



## Application Story

### The Bureau of Land Management

#### The Bureau of Land Management Chooses WiredRed's e/pop Alert for Emergency Broadcast Notifications

Enterprise Instant Messaging (EIM), a component of Real Time Communications, is being used around the world to enhance business relationships, the quality of customer service and the team work environment by eliminating debilitating communication delays.

Organizations have discovered that EIM provides an unprecedented level of communication efficiency where other methods such as fax, email and phone fall short. For example, internal IT departments have found that the ability to notify employees in geographically dispersed offices that the server is down or that applications are being upgraded enables IT personnel to better serve their internal customers and helps the entire organization to work smarter. And because of its status as a method of urgent, priority message delivery, government agencies are rapidly adopting EIM as an integral part of safety and security policies instituted after September 11.

Agencies such as the Federal Bureau of Investigation (FBI), Bureau of Land Management (BLM), Environmental Protection Agency (EPA), Department of Labor (DOL) and the National Institute of Health (NIH) have all chosen and begun to deploy WiredRed's e/pop® Alert for its ability to simultaneously send customized, high priority messages to hundreds of people in seconds.

e/pop Alert provides designated personnel at these agencies the capability to send critical notifications instantaneously in real-time to personnel located in campus-type environments or buildings that are blocks or miles from each other. It offers an extensive set of security options and end-to-end encryption that prevents spoofing and eavesdropping to ensure the integrity of the message and the messaging system. The Washington, D.C. office of the Bureau of Land Management was one of the first federal agencies to determine there was a need to communicate with its staff of 350 located in two buildings 10 blocks apart about emergencies and other situations immediately. It downloaded and evaluated e/pop Alert soon after September 11. The BLM's IT staff researched about 10 similar products and rejected those because of feature limitations, such as canned messages that can't be altered and only allow 128 characters.

#### Problem:

- Urgent requirement for a system to send emergency broadcast messages to hundreds of employees across two buildings (multi-LAN segment, NAT, proxy & router friendly)

#### Solution:

- e/pop Alert, a secure high priority one-way instant messaging system

#### Business & IT Benefits:

- End-to-end encryption prevents spoofing and eavesdropping to protect integrity of emergency messages
- Specialized macro messages developed to address different emergency scenarios
- Pop up messages obscure running applications and embedded sound gets the attention of all employees

Once the BLM purchased e/pop Alert, IT personnel began to create specialized messages that address a variety of different emergency scenarios. Security officials and floor wardens reviewed the messages for compliance with building evacuation plans. One message scenario is inclement weather in the Washington, D.C. area that causes the Office of Personnel Management to dismiss workers in the middle of the day. Another is an alert that notifies employees to lock all corridor doors if a gunman is loose in the building. Messages can be quickly amended to reflect unusual conditions, such as changing the building's safe zone by directing workers to an alternate meeting place.

With alternatives such as the phone, email or the office grapevine, it could take up to two hours to spread the word, and in the case of a serious emergency this could be critical time wasted when procedure calls for the entire building to be evacuated.

The BLM configured e/pop so it appears as red text on a plain white background. The message will pop up and obscure any running application and will even interrupt screen savers. The ability to embed sound enabled IT staff to include a beep to get the attention of workers not looking at their computer screen. The application is always running to ensure that employees receive messages when their computer is on.

Real Time Communications, including instant messaging, remote control and other applications controlled within an enterprise, will undoubtedly continue to be utilized as a means to achieve better business efficiency. In the case of the BLM and other government agencies, the technology is an integral part of security policies created to protect its employees.

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