July 2021

INFO~TECH
RESEARCH GROUP

EMOTIONAL FOOTPRINT REPORT

Emergency Notification

241	12
Reviews	Vendors Evaluated

Table **of** Contents
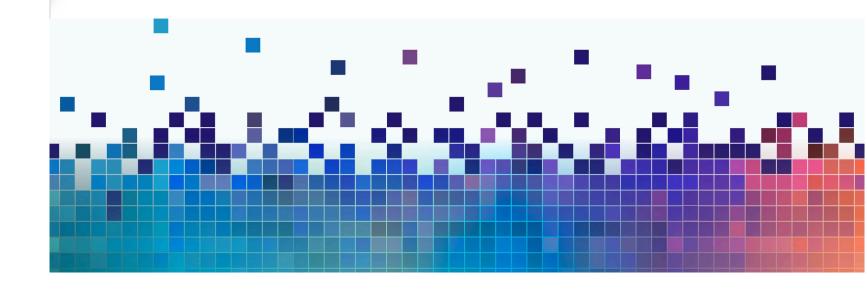
How to Use the Report

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the Emergency Notification market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.

Software Directory

EMERGENCY NOTIFICATION SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

Advantage Emergency Mass Notification System	Alertable	AlertMedia Mass Notification
Alertus Unified Mass Notification System	BlackBerry AtHoc Alert	Blackboard Mass Notifications
Copp Emergency and Mass Notifications	Crises Control	DeskAlerts
DialMyCalls	DIR-S	Everbridge Mass Notification
Honeywell Instant Alert	iLobby Visitor Management	InformaCast
Johnson Controls Mass Notification Solutions	Konexus	MassAlert Software
Omnigo Public Safety Mobile App	Omnilert	OnSolve Platform for CEM
Rave Alert	RedFlag Notification System	Regroup Mass Notification
SnapComms	Text-Em-All	TrueDialog
Tyler Notify		

SOFTWARE REVIEWS

Emotional Footprint Diamond

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.

EMERGENCY NOTIFICATION

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

EMERGENCY NOTIFICATION

SoftwareReviews
EMOTIONAL FOOTPRINT
JULY 2021

Crises Control

Omnilert

CHAMPIONS

92

89

Alertus Mass Notification

InformaCast

MassAlert Software

AlertMedia Mass Notification

Johnson Controls MNS

RELATIONS BUILDERS

VALUE PLAYERS

Blackboard Mass Notifications

OnSolve Platform for CEM

Copp Emergency & Mass Notifications

70

54

CONTENDERS

Everbridge Mass Notification

NET EMOTIONAL FOOTPRINT

VALUE INDEX

Honeywell Instant Alert

H

POWERED BY

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= Outlier

= Champion

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS		STRONGEST NEGATIVE EMOTIONS		NUMBER OF REVIEWS
Champion	Crises Control	9.6	+99	-- NEGATIVE / 99% POSITIVE	93	INSPIRING 100%	INCLUDES PRODUCT ENHANCEMENTS 100%			14
Champion	Omnilert	9.0	+94	-- NEGATIVE / 95% POSITIVE	86	INSPIRING 100%	HELPS INNOVATE 100%			19
3	MassAlert Software	8.4	+91	1% NEGATIVE / 93% POSITIVE	76	CONTINUALLY IMPROVING 100%	RESPECTFUL 100%	SELFISH 10%	LEVERAGES INCUMBENT STATUS 9%	10
4	Alertus Mass Notification	8.1	+75	3% NEGATIVE / 79% POSITIVE	87	TRUSTWORTHY 92%	FRIENDLY NEGOTIATION 92%	DESPISED 8%	CHARGES FOR PRODUCT ENHANCEMENTS 8%	11
5	InformaCast	8.0	+77	3% NEGATIVE / 81% POSITIVE	83	SECURITY PROTECTS 95%	ENABLES PRODUCTIVITY 95%	OVER PROMISED 20%	VENDOR FRIENDLY POLICIES 10%	21
6	Johnson Controls MNS	7.8	+77	5% NEGATIVE / 83% POSITIVE	80	INTEGRITY 100%	TRUSTWORTHY 93%	OVER PROMISED 18%	COMMODITY FEATURES 16%	12
7	AlertMedia Mass Notification	7.8	+80	3% NEGATIVE / 83% POSITIVE	77	FAIR 94%	RESPECTFUL 94%	OVER PROMISED 11%	COMMODITY FEATURES 6%	31
8	Blackboard Mass Notifications	7.7	+77	4% NEGATIVE / 81% POSITIVE	77	ENABLES PRODUCTIVITY 95%	RELIABLE 93%	OVER PROMISED 13%	DECEPTIVE 11%	42
9	Copp Emergency & Mass Notifications	7.4	+72	9% NEGATIVE / 81% POSITIVE	75	CARING 93%	SECURITY PROTECTS 93%	SELFISH 17%	OVER PROMISED 17%	19
10	OnSolve Platform for CEM	7.4	+74	4% NEGATIVE / 79% POSITIVE	73	RELIABLE 94%	TRUSTWORTHY 93%	CHARGES FOR PRODUCT ENHANCEMENTS 19%	OVER PROMISED 16%	13

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Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

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RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS		STRONGEST NEGATIVE EMOTIONS		NUMBER OF REVIEWS
11	Everbridge Mass Notification	7.0	+62 😊	7% NEGATIVE — 71% POSITIVE	76	RELIABLE 89%	RESPECTFUL 83%	WASTES TIME 17%	BUREAUCRATIC 17%	15
12	H Honeywell Instant Alert	6.5	+58 😐	8% NEGATIVE — 66% POSITIVE	71	EFFECTIVE 80%	SECURITY PROTECTS 80%	OVER PROMISED 28%	NEGLECTFUL 21%	20
VENDORS WITH INSUFFICIENT DATA										
--	Omnigo Public Safety Mobile App	7.1	+68 😊	7% NEGATIVE — 75% POSITIVE	73	EFFICIENT 100%	SAVES TIME 88%	CHARGES FOR PRODUCT ENHANCEMENTS 23%	LEVERAGES INCUMBENT STATUS 23%	8
--	R Rave Alert	8.3	+91 😄	1% NEGATIVE — 92% POSITIVE	75	INCLUDES PRODUCT ENHANCEMENTS 100%	HELPS INNOVATE 100%	STAGNANT 20%		6

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE **- %** NEGATIVE **= EMOTIONAL FOOTPRINT**

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

CATEGORY

Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.

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NEGATIVE — NEUTRAL — POSITIVE

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Disrespectful vs. Respectful

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	😁	DISTRIBUTION -- -- 100%	10 REVIEWS
3	Omnilert	+94	😁	DISTRIBUTION -- 6% 94%	19 REVIEWS
4	InformaCast	+92	😁	DISTRIBUTION -- 8% 92%	21 REVIEWS
5	AlertMedia Mass Notification	+91	😁	DISTRIBUTION 3% 4% 94%	31 REVIEWS
6	Blackboard Mass Notifications	+89	😁	DISTRIBUTION 2% 7% 91%	42 REVIEWS
7	OnSolve Platform for CEM	+87	😁	DISTRIBUTION -- 13% 87%	13 REVIEWS
8	Johnson Controls Mass Notifica...	+84	😁	DISTRIBUTION 8% -- 92%	12 REVIEWS
9	Everbridge Mass Notification	+83	😁	DISTRIBUTION -- 17% 83%	15 REVIEWS
10	Copp Emergency and Mass Noti...	+81	😁	DISTRIBUTION 7% 5% 88%	19 REVIEWS
11	Honeywell Instant Alert	+76	😊	DISTRIBUTION -- 24% 76%	20 REVIEWS
12	Alertus Unified Mass Notificatio...	+59	😐	DISTRIBUTION 8% 25% 67%	11 REVIEWS

	CATEGORY AVERAGE	**+88**	😁	DISTRIBUTION 2% 8% 90%	
-	Omnigo Public Safety Mobile App	+77	😊	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+100	😁	DISTRIBUTION -- -- 100%	6 REVIEWS

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-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Bureaucratic vs. Efficient

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100		DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100		DISTRIBUTION -- -- 100%	10 REVIEWS
3	AlertMedia Mass Notification	+91		DISTRIBUTION -- 9% 91%	31 REVIEWS
4	Omnilert	+89		DISTRIBUTION -- 11% 89%	19 REVIEWS
5	Alertus Unified Mass Notificatio...	+85		DISTRIBUTION -- 15% 85%	11 REVIEWS
6	Copp Emergency and Mass Noti...	+83		DISTRIBUTION 5% 7% 88%	19 REVIEWS
7	Johnson Controls Mass Notifica...	+83		DISTRIBUTION -- 17% 83%	12 REVIEWS
8	OnSolve Platform for CEM	+81		DISTRIBUTION 6% 6% 87%	13 REVIEWS
9	Blackboard Mass Notifications	+77		DISTRIBUTION 7% 9% 84%	42 REVIEWS
10	InformaCast	+76		DISTRIBUTION 5% 14% 81%	21 REVIEWS
11	Everbridge Mass Notification	+53		DISTRIBUTION 17% 13% 70%	15 REVIEWS
12	Honeywell Instant Alert	+51		DISTRIBUTION 11% 27% 62%	20 REVIEWS

	CATEGORY AVERAGE	+80	DISTRIBUTION 5% 11% 85%	
-	Omnigo Public Safety Mobile App	+100	DISTRIBUTION -- -- 100%	8 REVIEWS
-	Rave Alert	+80	DISTRIBUTION -- 20% 80%	6 REVIEWS

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Neglectful vs. Caring

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+94	😁	DISTRIBUTION -- 6% 94%	19 REVIEWS
3	AlertMedia Mass Notification	+93	😁	DISTRIBUTION -- 7% 93%	31 REVIEWS
4	MassAlert Software	+91	😁	DISTRIBUTION -- 9% 91%	10 REVIEWS
5	Copp Emergency and Mass Noti...	+86	😁	DISTRIBUTION 7% -- 93%	19 REVIEWS
6	OnSolve Platform for CEM	+84	😁	DISTRIBUTION -- 16% 84%	13 REVIEWS
7	InformaCast	+82	😁	DISTRIBUTION 7% 4% 89%	21 REVIEWS
8	Johnson Controls Mass Notifica...	+80	😁	DISTRIBUTION 10% -- 90%	12 REVIEWS
9	Blackboard Mass Notifications	+79	😊	DISTRIBUTION 2% 17% 81%	42 REVIEWS
10	Alertus Unified Mass Notificatio...	+77	😊	DISTRIBUTION -- 23% 77%	11 REVIEWS
11	Everbridge Mass Notification	+70	😊	DISTRIBUTION 6% 19% 76%	15 REVIEWS
12	Honeywell Instant Alert	+29	😧	DISTRIBUTION 21% 28% 50%	20 REVIEWS

	Score		Distribution	Reviews
CATEGORY AVERAGE	+80	😁	DISTRIBUTION 4% 11% 85%	
Omnigo Public Safety Mobile App	+76	😊	DISTRIBUTION 12% -- 88%	8 REVIEWS
Rave Alert	+80	😁	DISTRIBUTION -- 20% 80%	6 REVIEWS

Emotional Footprint Details

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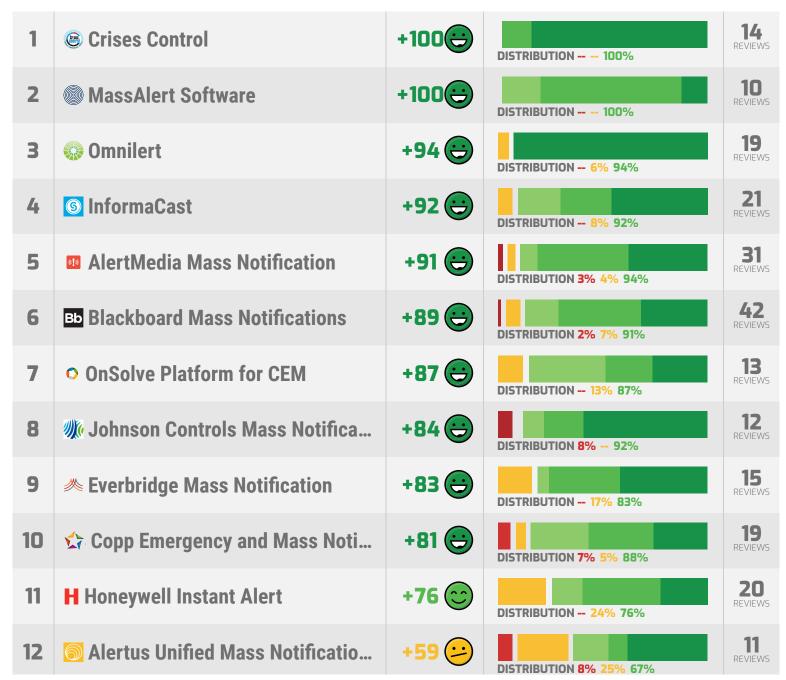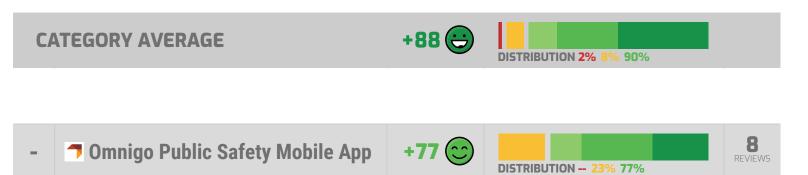
EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

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Frustrating vs. Effective

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😃	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	😃	DISTRIBUTION -- 100%	10 REVIEWS
3	AlertMedia Mass Notification	+94	😃	DISTRIBUTION -- 6% 94%	31 REVIEWS
4	Omnilert	+94	😃	DISTRIBUTION -- 6% 94%	19 REVIEWS
5	Johnson Controls Mass Notifica...	+89	😃	DISTRIBUTION -- 11% 89%	12 REVIEWS
6	OnSolve Platform for CEM	+87	😃	DISTRIBUTION -- 13% 87%	13 REVIEWS
7	Blackboard Mass Notifications	+81	😃	DISTRIBUTION 2% 15% 83%	42 REVIEWS
8	Everbridge Mass Notification	+77	😊	DISTRIBUTION 6% 11% 83%	15 REVIEWS
9	Copp Emergency and Mass Noti...	+76	😊	DISTRIBUTION 12% -- 88%	19 REVIEWS
10	Alertus Unified Mass Notificatio...	+75	😊	DISTRIBUTION -- 25% 75%	11 REVIEWS
11	Honeywell Instant Alert	+70	😊	DISTRIBUTION 10% 10% 80%	20 REVIEWS
12	InformaCast	+67	😊	DISTRIBUTION 9% 15% 76%	21 REVIEWS

	Vendor	Score		Distribution	Reviews
	CATEGORY AVERAGE	+84	😃	DISTRIBUTION 3% 10% 87%	
−	Omnigo Public Safety Mobile App	+88	😃	DISTRIBUTION -- 12% 88%	8 REVIEWS
−	Rave Alert	+100	😃	DISTRIBUTION -- 100%	6 REVIEWS

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Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.
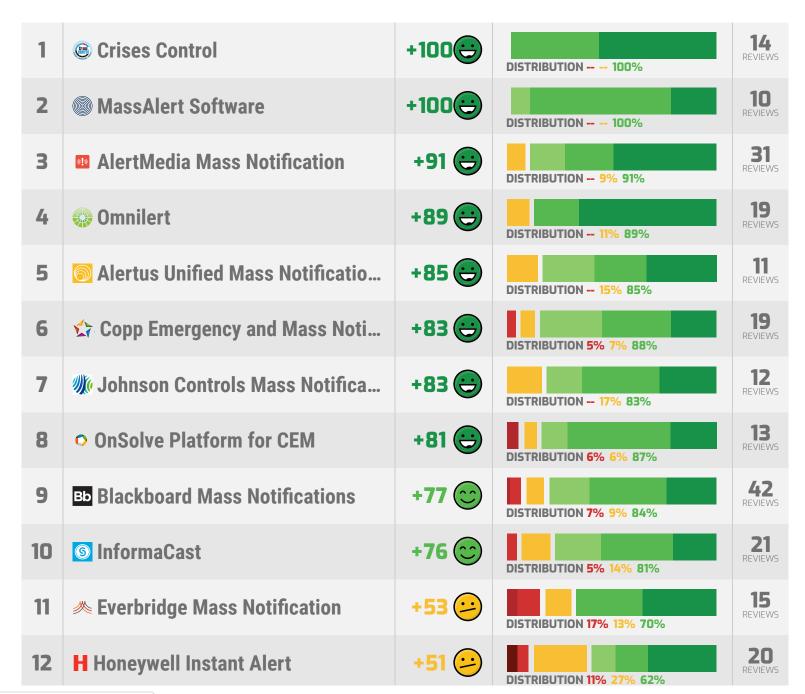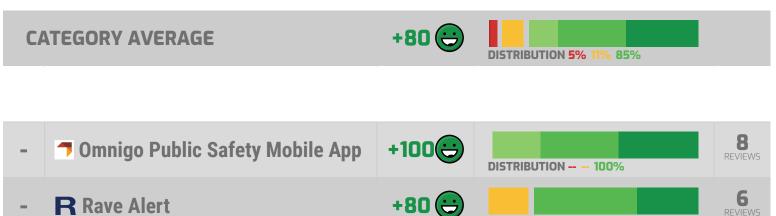
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Wastes Time vs. Saves Time

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😃	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+94	😃	DISTRIBUTION -- 6% 94%	19 REVIEWS
3	MassAlert Software	+91	😃	DISTRIBUTION -- 9% 91%	10 REVIEWS
4	Copp Emergency and Mass Noti...	+88	😃	DISTRIBUTION -- 12% 88%	19 REVIEWS
5	OnSolve Platform for CEM	+87	😃	DISTRIBUTION -- 13% 87%	13 REVIEWS
6	Blackboard Mass Notifications	+85	😃	DISTRIBUTION 4% 7% 89%	42 REVIEWS
7	InformaCast	+77	😊	DISTRIBUTION 5% 13% 82%	21 REVIEWS
8	AlertMedia Mass Notification	+75	😊	DISTRIBUTION 3% 19% 78%	31 REVIEWS
9	Alertus Unified Mass Notificatio...	+75	😊	DISTRIBUTION -- 25% 75%	11 REVIEWS
10	Johnson Controls Mass Notifica...	+73	😊	DISTRIBUTION 10% 8% 83%	12 REVIEWS
11	Everbridge Mass Notification	+60	😊	DISTRIBUTION 17% 6% 77%	15 REVIEWS
12	Honeywell Instant Alert	+54	😐	DISTRIBUTION 16% 14% 70%	20 REVIEWS

CATEGORY AVERAGE	+80 😃	DISTRIBUTION 4% 11% 85%	
- Omnigo Public Safety Mobile App	+88 😃	DISTRIBUTION -- 12% 88%	8 REVIEWS
- Rave Alert	+100 😃	DISTRIBUTION -- -- 100%	6 REVIEWS

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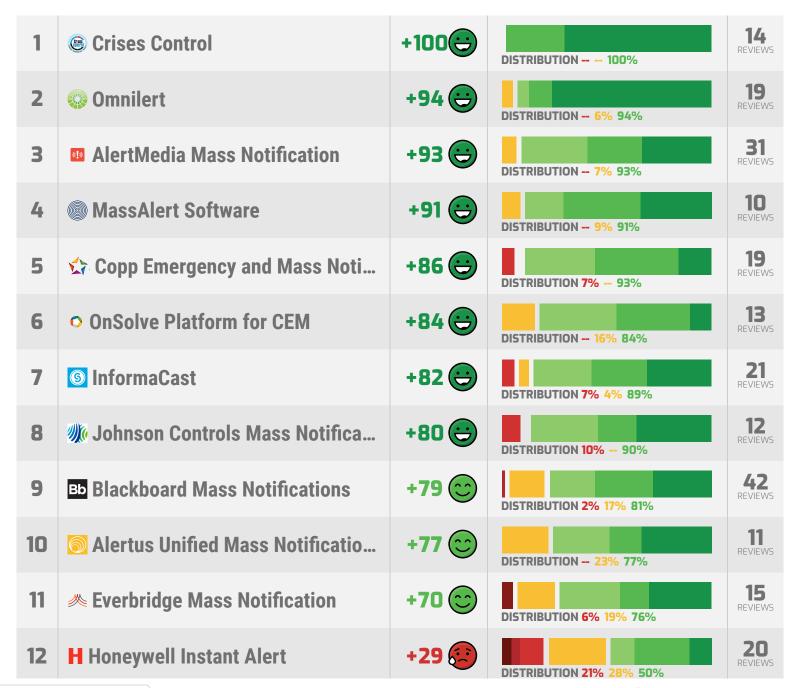
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE **−** **%** NEGATIVE **=** **EMOTIONAL FOOTPRINT**

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

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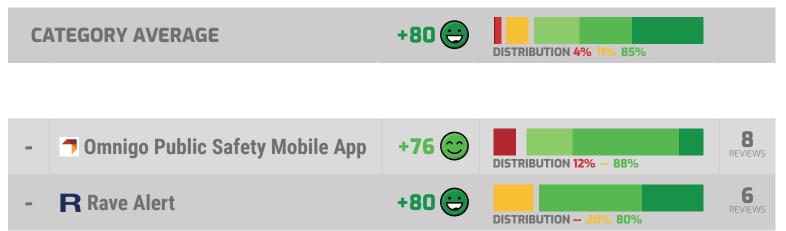
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NEGATIVE NEUTRAL POSITIVE

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Lack Of Integrity vs. Integrity

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Johnson Controls Mass Notifica...	+100	DISTRIBUTION -- 100%	12 REVIEWS
3	MassAlert Software	+100	DISTRIBUTION -- 100%	10 REVIEWS
4	OnSolve Platform for CEM	+93	DISTRIBUTION -- 7% 93%	13 REVIEWS
5	AlertMedia Mass Notification	+88	DISTRIBUTION 3% 6% 91%	31 REVIEWS
6	Omnilert	+88	DISTRIBUTION -- 13% 88%	19 REVIEWS
7	InformaCast	+83	DISTRIBUTION -- 17% 83%	21 REVIEWS
8	Blackboard Mass Notifications	+82	DISTRIBUTION 3% 12% 85%	42 REVIEWS
9	Alertus Unified Mass Notificatio...	+75	DISTRIBUTION -- 25% 75%	11 REVIEWS
10	Copp Emergency and Mass Noti...	+74	DISTRIBUTION -- 26% 74%	19 REVIEWS
11	Honeywell Instant Alert	+65	DISTRIBUTION 4% 27% 69%	20 REVIEWS
12	Everbridge Mass Notification	+61	DISTRIBUTION 6% 28% 67%	15 REVIEWS

	CATEGORY AVERAGE	+83	DISTRIBUTION 2% 14% 85%	
-	Omnigo Public Safety Mobile App	+65	DISTRIBUTION 12% 12% 77%	8 REVIEWS
-	Rave Alert	+100	DISTRIBUTION -- 100%	6 REVIEWS

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Emotional Footprint Details
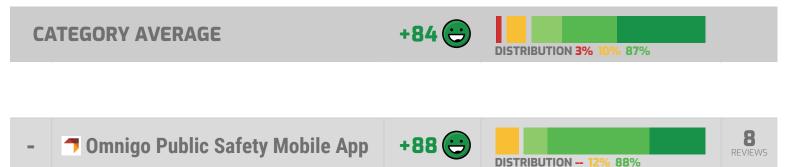
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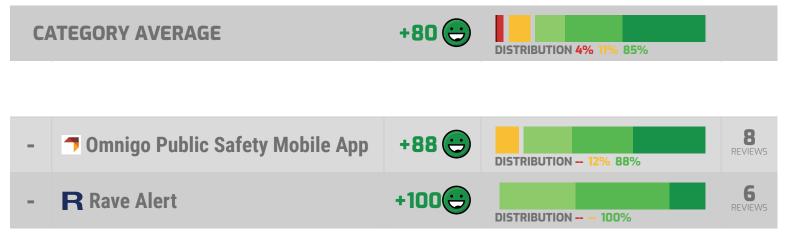
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Vendor Friendly Policies vs. Client Friendly Policies

#	Vendor	Score		Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
3	Omnilert	+94	DISTRIBUTION -- 6% 94%	19 REVIEWS
4	AlertMedia Mass Notification	+91	DISTRIBUTION 3% 4% 94%	31 REVIEWS
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11	Honeywell Instant Alert	+65	DISTRIBUTION 7% 21% 72%	20 REVIEWS
12	Everbridge Mass Notification	+62	DISTRIBUTION 6% 26% 68%	15 REVIEWS

	Vendor	Score		Reviews
	CATEGORY AVERAGE	+81	DISTRIBUTION 4% 11% 85%	
-	Omnigo Public Safety Mobile App	+53	DISTRIBUTION 12% 23% 65%	8 REVIEWS
-	Rave Alert	+100	DISTRIBUTION -- 100%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.
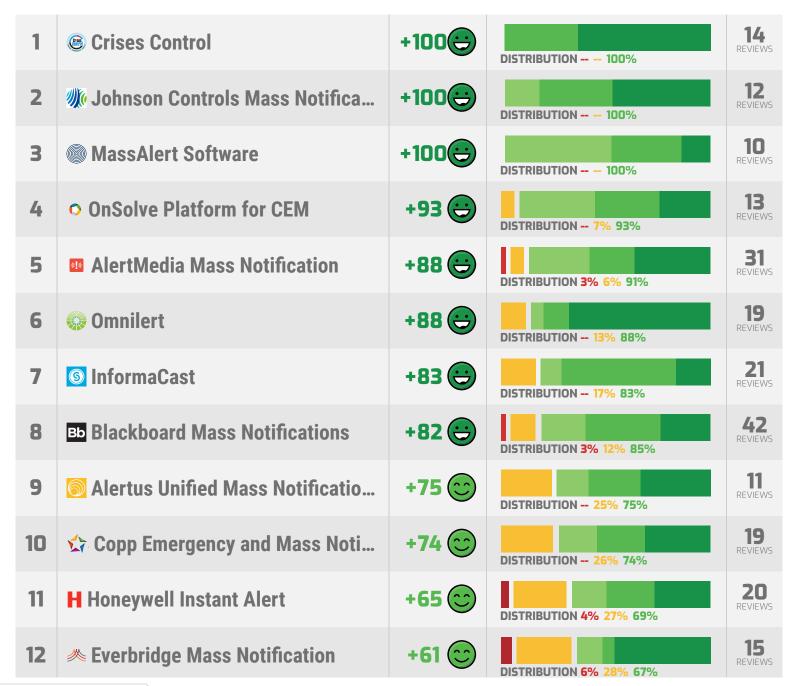
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE NEUTRAL POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Selfish vs. Altruistic

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+88	DISTRIBUTION -- 13% 88%	19 REVIEWS
3	Johnson Controls Mass Notifica...	+82	DISTRIBUTION 9% -- 91%	12 REVIEWS
4	OnSolve Platform for CEM	+82	DISTRIBUTION -- 18% 82%	13 REVIEWS
5	MassAlert Software	+80	DISTRIBUTION 10% -- 90%	10 REVIEWS
6	AlertMedia Mass Notification	+76	DISTRIBUTION 3% 19% 79%	31 REVIEWS
7	InformaCast	+74	DISTRIBUTION -- 26% 74%	21 REVIEWS
8	Blackboard Mass Notifications	+63	DISTRIBUTION 2% 33% 65%	42 REVIEWS
9	Copp Emergency and Mass Noti...	+62	DISTRIBUTION 17% 5% 79%	19 REVIEWS
10	Alertus Unified Mass Notificatio...	+61	DISTRIBUTION 8% 23% 69%	11 REVIEWS
11	Everbridge Mass Notification	+55	DISTRIBUTION 6% 33% 61%	15 REVIEWS
12	Honeywell Instant Alert	+50	DISTRIBUTION 12% 25% 62%	20 REVIEWS

		Score	Distribution	Reviews
	CATEGORY AVERAGE	+72	DISTRIBUTION 5% 19% 77%	
-	Omnigo Public Safety Mobile App	+77	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+76	DISTRIBUTION -- 24% 76%	6 REVIEWS

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Emotional Footprint Details

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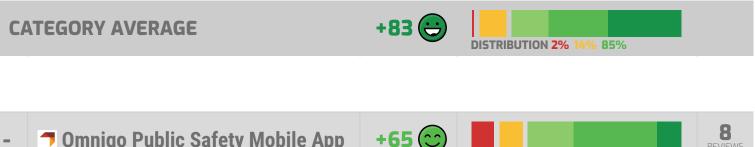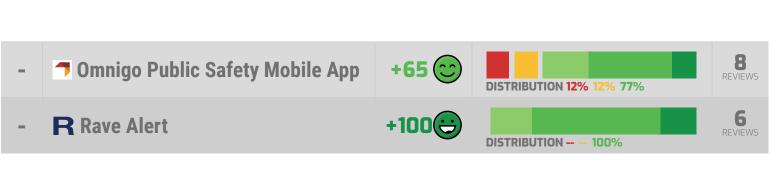
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Big Fat Liars vs. Trustworthy

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+94	DISTRIBUTION -- 6% 94%	19 REVIEWS
3	OnSolve Platform for CEM	+93	DISTRIBUTION -- 7% 93%	13 REVIEWS
4	Alertus Unified Mass Notificatio…	+92	DISTRIBUTION -- 8% 92%	11 REVIEWS
5	AlertMedia Mass Notification	+91	DISTRIBUTION -- 9% 91%	31 REVIEWS
6	MassAlert Software	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
7	Johnson Controls Mass Notifica…	+86	DISTRIBUTION 7% -- 93%	12 REVIEWS
8	InformaCast	+77	DISTRIBUTION -- 23% 77%	21 REVIEWS
9	Copp Emergency and Mass Noti…	+76	DISTRIBUTION 7% 10% 83%	19 REVIEWS
10	Blackboard Mass Notifications	+69	DISTRIBUTION 9% 13% 78%	42 REVIEWS
11	Honeywell Instant Alert	+66	DISTRIBUTION 6% 22% 72%	20 REVIEWS
12	Everbridge Mass Notification	+61	DISTRIBUTION 6% 28% 67%	15 REVIEWS

	CATEGORY AVERAGE	+81	DISTRIBUTION 3% 12% 85%	
-	Omnigo Public Safety Mobile App	+77	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+80	DISTRIBUTION -- 20% 80%	6 REVIEWS

Emotional Footprint Details

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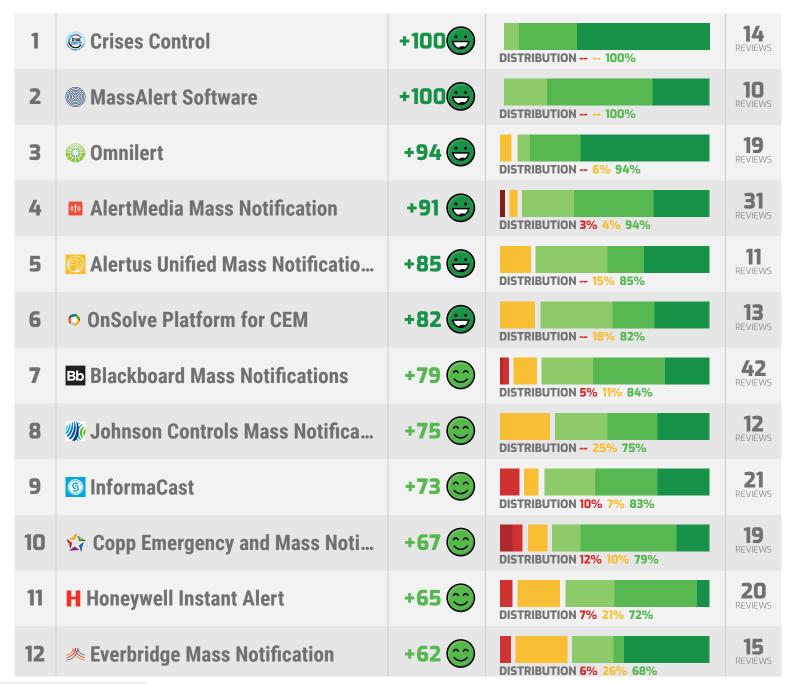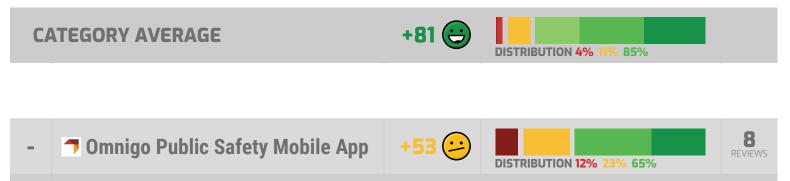
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE NEUTRAL POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Unfair vs. Fair

#	Vendor	Score	Reviews	Distribution
1	Crises Control	+100	14	-- -- 100%
2	Omnilert	+94	19	-- 6% 94%
3	Johnson Controls Mass Notifica...	+93	12	-- 7% 93%
4	OnSolve Platform for CEM	+93	13	-- 7% 93%
5	AlertMedia Mass Notification	+91	31	3% 4% 94%
6	MassAlert Software	+90	10	-- 10% 90%
7	Blackboard Mass Notifications	+87	42	-- 13% 87%
8	InformaCast	+84	21	-- 16% 84%
9	Everbridge Mass Notification	+83	15	-- 17% 83%
10	Copp Emergency and Mass Noti...	+78	19	5% 12% 83%
11	Alertus Unified Mass Notificatio...	+65	11	-- 35% 65%
12	Honeywell Instant Alert	+60	20	4% 32% 64%

CATEGORY AVERAGE +85 — DISTRIBUTION 1% 12% 86%

| - | Omnigo Public Safety Mobile App | +77 | 8 | -- 23% 77% |
| - | Rave Alert | +100 | 6 | -- -- 100% |

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Emotional Footprint Details

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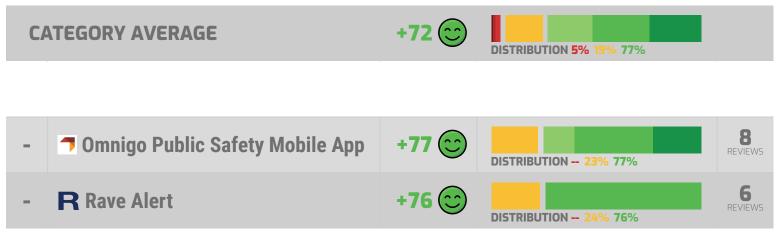
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% **-** **%** **=** **EMOTIONAL FOOTPRINT**

POSITIVE   NEGATIVE

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

CATEGORY

Negotiation and Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

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Emotional Footprint Details

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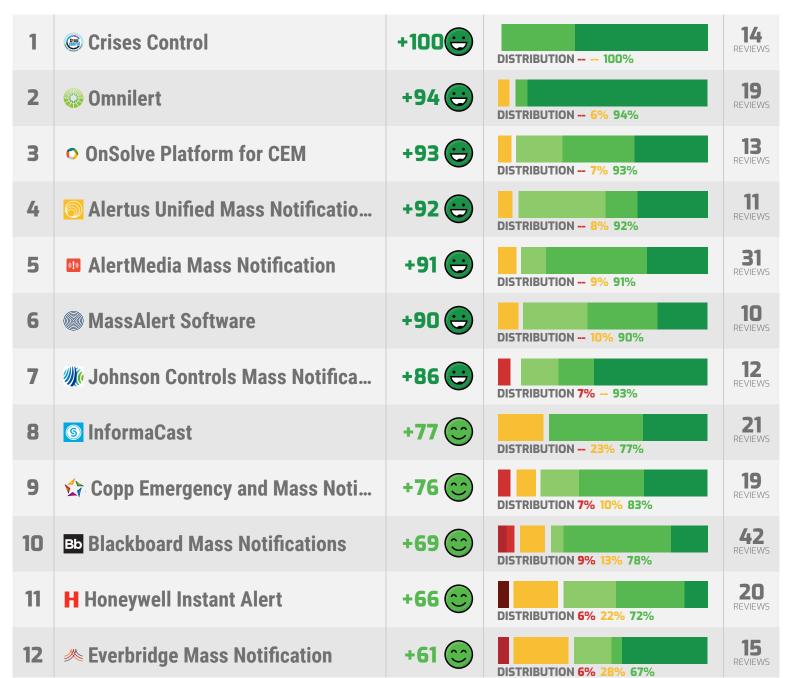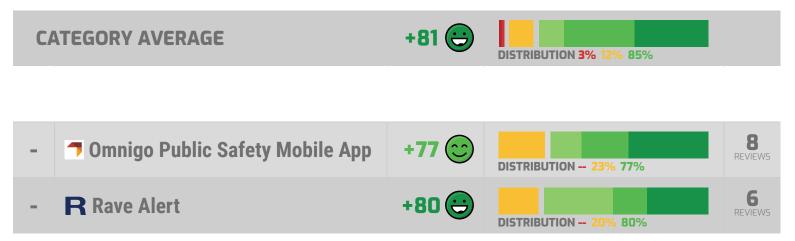
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Greedy vs. Generous

#	Vendor	Score		Reviews	Distribution
1	Crises Control	+93	😁	14 REVIEWS	DISTRIBUTION -- 7% 93%
2	MassAlert Software	+91	😁	10 REVIEWS	DISTRIBUTION -- 9% 91%
3	Omnilert	+88	😁	19 REVIEWS	DISTRIBUTION -- 13% 88%
4	InformaCast	+78	😊	21 REVIEWS	DISTRIBUTION -- 22% 78%
5	Alertus Unified Mass Notificatio...	+77	😊	11 REVIEWS	DISTRIBUTION 8% 8% 85%
6	Copp Emergency and Mass Noti...	+76	😊	19 REVIEWS	DISTRIBUTION 7% 10% 83%
7	AlertMedia Mass Notification	+69	😊	31 REVIEWS	DISTRIBUTION 6% 19% 75%
8	Johnson Controls Mass Notifica...	+67	😊	12 REVIEWS	DISTRIBUTION 8% 18% 75%
9	Blackboard Mass Notifications	+64	😊	42 REVIEWS	DISTRIBUTION 5% 25% 69%
10	Everbridge Mass Notification	+60	😊	15 REVIEWS	DISTRIBUTION 6% 27% 66%
11	Honeywell Instant Alert	+47	😐	20 REVIEWS	DISTRIBUTION 17% 20% 64%
12	OnSolve Platform for CEM	+39	😧	13 REVIEWS	DISTRIBUTION 8% 45% 47%

		Score		Reviews	Distribution
	CATEGORY AVERAGE	+71	😊		DISTRIBUTION 5% 19% 76%
-	Omnigo Public Safety Mobile App	+42	😐	8 REVIEWS	DISTRIBUTION 23% 12% 65%
-	Rave Alert	+74	😊	6 REVIEWS	DISTRIBUTION -- 26% 74%

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.
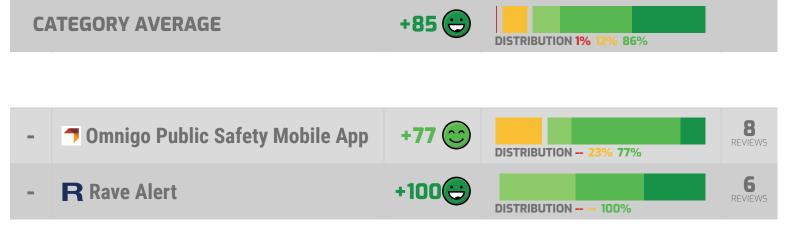
EMOTIONAL SPECTRUM SCALE

-4	-3	-2	-1	+1	+2	+3	+4

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE **-** **%** NEGATIVE **=** **EMOTIONAL FOOTPRINT**

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Deceptive vs. Transparent

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+100	😁	DISTRIBUTION -- -- 100%	19 REVIEWS
3	Johnson Controls Mass Notifica...	+93	😁	DISTRIBUTION -- 7% 93%	12 REVIEWS
4	MassAlert Software	+91	😁	DISTRIBUTION -- 9% 91%	10 REVIEWS
5	AlertMedia Mass Notification	+87	😁	DISTRIBUTION -- 13% 87%	31 REVIEWS
6	Alertus Unified Mass Notificatio...	+85	😁	DISTRIBUTION -- 15% 85%	11 REVIEWS
7	InformaCast	+73	😊	DISTRIBUTION -- 27% 73%	21 REVIEWS
8	Copp Emergency and Mass Noti...	+72	😊	DISTRIBUTION 7% 14% 79%	19 REVIEWS
9	Blackboard Mass Notifications	+67	😊	DISTRIBUTION 11% 12% 78%	42 REVIEWS
10	OnSolve Platform for CEM	+66	😊	DISTRIBUTION 13% 8% 79%	13 REVIEWS
11	Honeywell Instant Alert	+60	😊	DISTRIBUTION 12% 16% 72%	20 REVIEWS
12	Everbridge Mass Notification	+58	😐	DISTRIBUTION 15% 12% 73%	15 REVIEWS

		Score		Distribution	Reviews
	CATEGORY AVERAGE	+78	😊	DISTRIBUTION 5% 12% 83%	
-	Omnigo Public Safety Mobile App	+65	😊	DISTRIBUTION -- 35% 65%	8 REVIEWS
-	Rave Alert	+74	😊	DISTRIBUTION -- 26% 74%	6 REVIEWS

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Emotional Footprint Details

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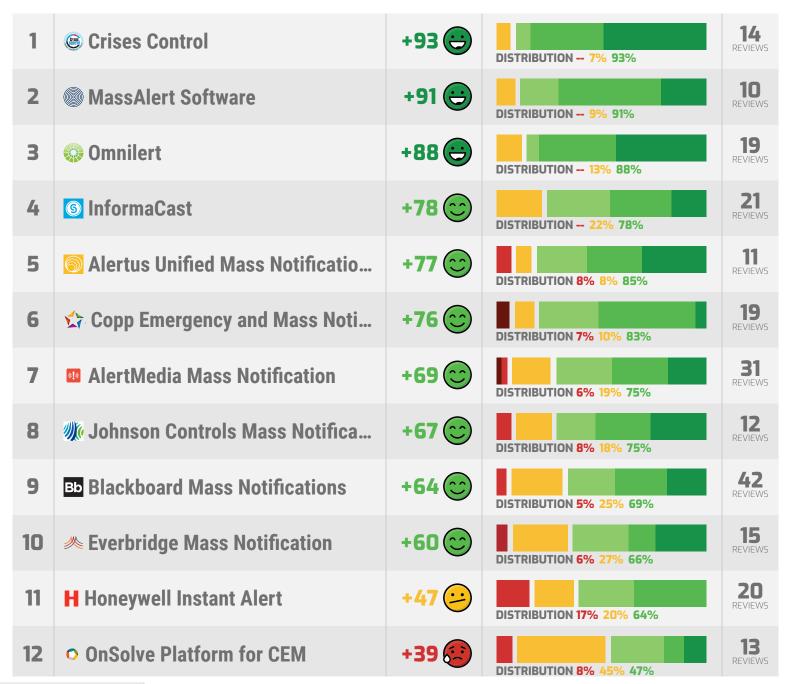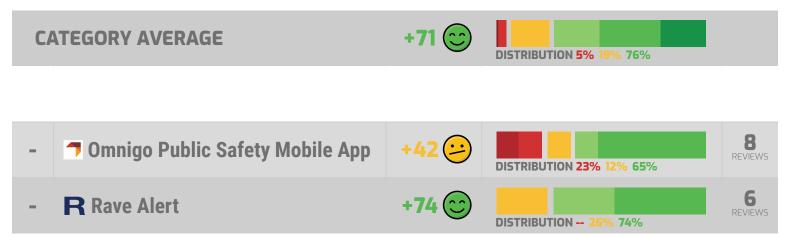
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

| -100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100 |

Over Promised vs. Over Delivered

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+93	DISTRIBUTION -- 7% 93%	14 REVIEWS
2	Omnilert	+81	DISTRIBUTION -- 19% 81%	19 REVIEWS
3	Alertus Unified Mass Notificatio...	+77	DISTRIBUTION 8% 8% 85%	11 REVIEWS
4	MassAlert Software	+72	DISTRIBUTION 9% 9% 81%	10 REVIEWS
5	OnSolve Platform for CEM	+52	DISTRIBUTION 16% 16% 68%	13 REVIEWS
6	Blackboard Mass Notifications	+50	DISTRIBUTION 13% 24% 63%	42 REVIEWS
7	AlertMedia Mass Notification	+47	DISTRIBUTION 11% 30% 58%	31 REVIEWS
8	Everbridge Mass Notification	+41	DISTRIBUTION 12% 35% 53%	15 REVIEWS
9	Copp Emergency and Mass Noti...	+38	DISTRIBUTION 17% 29% 55%	19 REVIEWS
10	InformaCast	+32	DISTRIBUTION 20% 27% 52%	21 REVIEWS
11	Johnson Controls Mass Notifica...	+23	DISTRIBUTION 18% 42% 41%	12 REVIEWS
12	Honeywell Instant Alert	+8	DISTRIBUTION 28% 37% 36%	20 REVIEWS

	Vendor	Score	Distribution	Reviews
	CATEGORY AVERAGE	+50	DISTRIBUTION 13% 25% 63%	
-	Omnigo Public Safety Mobile App	+15	DISTRIBUTION 23% 38% 38%	8 REVIEWS
-	Rave Alert	+74	DISTRIBUTION -- 26% 74%	6 REVIEWS

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Emotional Footprint Details

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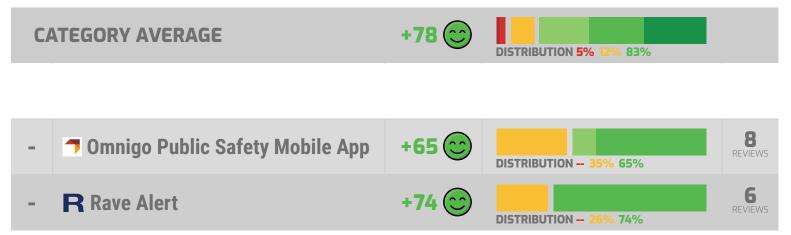
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Vendor's Interest First vs. Client's Interest First

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+93	😄	DISTRIBUTION -- 7% 93%	14 REVIEWS
2	Omnilert	+88	😄	DISTRIBUTION -- 13% 88%	19 REVIEWS
3	MassAlert Software	+81	😄	DISTRIBUTION -- 19% 81%	10 REVIEWS
4	AlertMedia Mass Notification	+76	😊	DISTRIBUTION 3% 19% 79%	31 REVIEWS
5	Blackboard Mass Notifications	+74	😊	DISTRIBUTION 2% 22% 76%	42 REVIEWS
6	Alertus Unified Mass Notificatio...	+67	😊	DISTRIBUTION 8% 18% 75%	11 REVIEWS
7	InformaCast	+65	😊	DISTRIBUTION 9% 18% 74%	21 REVIEWS
8	Johnson Controls Mass Notifica...	+65	😊	DISTRIBUTION 9% 17% 74%	12 REVIEWS
9	OnSolve Platform for CEM	+55	😐	DISTRIBUTION -- 45% 55%	13 REVIEWS
10	Copp Emergency and Mass Noti...	+54	😐	DISTRIBUTION 12% 22% 66%	19 REVIEWS
11	Everbridge Mass Notification	+39	🙁	DISTRIBUTION 12% 37% 51%	15 REVIEWS
12	Honeywell Instant Alert	+34	🙁	DISTRIBUTION 12% 42% 46%	20 REVIEWS

	Vendor	Score		Distribution	Reviews
	CATEGORY AVERAGE	+68	😊	DISTRIBUTION 5% 22% 73%	
-	Omnigo Public Safety Mobile App	+65	😊	DISTRIBUTION 12% 12% 77%	8 REVIEWS
-	Rave Alert	+100	😄	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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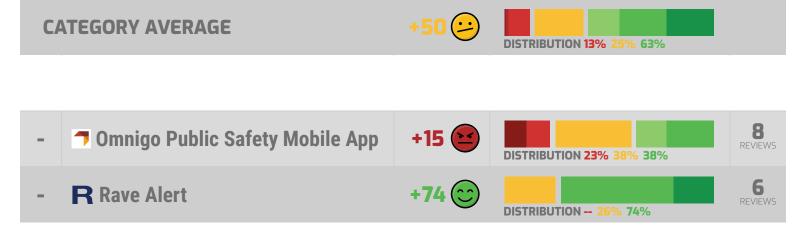
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Hardball Tactics vs. Friendly Negotiation

#	Vendor	Score		Reviews	Distribution
1	Crises Control	+100	😀	14 REVIEWS	DISTRIBUTION -- -- 100%
2	Omnilert	+100	😀	19 REVIEWS	DISTRIBUTION -- -- 100%
3	Alertus Unified Mass Notificatio…	+92	😀	11 REVIEWS	DISTRIBUTION -- 8% 92%
4	MassAlert Software	+91	😀	10 REVIEWS	DISTRIBUTION -- 9% 91%
5	Johnson Controls Mass Notifica…	+83	😀	12 REVIEWS	DISTRIBUTION -- 17% 83%
6	Everbridge Mass Notification	+82	😀	15 REVIEWS	DISTRIBUTION -- 18% 82%
7	AlertMedia Mass Notification	+81	😀	31 REVIEWS	DISTRIBUTION -- 19% 81%
8	InformaCast	+72	😊	21 REVIEWS	DISTRIBUTION 4% 20% 76%
9	OnSolve Platform for CEM	+71	😊	13 REVIEWS	DISTRIBUTION -- 29% 71%
10	Honeywell Instant Alert	+62	😊	20 REVIEWS	DISTRIBUTION 6% 27% 68%
11	Copp Emergency and Mass Noti…	+61	😊	19 REVIEWS	DISTRIBUTION 5% 29% 66%
12	Blackboard Mass Notifications	+60	😊	42 REVIEWS	DISTRIBUTION 8% 24% 68%

	Vendor	Score		Reviews	Distribution
	CATEGORY AVERAGE	+77	😊		DISTRIBUTION 3% 18% 80%
-	Omnigo Public Safety Mobile App	+53	😐	8 REVIEWS	DISTRIBUTION 12% 23% 65%
-	Rave Alert	+100	😀	6 REVIEWS	DISTRIBUTION -- -- 100%

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EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE　　　　　NEUTRAL　　　　　POSITIVE

% POSITIVE **-** **%** NEGATIVE **=** **EMOTIONAL FOOTPRINT**

😡	🙁	😐	🙂	😃
-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

Emotional Footprint Details

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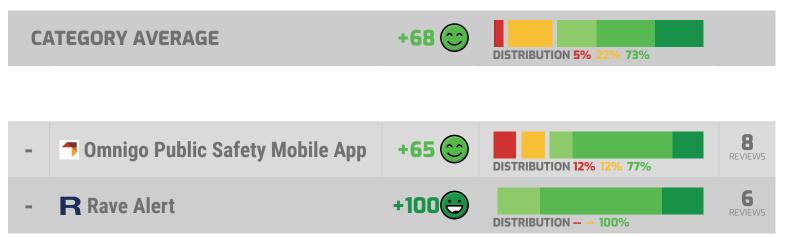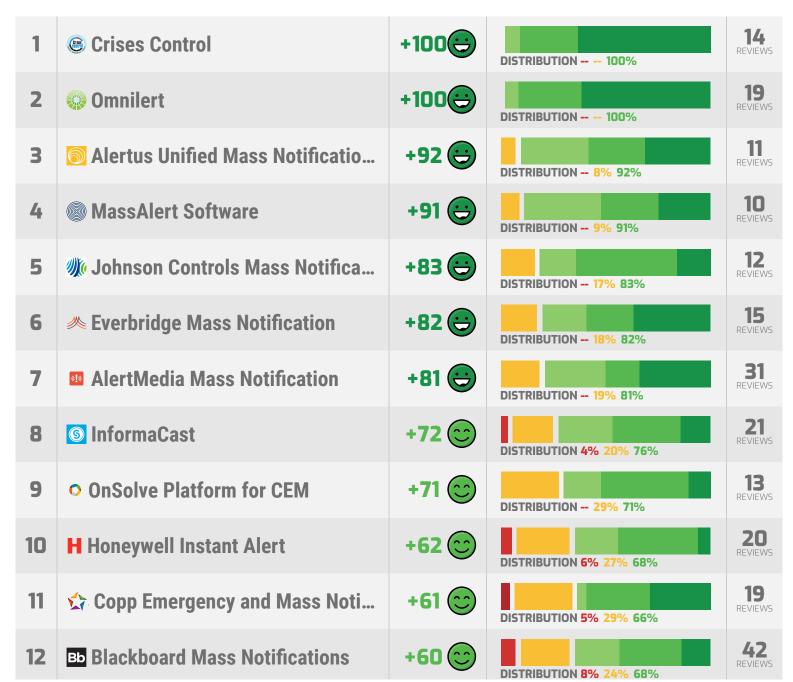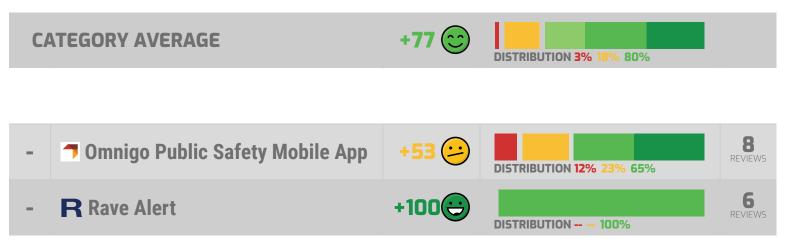
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

| -100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100 |

Roadblock To Innovation vs. Helps Innovate

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😃	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+100	😃	DISTRIBUTION -- -- 100%	19 REVIEWS
3	MassAlert Software	+91	😃	DISTRIBUTION -- 9% 91%	10 REVIEWS
4	Alertus Unified Mass Notificatio...	+85	😃	DISTRIBUTION -- 15% 85%	11 REVIEWS
5	Johnson Controls Mass Notifica...	+84	😃	DISTRIBUTION -- 16% 84%	12 REVIEWS
6	InformaCast	+82	😃	DISTRIBUTION -- 18% 82%	21 REVIEWS
7	OnSolve Platform for CEM	+81	😃	DISTRIBUTION -- 19% 81%	13 REVIEWS
8	Blackboard Mass Notifications	+79	😊	DISTRIBUTION -- 21% 79%	42 REVIEWS
9	AlertMedia Mass Notification	+73	😊	DISTRIBUTION 4% 19% 77%	31 REVIEWS
10	Copp Emergency and Mass Noti...	+66	😊	DISTRIBUTION 12% 10% 78%	19 REVIEWS
11	Honeywell Instant Alert	+63	😊	DISTRIBUTION 4% 29% 67%	20 REVIEWS
12	Everbridge Mass Notification	+62	😊	DISTRIBUTION 6% 26% 68%	15 REVIEWS

	Vendor	Score		Distribution	Reviews
	CATEGORY AVERAGE	+80	😃	DISTRIBUTION 2% 16% 82%	
-	Omnigo Public Safety Mobile App	+77	😊	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+100	😃	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Stagnant vs. Continually Improving

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	😁	DISTRIBUTION -- 100%	10 REVIEWS
3	Omnilert	+94	😁	DISTRIBUTION -- 6% 94%	19 REVIEWS
4	Alertus Unified Mass Notificatio...	+85	😁	DISTRIBUTION -- 15% 85%	11 REVIEWS
5	Everbridge Mass Notification	+80	😁	DISTRIBUTION -- 20% 80%	15 REVIEWS
6	InformaCast	+78	😊	DISTRIBUTION 4% 14% 82%	21 REVIEWS
7	Johnson Controls Mass Notifica...	+75	😊	DISTRIBUTION 9% 7% 84%	12 REVIEWS
8	Blackboard Mass Notifications	+70	😊	DISTRIBUTION 7% 16% 77%	42 REVIEWS
9	OnSolve Platform for CEM	+68	😊	DISTRIBUTION 13% 6% 81%	13 REVIEWS
10	AlertMedia Mass Notification	+65	😊	DISTRIBUTION 6% 22% 71%	31 REVIEWS
11	Honeywell Instant Alert	+63	😊	DISTRIBUTION 4% 29% 67%	20 REVIEWS
12	Copp Emergency and Mass Noti...	+54	😐	DISTRIBUTION 12% 22% 66%	19 REVIEWS

		Score		Distribution	Reviews
	CATEGORY AVERAGE	+76	😊	DISTRIBUTION 5% 15% 80%	
-	Omnigo Public Safety Mobile App	+77	😊	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+60	😊	DISTRIBUTION 20% -- 80%	6 REVIEWS

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Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.
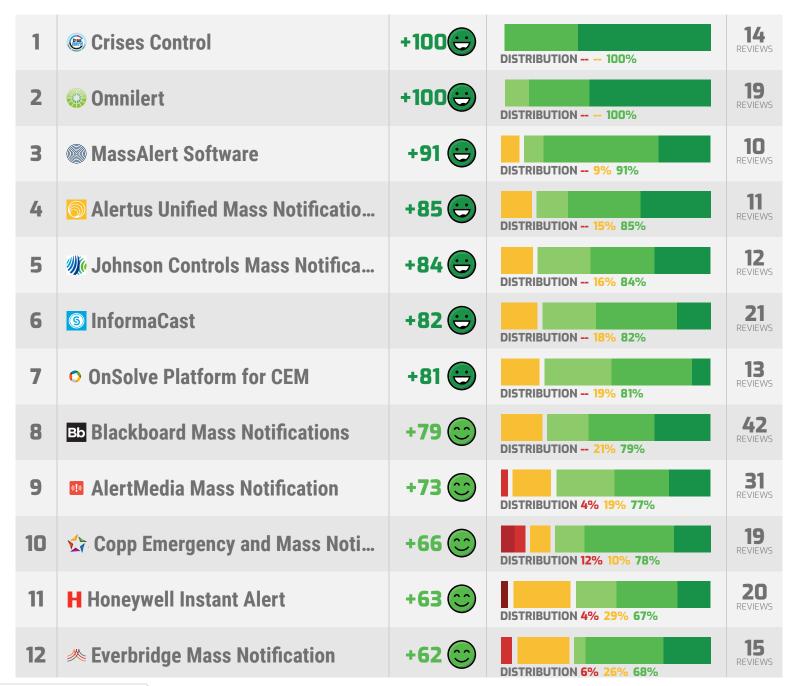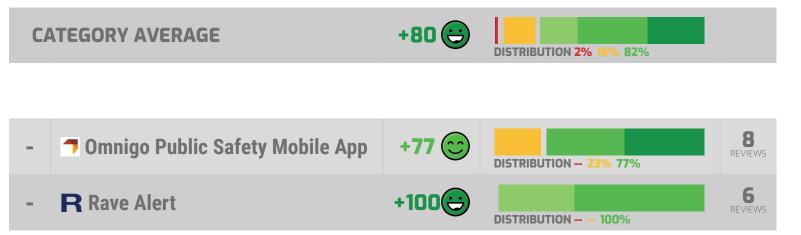
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Charges For Product Enhancements vs. Includes Product Enhancements

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100 😀		DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+94 😀		DISTRIBUTION -- 6% 94%	19 REVIEWS
3	MassAlert Software	+91 😀		DISTRIBUTION -- 9% 91%	10 REVIEWS
4	InformaCast	+87 😀		DISTRIBUTION -- 13% 87%	21 REVIEWS
5	Johnson Controls Mass Notifica...	+84 😀		DISTRIBUTION -- 16% 84%	12 REVIEWS
6	Blackboard Mass Notifications	+82 😀		DISTRIBUTION 2% 14% 84%	42 REVIEWS
7	Copp Emergency and Mass Noti...	+71 😊		DISTRIBUTION 12% 5% 83%	19 REVIEWS
8	Alertus Unified Mass Notificatio...	+69 😊		DISTRIBUTION 8% 15% 77%	11 REVIEWS
9	AlertMedia Mass Notification	+65 😊		DISTRIBUTION 6% 22% 71%	31 REVIEWS
10	Honeywell Instant Alert	+59 😐		DISTRIBUTION 8% 25% 67%	20 REVIEWS
11	Everbridge Mass Notification	+56 😐		DISTRIBUTION 12% 20% 68%	15 REVIEWS
12	OnSolve Platform for CEM	+45 😐		DISTRIBUTION 19% 16% 64%	13 REVIEWS

	CATEGORY AVERAGE	**+76** 😊	DISTRIBUTION 5% 14% 81%	
-	Omnigo Public Safety Mobile App	+42 😐	DISTRIBUTION 23% 12% 65%	8 REVIEWS
-	Rave Alert	+100 😀	DISTRIBUTION -- 100%	6 REVIEWS

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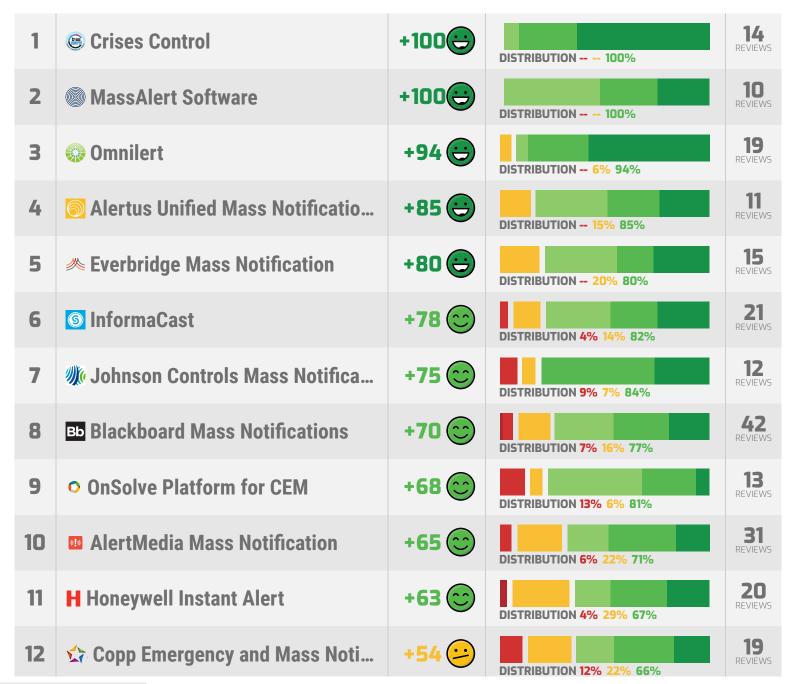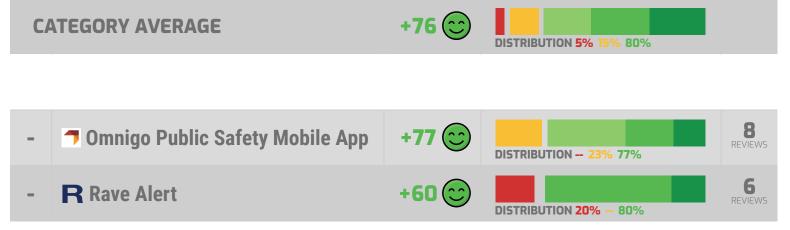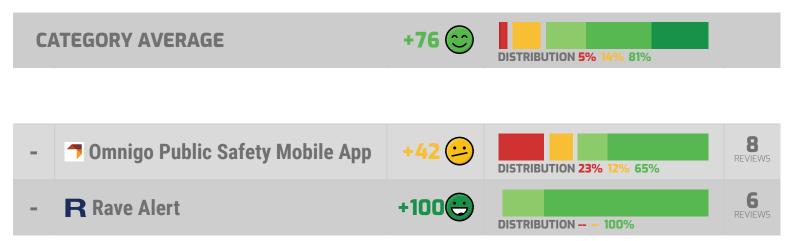
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

Leverages Incumbent Status vs. Appreciates Incumbent Status

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+100	DISTRIBUTION -- -- 100%	19 REVIEWS
3	Johnson Controls Mass Notifica...	+90	DISTRIBUTION -- 10% 90%	12 REVIEWS
4	Blackboard Mass Notifications	+76	DISTRIBUTION 3% 18% 79%	42 REVIEWS
5	Copp Emergency and Mass Noti...	+72	DISTRIBUTION 7% 14% 79%	19 REVIEWS
6	MassAlert Software	+72	DISTRIBUTION 9% 9% 81%	10 REVIEWS
7	InformaCast	+69	DISTRIBUTION 3% 25% 72%	21 REVIEWS
8	AlertMedia Mass Notification	+66	DISTRIBUTION 4% 26% 70%	31 REVIEWS
9	Honeywell Instant Alert	+62	DISTRIBUTION -- 38% 62%	20 REVIEWS
10	Alertus Unified Mass Notificatio...	+59	DISTRIBUTION 8% 25% 67%	11 REVIEWS
11	Everbridge Mass Notification	+58	DISTRIBUTION 12% 18% 70%	15 REVIEWS
12	OnSolve Platform for CEM	+56	DISTRIBUTION 6% 32% 62%	13 REVIEWS

		Score	Distribution	Reviews
	CATEGORY AVERAGE	+74	DISTRIBUTION 4% 19% 78%	
-	Omnigo Public Safety Mobile App	+42	DISTRIBUTION 23% 12% 65%	8 REVIEWS
-	Rave Alert	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

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Emotional Footprint Details

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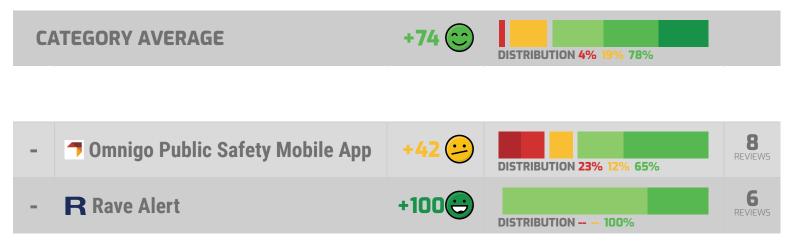
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Despised vs. Inspiring

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100 😃		DISTRIBUTION -- -- 100%	14 REVIEWS
2	Omnilert	+100 😃		DISTRIBUTION -- -- 100%	19 REVIEWS
3	AlertMedia Mass Notification	+81 😃		DISTRIBUTION -- 19% 81%	31 REVIEWS
4	MassAlert Software	+81 😃		DISTRIBUTION -- 19% 81%	10 REVIEWS
5	Copp Emergency and Mass Noti...	+76 😊		DISTRIBUTION 12% -- 88%	19 REVIEWS
6	InformaCast	+69 😊		DISTRIBUTION -- 31% 69%	21 REVIEWS
7	Blackboard Mass Notifications	+65 😊		DISTRIBUTION 5% 25% 70%	42 REVIEWS
8	Everbridge Mass Notification	+62 😊		DISTRIBUTION 6% 26% 68%	15 REVIEWS
9	Alertus Unified Mass Notificatio...	+59 😐		DISTRIBUTION 8% 25% 67%	11 REVIEWS
10	Honeywell Instant Alert	+59 😐		DISTRIBUTION 4% 33% 63%	20 REVIEWS
11	Johnson Controls Mass Notifica...	+57 😐		DISTRIBUTION 9% 25% 66%	12 REVIEWS
12	OnSolve Platform for CEM	+56 😐		DISTRIBUTION 6% 32% 62%	13 REVIEWS

CATEGORY AVERAGE	+73 😊	DISTRIBUTION 4% 20% 77%		
-	Omnigo Public Safety Mobile App	+77 😊	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+66 😊	DISTRIBUTION -- 34% 66%	6 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% − **%** = **EMOTIONAL FOOTPRINT**
POSITIVE   NEGATIVE

😠	🙁	😐	🙂	😃
-100 to +19	+20 to +39	+40 to +59	+60 to +79	+80 to +100

CATEGORY
Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.

Emotional Footprint Details

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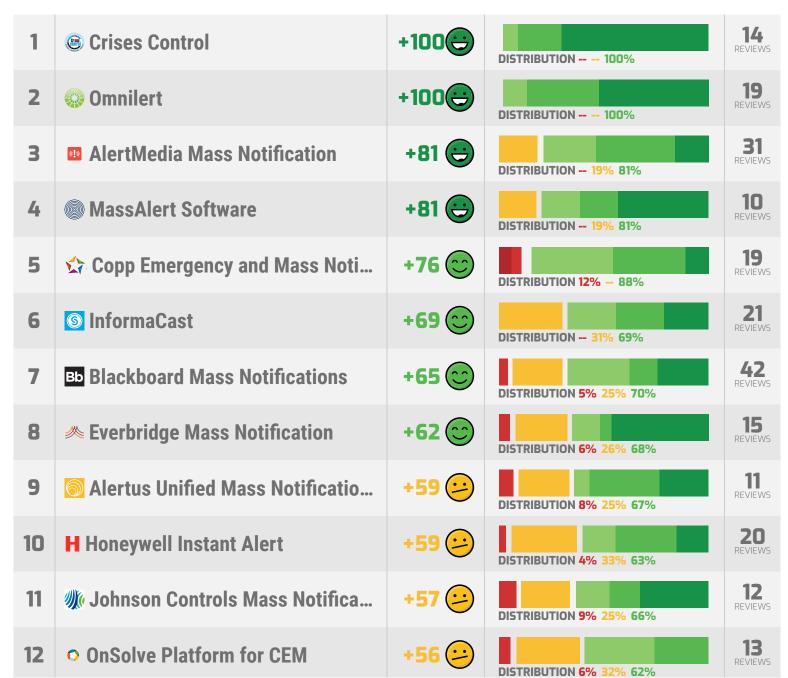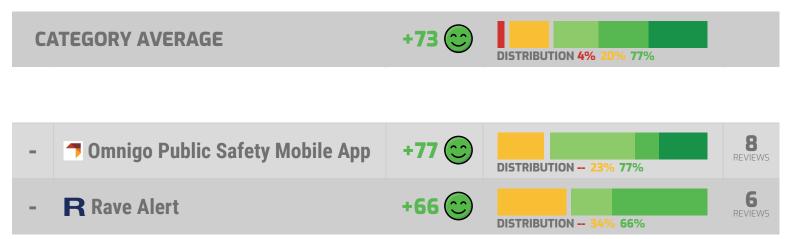
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE | NEUTRAL | POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Unreliable vs. Reliable

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	😁	DISTRIBUTION -- 100%	10 REVIEWS
3	Omnilert	+100	😁	DISTRIBUTION -- 100%	19 REVIEWS
4	AlertMedia Mass Notification	+94	😁	DISTRIBUTION -- 6% 94%	31 REVIEWS
5	OnSolve Platform for CEM	+94	😁	DISTRIBUTION -- 6% 94%	13 REVIEWS
6	Blackboard Mass Notifications	+93	😁	DISTRIBUTION -- 7% 93%	42 REVIEWS
7	Alertus Unified Mass Notificatio...	+85	😁	DISTRIBUTION -- 15% 85%	11 REVIEWS
8	InformaCast	+84	😁	DISTRIBUTION -- 16% 84%	21 REVIEWS
9	Everbridge Mass Notification	+83	😁	DISTRIBUTION 6% 6% 89%	15 REVIEWS
10	Johnson Controls Mass Notifica...	+77	😊	DISTRIBUTION 7% 9% 84%	12 REVIEWS
11	Copp Emergency and Mass Noti...	+76	😊	DISTRIBUTION 12% -- 88%	19 REVIEWS
12	Honeywell Instant Alert	+70	😊	DISTRIBUTION 4% 22% 74%	20 REVIEWS

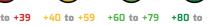|		Score		Distribution	Reviews
	CATEGORY AVERAGE	+89	😁	DISTRIBUTION 2% 8% 91%	
-	Omnigo Public Safety Mobile App	+77	😊	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+100	😁	DISTRIBUTION -- 100%	6 REVIEWS

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Emotional Footprint Details

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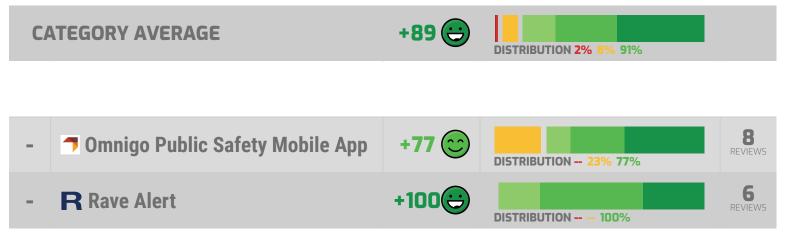
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |
NEGATIVE — NEUTRAL — POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Restricts Productivity vs. Enables Productivity

#	Vendor	Score	Reviews
1	Crises Control	+100	14 REVIEWS
	DISTRIBUTION -- -- 100%		
2	MassAlert Software	+100	10 REVIEWS
	DISTRIBUTION -- -- 100%		
3	Omnilert	+100	19 REVIEWS
	DISTRIBUTION -- -- 100%		
4	Blackboard Mass Notifications	+95	42 REVIEWS
	DISTRIBUTION -- 5% 95%		
5	InformaCast	+95	21 REVIEWS
	DISTRIBUTION -- 5% 95%		
6	Johnson Controls Mass Notifica...	+90	12 REVIEWS
	DISTRIBUTION -- 10% 90%		
7	AlertMedia Mass Notification	+86	31 REVIEWS
	DISTRIBUTION 4% 6% 90%		
8	OnSolve Platform for CEM	+78	13 REVIEWS
	DISTRIBUTION 6% 10% 84%		
9	Alertus Unified Mass Notificatio...	+77	11 REVIEWS
	DISTRIBUTION 8% 8% 85%		
10	Everbridge Mass Notification	+77	15 REVIEWS
	DISTRIBUTION 6% 11% 83%		
11	Honeywell Instant Alert	+74	20 REVIEWS
	DISTRIBUTION 4% 18% 78%		
12	Copp Emergency and Mass Noti...	+64	19 REVIEWS
	DISTRIBUTION 12% 12% 76%		

CATEGORY AVERAGE	+88		
DISTRIBUTION 3% 7% 90%			
-	Omnigo Public Safety Mobile App	+65	8 REVIEWS
	DISTRIBUTION 12% 12% 77%		
-	Rave Alert	+100	6 REVIEWS
	DISTRIBUTION -- -- 100%		

Emotional Footprint Details

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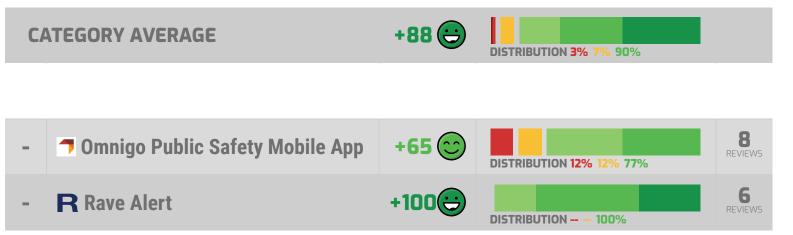
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Performance Restricting vs. Performance Enhancing

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	DISTRIBUTION -- -- 100%	10 REVIEWS
3	Omnilert	+100	DISTRIBUTION -- -- 100%	19 REVIEWS
4	AlertMedia Mass Notification	+87	DISTRIBUTION -- 13% 87%	31 REVIEWS
5	Blackboard Mass Notifications	+87	DISTRIBUTION 2% 9% 89%	42 REVIEWS
6	InformaCast	+87	DISTRIBUTION 5% 4% 92%	21 REVIEWS
7	Alertus Unified Mass Notificatio...	+77	DISTRIBUTION 8% 8% 85%	11 REVIEWS
8	Johnson Controls Mass Notifica...	+74	DISTRIBUTION 8% 10% 82%	12 REVIEWS
9	Everbridge Mass Notification	+70	DISTRIBUTION 6% 19% 76%	15 REVIEWS
10	Copp Emergency and Mass Noti...	+69	DISTRIBUTION 12% 8% 81%	19 REVIEWS
11	Honeywell Instant Alert	+61	DISTRIBUTION 10% 19% 71%	20 REVIEWS
12	OnSolve Platform for CEM	+61	DISTRIBUTION 6% 27% 67%	13 REVIEWS

	Vendor	Score	Distribution	Reviews
	CATEGORY AVERAGE	+83	DISTRIBUTION 4% 9% 87%	
-	Omnigo Public Safety Mobile App	+88	DISTRIBUTION -- 12% 88%	8 REVIEWS
-	Rave Alert	+100	DISTRIBUTION -- -- 100%	6 REVIEWS

Emotional Footprint Details

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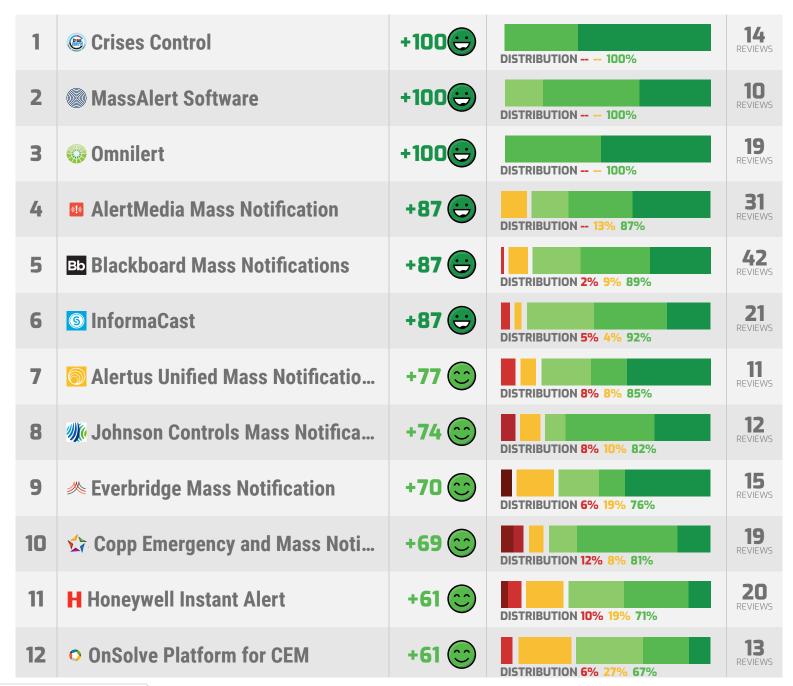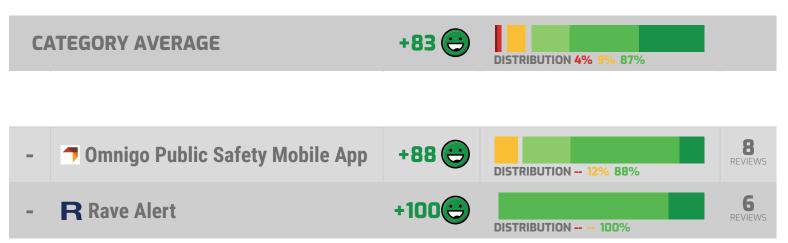
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = EMOTIONAL FOOTPRINT

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Commodity Features vs. Unique Features

#	Vendor	Score		Distribution	Reviews
1	Crises Control	+100	😁	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	😁	DISTRIBUTION -- -- 100%	10 REVIEWS
3	Omnilert	+94	😁	DISTRIBUTION -- 6% 94%	19 REVIEWS
4	InformaCast	+88	😁	DISTRIBUTION -- 12% 88%	21 REVIEWS
5	Blackboard Mass Notifications	+85	😁	DISTRIBUTION 5% 5% 90%	42 REVIEWS
6	AlertMedia Mass Notification	+81	😁	DISTRIBUTION 6% 6% 87%	31 REVIEWS
7	Copp Emergency and Mass Noti...	+81	😁	DISTRIBUTION 7% 5% 88%	19 REVIEWS
8	Alertus Unified Mass Notificatio...	+75	😊	DISTRIBUTION -- 25% 75%	11 REVIEWS
9	OnSolve Platform for CEM	+64	😊	DISTRIBUTION 13% 10% 77%	13 REVIEWS
10	Johnson Controls Mass Notifica...	+59	😐	DISTRIBUTION 16% 9% 75%	12 REVIEWS
11	Everbridge Mass Notification	+52	😐	DISTRIBUTION 15% 19% 67%	15 REVIEWS
12	Honeywell Instant Alert	+43	😐	DISTRIBUTION 12% 33% 55%	20 REVIEWS

CATEGORY AVERAGE	+79	😊	DISTRIBUTION 6% 10% 84%	
-	Omnigo Public Safety Mobile App	+50	😐	DISTRIBUTION 12% 27% 62%	8 REVIEWS
-	Rave Alert	+83	😁	DISTRIBUTION -- 17% 83%	6 REVIEWS

Emotional Footprint Details

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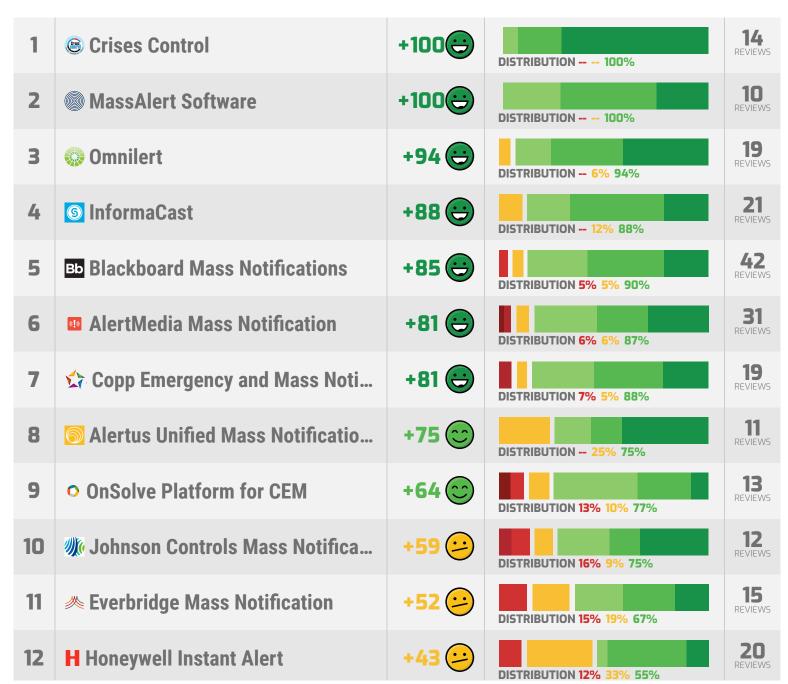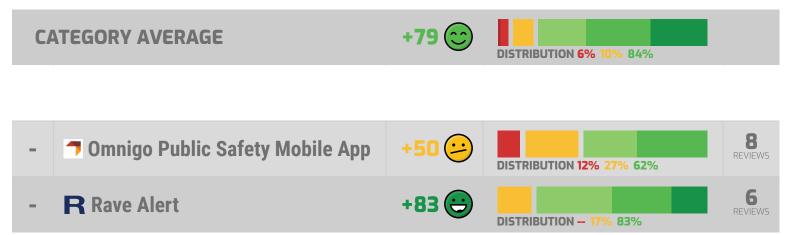
EMOTIONAL SPECTRUM SCALE

| -4 | -3 | -2 | -1 | +1 | +2 | +3 | +4 |

NEGATIVE   NEUTRAL   POSITIVE

% POSITIVE − % NEGATIVE = **EMOTIONAL FOOTPRINT**

-100 to +19   +20 to +39   +40 to +59   +60 to +79   +80 to +100

Security Frustrates vs. Security Protects

#	Vendor	Score	Distribution	Reviews
1	Crises Control	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
2	MassAlert Software	+100	DISTRIBUTION -- 100%	10 REVIEWS
3	Omnilert	+100	DISTRIBUTION -- 100%	19 REVIEWS
4	InformaCast	+90	DISTRIBUTION 5% -- 95%	21 REVIEWS
5	OnSolve Platform for CEM	+87	DISTRIBUTION -- 13% 87%	13 REVIEWS
6	Copp Emergency and Mass Noti...	+86	DISTRIBUTION 7% -- 93%	19 REVIEWS
7	AlertMedia Mass Notification	+84	DISTRIBUTION 3% 10% 87%	31 REVIEWS
8	Blackboard Mass Notifications	+83	DISTRIBUTION 5% 7% 88%	42 REVIEWS
9	Honeywell Instant Alert	+80	DISTRIBUTION -- 20% 80%	20 REVIEWS
10	Johnson Controls Mass Notifica...	+76	DISTRIBUTION 7% 10% 83%	12 REVIEWS
11	Alertus Unified Mass Notificatio...	+75	DISTRIBUTION -- 25% 75%	11 REVIEWS
12	Everbridge Mass Notification	+49	DISTRIBUTION 6% 39% 55%	15 REVIEWS

	Vendor	Score	Distribution	Reviews
	CATEGORY AVERAGE	+85	DISTRIBUTION 3% 9% 88%	
-	Omnigo Public Safety Mobile App	+77	DISTRIBUTION -- 23% 77%	8 REVIEWS
-	Rave Alert	+100	DISTRIBUTION -- 100%	6 REVIEWS