed site location information
- Provides points of contact for each role
- Provides incident protocols

- Installs Gateway and configures network
- Completes intercom connection and installs application on computers

- Defines user profiles, permissions, and alert types to align with incident protocols

- Executes testing for all alert types at all locations
- PSAP connection is verified

- District trains staff on how to use badge, processes, protocols
- District distributes Badges to staff

- CENTEGIX / Customer coordinate Kick-off call
- CENTEGIX provides technical documentation

- **Configures and ships Gateways & equipment to customer**
- **CENTEGIX Certified Partner installs equipment (hubs, strobes, solar)**
- **CENTEGIX certifies network "online"**

- **Delivers training to the Core Team, Responders and other staff members designated by the Customer**

- Provides Testing Plan and reviews the end-user training plan with the Customer

- Prepares the Customer to transition to the post-onboarding phase

District goes "LIVE"

GENERAL PROJECT TIMELINE

*timeline varies based on customer size/number of sites

**CENTEGIX will invoice according to the completion of these steps.*

		PLANNING				INSTALLATION SYSTEM SET-UP TRAINING				TESTING END-USER TRAINING GO LIVE			
TASK	ASSIGNED TO	MONTH 1				MONTH 2				MONTH 3			
		WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
Return fully executed P.O. and Order Acknowledgement	Customer	█											
Kick-off meeting	Customer & CENTEGIX	█											
Provide maps	Customer	█	█										
Complete Critical Install Sheet	Customer	█	█										
*Ship Gateways	CENTEGIX			█									
*Confirm Gateways are deployed/online	Customer & CENTEGIX				█								
*Install equipment	CENTEGIX					█	█	█					
Complete system set-up <i>(alert/responder types, permissions, IP settings, etc.)</i>	Customer						█	█	█				
*Conduct Training <i>(Core Team & Responder Training)</i>	Customer & CENTEGIX							█	█				
Conduct Testing <i>(receive district approval)</i>	Customer & CENTEGIX									█	█		
End User Training <i>(CrisisAlert is live)</i>	Customer											█	
Go Live! <i>(CrisisAlert is fully implemented)</i>	Customer												█ 28

PROJECT ROLES

A Successful Implementation Involves Contributions from Departments Across the District

Role**	Deliverables
Exec Sponsor	<ul style="list-style-type: none">• Provides executive support throughout the project, including kick-off and go-live announcements• Identifies the district level Project Leader Serves as primary point of contact for CENTEGIX and has overall project responsibility
Facilities	<ul style="list-style-type: none">• Provide Current Maps for all locations• Coordinate Access for Install Team (keys, site level contacts, security alarms, etc)
Technical	<ul style="list-style-type: none">• Provides network information• Facilitates gateway installation, network configuration, installation, intercom set up, and desktop software distribution• Coordinates with intercom service provider• Participates in site testing to assist with trouble shooting
Training	<ul style="list-style-type: none">• Drives participation of System Admins and responders in CENTEGIX hosted training• Serves as “Train the Trainer” for ongoing training needs• Trains all staff on using the CrisisAlert badge and response in campus wide alerts
Security	<ul style="list-style-type: none">• Identifies the Safety Administrators• Determine badge process business rules• Determines protocols, permissions, procedures for Alert types and Responder Types• Coordinates with local law enforcement for protocol configuration and site testing
Communications	<ul style="list-style-type: none">• Plans campaign to communicate to all stakeholders (staff, community, etc) about each role and benefits with CrisisAlert

** Need primary and secondary contacts for each role

Incident Management Framework

The objective of an internal incident management framework is to restore normal services to our customers as quickly as possible, and minimize the adverse impact on the business operations while ensuring we maintain our service quality levels.

Service Level Agreements

Priority (Severity)	Description	Target Response Time	Target Resolution Time*
1	Urgent	30 Minutes	1 Hour
2	High	1 Hour	3 Hours
3	Normal	4 Hours	8 Hours
4	Low	8 Hours	ICB **

*Resolution time does not include shipping time or truck rolls

** Resolution time frame will be given based on type of request

Note: Hours are based on business hours for the Support Desk, which operates M-F 7am-7pm Eastern, excluding US holidays.

Incident Description Details

Description	Details
Urgent	<ul style="list-style-type: none"> ● CrisisAlert™ Web or Application Portal Unavailable ● Inability to reach customer network or gateway not available ● Unresponsive hardware potentially causing Alert Activation to be unavailable ● Hardware location unidentifiable or changed without CENTEGIX™ knowledge
High	<ul style="list-style-type: none"> ● Unresponsive hardware potentially causing less than ideal location accuracy ● Critical user unable to access account or interface (e.g. District Admin)
Normal	<ul style="list-style-type: none"> ● Non-Crisis related system administration issue such as inability to add new users ● Setup Help, configuration assistance or issues causing minimal impact on business
Low	<ul style="list-style-type: none"> ● General inquiry/enhancement request, moves, changes, or additional orders

Command Center : 800-950-9202 ext 2 or support@centegix.com

Note: Hours are based on business hours for the Command Center , which operates M-F 7am-7pm Eastern, excluding US holidays.

VII. CUSTOMER REFERENCE LIST

References

1. Friendswood Independent School District – TX, 7 sites
Thad Roger - Superintendent
James Patton – Executive Director of Safety & Operations (281) 482-1267
jpatton@fisdk12.net
2. Argyle Independent School District - TX, 6 sites
Dr. Telena Wright - Superintendent
Scott Collins – AISD Chief of Police, 940-464-7241, Scott.collins@argyleisd.com
3. Hillsborough County Public Schools - FL, 254 sites
901 East Kennedy Blvd, Tampa, FL 33602
Chris Farkas – Deputy Supt of Operations, christopher.farkas@sdhc.k12.fl.us
Chief John Newman - Chief of Security and Emergency Management,
john.newman@hcps.net

VIII. PRICING SUMMARY



Pricing Summary

The following page provides a pricing overview of the CrisisAlert platform solution, along with various services related to the installation, implementation, training, etc., of the solution.

Additionally, terms and warranty information are provided after the pricing information.



EQUIPMENT/GOODS by line	Product #	Description	Units description - (each, dozen, hour, day, etc)	Price
CrisisAlert - District-wide pricing	CTGX-DIST	All school sites. Contact sales rep for detailed pricing.	Each site per year. 3 year minimum term required.	Range of \$7,000-\$10,000
CrisisAlert - Non District-wide pricing for individual site(s)	CTGX-INDIV	All building types (small, elementary, middle, high, large, admin, learning center). Contact sales rep for detailed pricing.	Each site per year. 3 year minimum term required.	Range of \$8,000-\$16,000
Installation	CTGX-INSTALL	Installation of CrisisAlert at each site purchased. Contact sales rep for detailed pricing.	One-time expense per site	Not to exceed \$4,000
Implementation	CTGX-IMPLEMENT	Implementation/Training of CrisisAlert at each site purchased. Contact sales rep for detailed pricing.	One-time expense per site	Not to exceed \$1,000
Onsite Resonder Training	CTGX-TRAINING	Training for all responders at each site implementing CrisisAlert.	One-time expense per site	Not to exceed \$1,000
CrisisAlert - Cellular Backup	CTGX-CELL	Cellular backup for Wifi outage (for existing customer expansion)	Each site per year.	\$500
CrisisAlert - Gateway Device	CTGX-GATEWAY	Gateway (for existing customer)	1 count	\$400
CrisisAlert - Badge Replacement	CTGX-40-BADGE	Badges (for existing customer)	40 Count	\$800
CrisisAlert - Hub Replacement	CTGX-5-HUB	Hubs (for existing customer)	Varies b/t 5-10	\$250
CrisisAlert - Strobe Replacement	CTGX-5-STROBE	Strobes (for existing customer)	Varies b/t 5-10	\$250
CrisisAlert - Outdoor Kit (Solar) Device	CTGX-SOLAR	Outdoor Kit (Solar-for existing customer)	1 count	\$250
CrisisAlert - Scanner Device	CTGX-SCANNER	Scanner (for existing customer)	1 count	\$100
CrisisAlert - Intercom Integration Device	CTGX-INTERCOM	Intercom Integration Device (for existing customer)	1 count	\$150
Shipping	CTGX-SHIP	Shipping	Per site - one time cost	Range of \$300-\$500

Note: Prices subject to change.



Terms and Conditions

CENTEGIX standard terms and conditions can be found at <https://www.centegix.com/legal-tc2/> which includes the software end user licensing agreement (EULA).

Warranty

CENTEGIX warranty can be found at <https://www.centegix.com/warranty/>

IX. MARKETING COLLATERAL

For the Moments that Matter

Our CrisisAlert badge is the fastest and easiest way for teachers and staff to immediately get help, anywhere on campus.

The CrisisAlert Advantage

CENTEGIX™ exists to innovate technology to save and enrich lives in the K-12 environment. Our motto, "Every Second Matters," echoes Lori Alhadeff's powerful mantra, "Time equals life," inspired by her work to promote Alyssa's Law.

Since the launch of CrisisAlert, we have been singularly driven to develop a solution that stands up to the rigors and limitations of real-world emergencies while minimizing the time and fine motor skills required to initiate and respond to whatever crisis arises.

Our CrisisAlert badge is the fastest and easiest way for teachers and staff to immediately get help, anywhere on campus.

Here's what makes CrisisAlert the easiest, most effective rapid incident response solution for the entire education industry.

 *We call it a force multiplier: putting this technology in the hands of more than 25,000 sets of eyes to help keep campuses safe.*

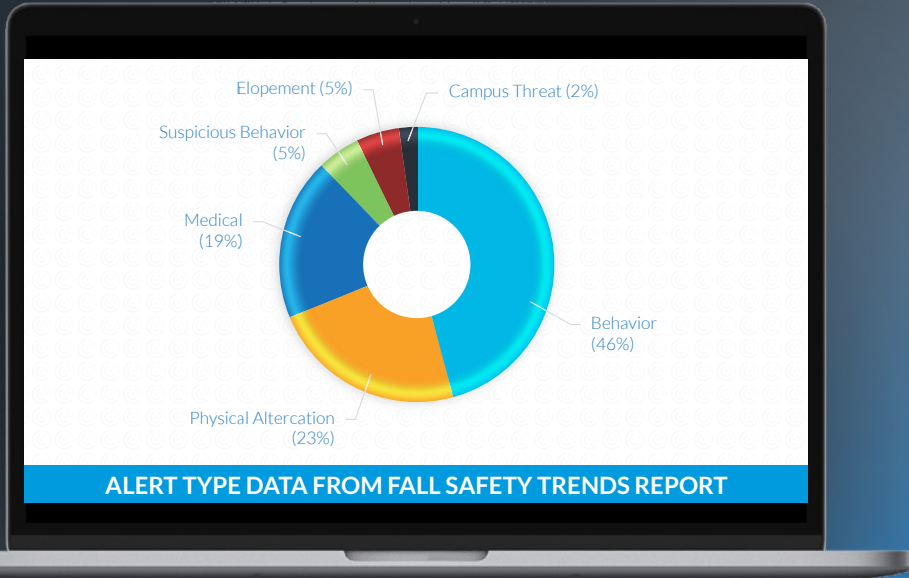
Chief John Newman

Director of Safety and Security
Hillsborough County Public Schools, FL



CrisisAlert is used for everyday and extreme emergencies

In the Fall 2021 semester, CrisisAlert was used 25,000 times. Alerts have been initiated for reasons ranging from everyday events such as medical emergencies and behavior situations to more extreme situations such as campus-wide events. Using the CrisisAlert badge for everyday solutions is important so that staff are comfortable using it in any emergency, including staff and campus-wide alerts. While the initial driver for Alyssa's Law was a campus-wide threat, platform data indicates 98% of CrisisAlert usage is in helping staff respond to everyday emergencies.



Visit centegix.com/fall-2021-safety-trends-webinar to view the full CENTEGIX Safety Trends Report.



It is very convenient and immediately alerts necessary parties as opposed to relying on a daisy chain of communication links that can be timely and ineffective.

Florida High School Teacher



When support is needed in an emergency situation, you are skipping the middle man by requesting help from the team you need.

Florida High School Teacher

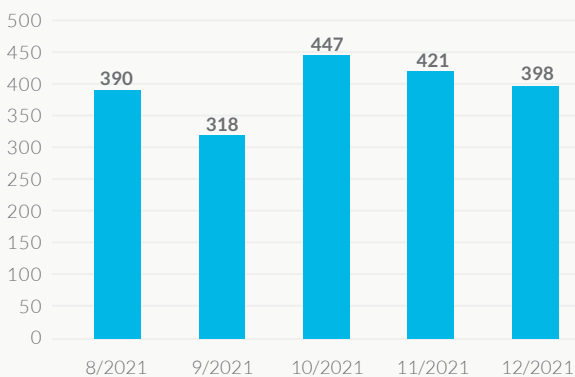


Responses are almost immediate, and there is a high level of safety now knowing help is right at our fingertips.

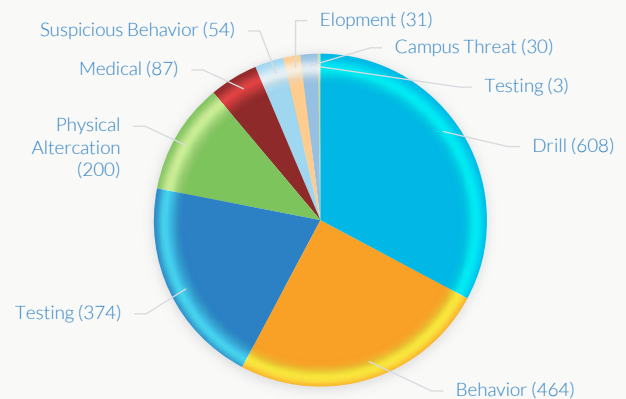
Georgia High School Teacher

Sample CrisisAlert Dashboard

Alerts by Month



Alert Reasons



The CrisisAlert dashboard equips district administration with actionable data to understand how to support their schools.

CrisisAlert™

“HOW CAN I BRING THE BEST-CASE RESPONSE TO THE WORST-CASE SCENARIO?”



SCHOOL SAFETY: IMMEDIATE ACTION REQUIRED

Parents, teachers, staff, superintendents and law enforcement all recognize school emergency preparedness as one of today’s most pressing educational issues. Medical emergencies, student altercations, unauthorized visitors, suspicious activity and similar situations occur daily in school systems. In critical moments, simplicity and speed are crucial to effective response. Teachers and administrators must be empowered to direct help to where it is needed – easily and quickly – because in a crisis, every second matters.

“IMPLEMENTING THE CENTEGIX CrisisAlert SOLUTION IS THE BIGGEST NO-BRAINER I’VE EVER SEEN IN EDUCATION.”

– Dr. John Jackson, Superintendent,
Jefferson City Schools, GA

CENTEGIX™ CrisisAlert™: SMART SCHOOL SAFETY MADE SIMPLE

With teachers and staff in mind, we designed a solution that routes requests for help to key personnel instantly, with precise location information. Every staff member receives a smart CrisisAlert badge, which has only one function: to empower the wearer to quickly and discreetly activate an alert. The badge vibrates to confirm receipt of the alert.



The moment an alert is triggered, CrisisAlert immediately provides clear and critical information to all impacted personnel. Its features include:



Immediate notification. With the simple push of a button, alerts instantly reach responders.



Location accuracy. Our innovative technology determines the location of the alert, down to the room-level.



Total campus coverage. Badges allow alerts to be triggered from any corner of campus, whether inside a classroom or outside at the edge of the athletic field.



Audio and visual notification. Campus-wide alerts communicate emergency information using colored strobe lights, desktop alerts and intercom integration.



180,000+
Rooms secured



1.5 Million+
People protected



1,600+
Locations covered

“WE CALL IT A FORCE MULTIPLIER: PUTTING THIS TECHNOLOGY IN THE HANDS OF MORE THAN 25,000 EMPLOYEES GIVES ME 25,000 SETS OF EYES TO HELP KEEP CAMPUSES SAFE.”

– Chief John Newman, Director of Safety and Security, Hillsborough County Public Schools, FL



40%

of teachers say their school is not well-protected



34%

of parents worry their children are unsafe at school

HOW WE BRING SAFETY TO EVERY CORNER OF CAMPUS

The CrisisAlert platform is an Internet-of-Things (IoT) crisis management solution which uses a powerful blend of hardware, software, and wireless technologies to ensure fast, accurate and reliable emergency communication and campus-wide protection. Instant communication through visual cues and audio integration enable rapid response to any incident or crisis, anywhere on a school's campus.



“IT EMPOWERS THE TEACHERS TO BE IN CONTROL OF THE SAFETY OF THEIR ROOMS. THEY CAN SUMMON A PRINCIPAL AT THE PUSH OF A BUTTON: WE KNOW WHERE, AND WE KNOW WHO. THAT IS POWERFUL TECHNOLOGY.”

– Superintendent Trent North, Douglas County School System, GA

LEARN MORE TODAY. BECAUSE EVERY SECOND MATTERS.

WWW.CENTEGIX.COM

IN AN EMERGENCY

LOCKDOWN

Lock Doors, Turn Off Lights, and Hide



LOCKOUT

Move Everyone Inside, Secure Perimeter



HOLD

Stay in Your Location, Keep Hallways Clear



SHELTER

Move to Designated Area and Take Cover



EVACUATE

Move to Designated Evacuation Area



CENTEGIX
EVERY.SECOND.MATTERS.

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