

# PIER System - Product General Features

|                                   | #    | Product Feature Description   | PIER | Others |
|-----------------------------------|------|---|------|--------|
| 1 NIMS & Joint Information Center | 1.1  | Solution accessible to participants from different agencies and organizations facilitating use as a Joint Information Center platform - fully NIMS compliant - follows regulations for JIC structure and processes  | ✓    |        |
|                                   | 1.2  | Conforms to requirements of the National Response Team JIC Model, the FEMA PIO Guidance Manual and ESF15 for Joint Information Systems and Joint Information Center operations  | ✓    |        |
|                                   | 1.3  | PIER has been used successfully to support major JIC operations: during Hurricane Katrina by the US Coast Guard, the G8 Summit, by the US Forest Service and Cal Fire during the Northern California Wildfires, and by leading organizations during Hurricane Ivan, Dennis, Rita, Katrina and Ike.  | ✓    |        |
|                                   | 1.4  | Approval process provides assurance of Incident Commander and PIO control over information publishing and release   | ✓    |        |
|                                   | 1.5  | System integrates all major functions of the JIC including information gathering, document production, multi-mode distribution, inquiry management, Web content management, media monitoring, community monitoring, management reporting  | ✓    |        |
|                                   | 1.6  | Provides reporting that meets OPA 90 and ICS requirements including ICS209 and ICS214 forms   | ✓    |        |
|                                   | 1.7  | System used as coordinating platform for major urban security areas (by UASI funded regions) to facilitate regional communication among multiple participating agencies   | ✓    |        |
|                                   | 1.8  | PIER is proven to support Virtual Joint Information Center operations enabling a dispersed team to work effectively and efficiently together—vital for pandemic flu planning (recently used by GEMA during H1N1 “Swine Flu” outbreak - 2009)  | ✓    |        |
|                                   | 1.9  | Supports full spectrum monitoring from a single platform including print, online, blogs, broadcast and community monitoring through integrated survey and form creation capability.   | ✓    |        |
| 1 Virtual JIC Operation           | 1.10 | Support full access to all contacts, response information, situation status, inquiries, distribution methods from any location, at any time. PIER’s real and proven value is enabling a dispersed JIC team to operate as one without being physically in the same location. This enables a faster, more complete and efficient communication process. | ✓    |        |
| 2 Mass Notification Tools         | 2.1  | Full 2-way SMS capability including SMS created Inquiries and opt-in or opt-out functionality   | ✓    |        |
|                                   | 2.2  | Distributions reports differentiate between, answered call, answering machine, valid number, busy line.   | ✓    |        |
|                                   | 2.3  | Ability to send notifications to internal and external stakeholders via SMS text message, automated voice message (text-to-voice), email, fax, RSS feeds and social networks including Twitter, Facebook and LinkedIn.  | ✓    |        |
|                                   | 2.4  | Once a user is logged in, notifications can be drafted and sent in 3 steps.   | ✓    |        |
|                                   | 2.5  | Text and phone notifications integrated with email, fax, text-to-voice phone messages, Website, RSS feeds, digital sign devices and social networks - a single message can be sent in multiple ways in a single step  | ✓    |        |
|                                   | 2.6  | Graphical reports show within minutes whether or not phone messages have been received  | ✓    |        |
|                                   | 2.7  | Notifications can be sent to multiple phone numbers for a contact   | ✓    |        |

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| 3 Information Gathering                   | 3.1 | Authorized JIC personnel can view significant events WebEOC boards approved by Incident Command. PIER & WebEOC integration provides real-time exchange of info between the JIC and the EOC and provides reports to the response leaders. | ✓    |        |
|   | 3.2 | Entire JIC access to situation updates. PIER allows for “virtual JIC” operation - allowing dispersed teams to participate in projects workflow and access situation updates.   | ✓    |        |
|   | 3.3 | Secure conference (chat) room allows for real-time interaction between users. Agencies may have access to secure chat through other tools.   | ✓    |        |
| 4 Document / Message Drafting and Editing | 4.1 | Real time, collaborative drafting and editing with all team regardless of location. Multiple participants can work on same draft simultaneously for increased speed and accuracy.  | ✓    |        |
|   | 4.2 | See and review all changes made by or requested by all participants. PIER provides instant visibility on all changes made by all participants in the document creation workflow.   | ✓    |        |
|   | 4.3 | Automated email notification of drafts needing approval. PIER notifies designated staff when a document is ready for their review and/or approval  | ✓    |        |
| 5 Unified Command Approval                | 5.1 | Protection against unauthorized info release. Separate website management and distribution methods increase likelihood of unauthorized info release - unifying these operations decreases that likelihood.                               | ✓    |        |
|   | 5.2 | Simplified UC approval process. UC can have access to info items needing approval via PIER (and soon via WebEOC info approval board).  | ✓    |        |
| 6 Distribution                            | 6.1 | Send to multiple media and stakeholder lists with a single action  | ✓    |        |
|   | 6.2 | Resource callout function for alerting JIC staff via telephone, email, SMS text.   | ✓    |        |
|   | 6.3 | Automatic contact list creation  | ✓    |        |
|   | 6.4 | Coordinated JIC and Liaison functions. PIER contains contact lists of government officials, elected officials, and response agencies allowing for simultaneous info updates to these critical stakeholders                               | ✓    |        |
|   | 6.5 | Simultaneous, one-step distribution via email, fax, text-to-voice phone callout, SMS text messaging and RSS feeds to multiple sites  | ✓    |        |
|   | 6.6 | Complete records on all distributions. Track and report on messages sent to reporters, stakeholders, response leaders, etc.  | ✓    |        |
|   | 6.7 | Instant media list development using database of 300,000+ reporters. PIER Media Tools (additional fee applies) enables instant media list development using industry leading reporter database.  | ✓    |        |
| 7 Web Content Management                  | 7.1 | Full PIO and JIC control over incident-specific website. PIER eliminates need for webmasters or IT involvement in setting up and managing incident-specific websites.  | ✓    |        |

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| 7.2 | Simultaneous, one-step publishing to website with information distribution. Integrated content management and info distribution speeds the process and increases efficiency.   | ✓ |  |
| 7.3 | Simultaneous content management over multiple websites or families of sites. PIER Enterprise enables launch and management of an unlimited number of websites.   | ✓ |  |
| 7.4 | Audit trail of all content changes. PIER provides complete info on all user activities including any web content changes.  | ✓ |  |
| 7.5 | RSS capabilities on all content—enabling easy distribution to multiple external sites.   | ✓ |  |
| 7.6 | New websites created from templates and launched instantly by nontechnical staff. PIER Enterprise allows instant launching of new websites using templates with immediate access to contact lists, users, pre-staged content, etc. | ✓ |  |

### 8 Inquiry Management

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|-----|---|---|--|
| 8.1 | Media and stakeholder inquiry form on external websites with all pertinent information. Workload in JIC can be reduced by encouraging reporters and stakeholders to use “submit inquiry” function on external website to ask questions.             | ✓ |  |
| 8.2 | Easy logging of all inquiries from phone or external email.   | ✓ |  |
| 8.3 | Complete details of all inquiries for easy review, quality control, command reporting. PIER automates the inquiry management process enabling PIO to manage quality and speed as well as provide instant information about questions and responses. | ✓ |  |
| 8.4 | Distribute work of managing inquiries to staff not physically present. Authorized staff can participate from any location in receiving, reviewing and responding to inquiries.  | ✓ |  |
| 8.5 | Automatically direct inquiries to most qualified communicator or subject matter expert. Inquiries can be automatically routed by email to the most appropriate responder by topic.  | ✓ |  |

### 9 Media Monitoring (Optional Add-On)

|     |   |   |  |
|-----|---|---|--|
| 9.1 | Robust list-building capabilities make it easy to gather and build from 300,000+ active journalists   | ✓ |  |
| 9.2 | Access complete media monitoring facility within the same web-based communication platform used for all key communication functions. The simplicity of a single platform greatly enhances efficiency, ease of use, and collaboration. | ✓ |  |
| 9.3 | Monitor what all print media, online media, blogs, broadcast and cable broadcasts are reporting. Normally would have to subscribe to several expensive monitoring and clipping services to get same full spectrum coverage.           | ✓ |  |
| 9.4 | Quick research on reporting history of news reporters in a database list of 300,000+  | ✓ |  |
| 9.5 | Access to advanced media management and planning tools such as AP Planner. AP Planner, an exclusive offering of the PIER Media Tools partner, enables a one year look forward to items that will make the news.                       | ✓ |  |

### 10 Rumor Control & Management

|      |   |   |  |
|------|---|---|--|
| 10.1 | Identify rumors and misinformation immediately and correct with updated statements and web content. Centralized and integrated inquiry management helps identify rumors and misinformation which can be immediately addressed with multi-mode distribution and web content management | ✓ |  |
|------|---|---|--|