



AUTOMATING COMMUNICATIONS FOR 11 COUNCILS DURING OPHELIA

MapAlerter

MAPALERTER FOR SEVERE WEATHER COUNCIL COMMUNICATIONS

Delivering alerts in a timely manner across multiple channels such as SMS, Email, Apps and Social Media

MET EIREANN INTEGRATION

Automated feed of warnings which are automatically disseminated



MULTIPLE DATA ENTRY OPTIONS

Quick SMS for outdoor staff and simple web forms for office staff



INSTANT DISTRIBUTION OF ALERTS

Fast-processing of incidents to determine the alert distribution lists

MapAlerter

STAFF GENERATED ALERTS

Fallen trees were reported to MapAlerter by outdoor staff in near real time



GEO-FOCUSED AND ACCURATE INFORMATION

Ophelia alerts were targeted using clever GIS processes to ensure only affected subscribers got the alerts

11 COUNCILS USED MAPALERTER TO MANAGE THEIR OPHELIA COMMUNICATIONS

An end-to-end deployment that was used to distribute Ophelia weather warnings, fallen tree notices and road updates

RESILIENT AND DEPENDABLE

The service ran smoothly, even with the increased demand using a high-powered cloud architecture



EASY TO OPERATE AND MANAGE

Outdoor and office staff issued all alerts during the storm without requiring any technical support



ANALYTICS AND REPORTING

Alert statistics, GIS map locations and other system data was instantly available throughout the storm



CONTACTING THOSE WITHOUT POWER

SMS was a powerful way for Councils to reach customers who were without electricity or Internet access



HOW THE PUBLIC ENGAGED WITH MAPALERTER DURING OPHELIA



INCREASED SIGN UPS

Huge interest in Ophelia meant Council subscriber lists increased dramatically



SMS DELIVERY

Powerful channel for those who didn't have electricity or Internet to check on Council social media updates



GEO-FOCUSED ALERTS

The map-based system meant alerts were issued to audiences where the content was always relevant



POSITIVE FEEDBACK

Through social media and email, MapAlerter received wide praise from subscribers and IT industry leaders



FREE ALERT SERVICE

No paywall for subscribers means it's always accessible for everyone

A THREE DAY PROJECT PLAN FOR OPHELIA

SUNDAY

Massive operation by MapAlerter's project team to increase server capacity and implement the emergency IT Resiliency plan for a storm

MONDAY

Close monitoring of all active servers across 6 cloud locations to ensure all aspects of the service were available throughout the day

TUESDAY

Huge demand for updates throughout the following day as Council staff issued numerous alerts to advise on floods and fallen trees

500,000

ALERTS DELIVERED

in a timely manner across SMS, Email, App, Android/iOS Smartphones and Chat Bots

620

INDIVIDUAL ALERTS

were issued to the public by Council staff and Met Eireann

164

COUNCIL STAFF

issued alerts over the three days

100%

UPTIME

over the course of the three days

MapAlerter is used every day by Councils to deliver alerts for water disruptions, road closures, community notices, planning & development notices and much more.

There are multiple deployment options for Councils, including white-labelled solutions using Council branding

To arrange a demo call 01 254 4363 or email mapalerter@pinpointalerts.com



MapAlerter

www.mapalerter.com