CrucialConnect™

Essential Voice Communications for Public Safety

Why Voice is the Key to a Successful Crisis Response

The Situation

Crises of all types occur regularly, yet often without warning. They cover the spectrum of human activity, from corporate errors to natural disasters to civil unrest. No matter what the crisis, they all have one common element: a unified command (fire, police, EMS) must be established.

The Problem

Whether a CEO, an NGO director, or county executive, the Incident Commander (IC) does one thing immediately: reaches out to others for help—first to gain information so as to understand the crisis, and then to respond. Those human resources are not conveniently located around the briefing room. Instead, they may be at home, in another country, or at the scene of the crisis. One thing is clear: it's hard to reach every necessary resource; it's difficult to get the whole story at the same time; and it's nearly impossible to get everyone on board with the same instructions. This, of course, means crisis response is chaotic, and crisis management is devilishly difficult.

When a crisis happens, all involved go to their favorite device: the politician reaches for his cell phone; the business exec for email; the fire chief for his radio. Meanwhile, the intended recipients of these communications may have already depleted their cell phone battery, may not have the computer handy to get email, or may be on a different radio. In fact, no matter what means the Incident Commander (or Commanding Exec in a major crisis) uses, inevitably those he needs to reach will be unavailable. Thus the crux of the problem: despite having a multitude of communications resources available they are often incompatible, making comprehensive real-time communications impossible.

The Solution

There is one tool—one means of communication—that affords Crisis Managers access to anyone, anywhere, easily and immediately: the REDCOM CrucialConnect™ Crisis Conferencing Solution.

CrucialConnect CCS enables near-instant, easily-initiated multi-party, multi-platform voice conferencing. The conference initiator, as well as those he needs to reach, may be virtually anywhere in the world, on any device. With all key players in a conference the situation can be holistically understood, in real time, and the decisive steps to counter the crisis are conveyed to everyone, in the same manner, at the same time. That is how a crisis should be handled—and CrucialConnect CCS is the tool.

Critical Deficiencies of Communications Tools

As has been demonstrated time and time again, crisis responses falter because critical resources reveal their faults when they are most needed. Cases in point:

- Fukushimi-area tsunami: SMS message use exceeded server capabilities and were delivered many hours late
- 9/11: City administrators, fire, and police are on different systems and frequencies and are unable to communicate or coordinate activities
- Webster, NY fire department ambush: Fire and police responders use personal cell phones to communicate… until batteries are depleted
- BP Deepwater Horizon oil spill: Text messages sent by specialists delay information exchange and do not convey the sense of urgency
- US F-16 bombs Canadian forces: coalition forces in Afghanistan are unable to communicate, contributing to the deaths of four Canadian soldiers

The table on the following page illustrates how most available methods for critical communication suffer debilitating deficiencies that make them ill-suited for crisis response coordination.

Even video conferencing, which is much touted for emergency communications, is not suitable for critical discussions. Not everyone has a video device on their person, and bandwidth requirements are often excessive. Video is a complicated solution to a basic problem. Experience Incident Commanders say voice is the priority need at an incident.

Returning to the criteria for effective crisis response communications—everybody, anywhere, and now—the only solution that fits the bill is REDCOM's CrucialConnect CCS. Other voice conference solutions, including free web-based services, suffer a variety of maladies, the most significant of which is the lack of interoperability with the wide variety of existing networks. CrucialConnect alleviates that with direct connect capability to the internet, LANs, WANs, the public telephone network, PBXs, satellite, and even radio networks.

Security and Encryption

CNN dominated coverage of the Three Mile Island nuclear plant disaster because the news service was able to broadcast information before most crisis responders knew of it! CNN's source was the radio transmissions of the on-site responders which they intercepted using a common police scanner. In order to control the situation, crisis response officials resorted to communicating via handwritten notes on paper!

So clearly, whether a crisis is a business concern or public danger, secure communications are imperative. REDCOM's CrucialConnect CCS provides multiple means of security, including "hiding" the conference, confusion mechanisms, authentication, and both inherent encryption and support for external encryption devices (both commercial and government) such as General Dynamic's TalkSECURE™ devices.

In conjunction with publicly-available IP encryption, encryption devices, and internally-encrypted conference processes, CrucialConnect CCS can ensure completely secure end-to-end and point-to-multipoint multi-party voice conferences.

Drop-In Installation

Leveraging the benefits of CrucialConnect CCS is easy: install in any equipment room, connect to radio, PBX, and the telephone network, and turn it on. With interfaces for virtually any network connection, there is no network re-design or upgrade required, no major engineering feats to overcome, and no additional equipment to buy. And since CrucialConnect can be delivered pre-programmed, it can be fully operational in hours!

For military users, REDCOM core systems have been certified for interoperability with the Global Information Grid (GIG). Enterprise users can rest assured that if it works for the most demanding government clients, it will work for you.

CrucialConnect CCS: the Solution for Crisis Response

Finally: a solution for communicating with everyone involved in the crisis. Immediately. Securely. Reliably. Easily. No other means of communicating during a crisis comes close to providing the comprehensive and powerful functionality of REDCOM's CrucialConnect CCS.

Don't wait for the next crisis to realize that voice conferencing is the most effective tool for managing it! Deploy CrucialConnect now. We all know that it isn't a matter of **if**, but **when** you'll need it.

REDCOM CrucialConnect Advantages

Most available methods for critical communication suffer debilitating deficiencies that make them ill suited for crisis response coordination.

	REDCOM CrucialConnect™	Video	Skype™	Free Internet Conference	Email	Text Msg	Face-to-Face Meeting
Fast Setup	✔	✗	✗	✔	✗	✔	✗
One-Touch Start	✔	✗	✗	✗	✗	✗	✗
Real Time	✔	✔	✔	✔	✗	✗	✔
Multi-Party	✔	✔	✗	✔	✔	✔	✔
> 20 Parties	✔	✗	✗	✔	✔	✔	✔
Password for Entry	✔	✗	✗	✗	✗	✗	✔
Identity Screening	✔	✗	✗	✗	✗	✗	✔
Reach Anywhere	✔	✗	✗	✗	✗	✗	✗
Retry Call	✔	✗	✗	✗	✗	✗	✗
Low Bandwidth	✔	✗	✗	✔	✔	✔	✗
Use Legacy Networks	✔	✔	✗	✗	✗	✗	✗
Internet	✔	✔	✔	✔	✔	✔	✗
Mobility	✔	✗	✗	✗	✔	✔	✗
Operator Assistance	✔	✗	✗	✗	✗	✗	✗
No Written Record	✔	✔	✔	✗	✗	✗	✗
Confirm Recipients	✔	✔	✗	✗	✔	✔	✔
Commercial Encryption	✔	✔	✔	✗	✔	✗	✗
Military Encryption	✔	✗	✗	✗	✔	✗	✗
Use From…							
Standard Phone	✔	✗	✗	✔	✗	✗	✗
Mobile	✔	✗	✗	✔	✔	✔	✗
IP Phone	✔	✗	✗	✔	✗	✗	✗
Smart Phone	✔	✗	✔	✔	✔	✔	✗
Radio	✔	✗	✗	✗	✗	✗	✗
Video Phone	✔	✔	✗	✗	✗	✗	✗
Laptop	✔	✔	✔	✔	✔	✔	✗
Satellite Phone	✔	✗	✗	✔	✔	✔	✗
PBX Subscriber	✔	✗	✗	✔	✗	✗	✗
Tactical Radio	✔	✗	✗	✗	✗	✗	✗
A-G Radio	✔	✗	✗	✗	✗	✗	✗
Iridium	✔	✔	✔	✔	✔	✔	✗
BGAN	✔	✗	✗	✔	✔	✔	✗
SB Switchboard	✔	✗	✗	✗	✗	✗	✗
Magneto Phone	✔	✗	✗	✗	✗	✗	✗