iceplus®

IN CASE OF EMERGENCY

LIVE IN SAFETY®

© ICEplus® 2013

www.iceplus.co.za

Powered by AAT

At **ICEplus**® we believe that everyone has the right to **Live In Safety**®**.** We've combined human passion with great technology, so that we can make a difference to the lives of our members.

© ICEplus® 2013

Powered by AAT

iceplus®
IN CASE OF EMERGENCY

ICEplus® (**I**n **C**ase of **E**mergency) is a mobile panic button solution developed for organisations which would like to enhance the personal safety of their members.

The Panic Button comes in two forms. A smart phone App that uses GPS positioning to pin-point the user's location or, a speed dial on any phone that uses LBS (Location Based Services) to get an approximate location. This is accompanied with an advanced user profiling system, including mapped locations and personal emergency information.

The Service can be integrated through an API into almost any system, or for organisations that require it, a feature rich IMC (Incident

© ICEplus® 2013

The **ICEplus®** services are available to any organisation wanting to offer it as a value added benefit to their existing client base or to be packaged as a new offering for prospective clients creating an opportunity into a new market.

iceplus®
IN CASE OF EMERGENCY

The GPS App has been designed to be robust, accessible and easy to use for any member of the public, while taking into consideration aesthetics and uniformity across all mobile platforms. We are proud to say that we have been able to achieve this through native App development on iOS, Android and Windows Mobile devices supported by an online HTML5 WebPanic for any other platform. The key feature to the Smart Phone App is the Network LBS (Location Based Services) redundancy in cases where the mobile phones location or data services are not available. This also means that the Panic Service is available on feature phones, however location is only available on the Vodacom and MTN networks.

Most of the **ICEplus®** development has gone into the backend processes and integrations through our API (Application Programming Interface) with supporting services such as Web, mobi, USSD, SMS and E-mail producing a seamless user experience. The API is able to integrate into any system; which allows for billing, user management and alert handling through existing monitoring software; keeping the service within Company SOP's (Standard Operating Procedure) and training of staff to a minimum. For those that require it, we also include, as a standard, a feature rich standalone IMC (Incident Management Centre) and admin platform which allows management of users and alerts if API integrations are not possible. The system is accessible online and any future improvements or new features would be available as a standard to all clients.

It is important to retain the identity of each client for their users, so we have white labelling options available for all public facing and internal aspects of the service. As a standard, these include aspects such as the Smart Phone App, USSD, SMS, E-mail and Website.

If the client requires assistance with web, mobi sites or any of our other services for user engagement or any custom development, this will be on discussion and quoted for separately if required.

© ICEplus® 2013

GPS App

iceplus®
IN CASE OF EMERGENCY

The App is simple in design and purpose making it easy to use for any user. When designing the App, we used as many native features of the device platform as possible while keeping a uniform look and feel across all platforms. This allows for easy adoption by the end user and in App support a simple task.

In the initial login process, the user is taken through a DEMO of the App on how to activate a Panic and thereafter the Panic Activation process is quick and simple for the user with a two-step process to minimise false alarms.

Once the Panic is activated the App uses a combination the phones GPS, Wi-Fi and Location Services to identify the user's location accurate to within a few metres. The App will continue to provide the user's latest location until such time that either the user deactivates the Panic or a Controller closes the panic through the monitoring software. If for whatever reason the phone is unable to provide a location through its location or data services, the App will revert to an automatic speed dial and provide a location through network LBS if available.

The GPS App for Smart phones is available as a free download on all App stores including...

Get it on Google play

Microsoft Store

Download on the App Store

© ICEplus® 2013

LBS (Location Based Services)

iceplus®
IN CASE OF EMERGENCY

LBS is a service whereby a lookup is done through the cell phone network to acquire a user's approximate location. The accuracy of this depends on a few factors but mainly depends on how many cell phone towers are available to estimate the user's location.

Even though this is not as accurate as acquiring a GPS location of the user it definitely helps in narrowing down the location of a user.

ICEplus® uses this as a "*fail-safe*" for the Smart phone App and is also available for non-Smart Phones so any user with a cellphone can have access to a Mobile Panic Button. A user would programme the number **0800 100 911** into their phone, assign it as a speed dial and in the case of an emergency activate the Speed dial.

The only limitation, to this service is that it is only available on the MTN and Vodacom Network; however the panic service will still work on other networks, just without the user's location.

© ICEplus® 2013

API (Application Programming Interface)

The entire **ICEplus®** Service runs through our API , allowing for seamless integration into any other system which allows it. The key benefit to working through the API is the integration into existing billing, monitoring and user management software.

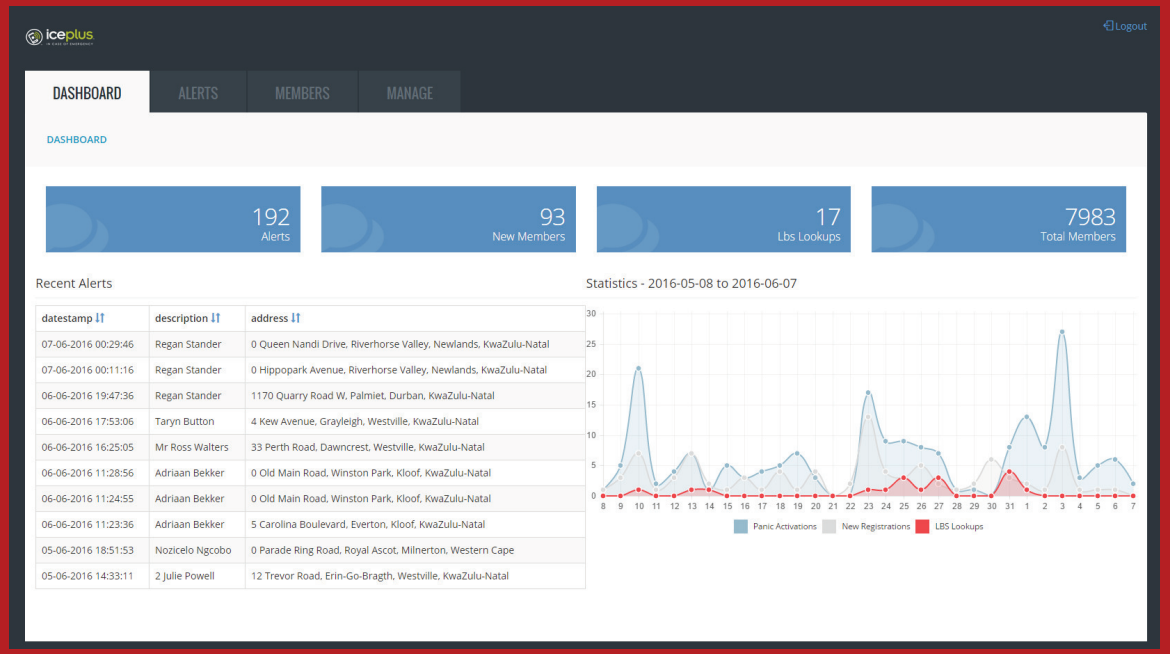
Every aspect of the user's information can be updated and kept synchronised to maintain data integrity across all platforms. The only required information for the API is Cell Number; FirstName; LastName & ID Number of each user. All other fields are custom, however we do have a set of suggested fields for information which will make handling the user much easier from an administration and operational aspect.

© ICEplus® 2013

Incident Management and Admin

Some organisations may not have suitable system for integrations through the API, so to cater for those clients we have a standalone system where all aspects of the service can be managed by users with different levels of access dependant on required feature and level of authorisation.

The system is also available to clients that have pursued the integrations avenue as an overall management tool and need access to additional features which may not be available through their platforms. The real value in the IMC is that because its part of the core service for **ICEplus®**, future improvements and added features will be available all clients at no additional cost.



datestamp	description	address
07-06-2016 00:29:46	Regan Stander	0 Queen Nandi Drive, Riverhorse Valley, Newlands, KwaZulu-Natal
07-06-2016 00:11:16	Regan Stander	0 Hippopark Avenue, Riverhorse Valley, Newlands, KwaZulu-Natal
06-06-2016 19:47:36	Regan Stander	1170 Quarry Road W, Palmiet, Durban, KwaZulu-Natal
06-06-2016 17:53:06	Taryn Button	4 Kew Avenue, Grayleigh, Westville, KwaZulu-Natal
06-06-2016 16:25:05	Mr Ross Walters	33 Perth Road, Dawncrest, Westville, KwaZulu-Natal
06-06-2016 11:28:56	Adriaan Bekker	0 Old Main Road, Winston Park, Kloof, KwaZulu-Natal
06-06-2016 11:24:55	Adriaan Bekker	0 Old Main Road, Winston Park, Kloof, KwaZulu-Natal
06-06-2016 11:23:36	Adriaan Bekker	5 Carolina Boulevard, Everton, Kloof, KwaZulu-Natal
05-06-2016 18:51:53	Nozicelo Ngcobo	0 Parade Ring Road, Royal Ascot, Milnerton, Western Cape
05-06-2016 14:33:11	2 Julie Powell	12 Trevor Road, Erin-Go-Bragth, Westville, KwaZulu-Natal

© ICEplus® 2013

White Labelling

The entire **ICEplus®** system has been uniquely designed with the ability to be rolled out to multiple clients and still allow each client to retain their personal identity. This includes all public facing and internal management aspects of the product ensuring complete Brand Identity for the client.

iceplus®
IN CASE OF EMERGENCY

The huge advantage of this system is that it allows massive cost savings for the client as normally this kind of development could run into the hundreds of thousands of Rands.

The aspects available for white labelling are ones such as USSD; SMS; Smart Phone Apps; App store listing; the admin platform and online user profile management.

If the client requirements do not fit into the existing model or they need web or mobi included, a custom solution can be provided, however this will be quoted for separately.

Please see the attached White Labelling Manual for further details…

© ICEplus® 2013

White Labelling Packages

We have the levels of engagement into our solution, designed to suite all levels of budget and believe the pricing to be extremely competitive within the market.

iceplus®
IN CASE OF EMERGENCY

Entry Level

The entry level does not allow for any white-labelling or customisation to the account. This solution would typically be used by smaller organisations such as Neighbourhood Watches and small Security Service Providers.

Generic

Second level would be a generic/shared solution whereby the cost of the solution is kept down. White Labelling of the App occurs only once the user has logged in. All e-mail and sms communication can be customised. We also allow access to the API to integrate into 3rd Party systems. This solution would appeal to medium to large Organisations such as Security Service Providers with Regional presence.

Premium

Our premium solution is a completely standalone solution and every element of the solution can be white-labelled. These element include the App Store listing, the entire App, all communication with the user and the ICEplus website. This solution would suite a large to corporate organisation with a national presence such as Security Service Providers, Call Centre's and Insurance Companies. Our premium solution caters for companies who have a large online presence and brand identity is crucial.

© ICEplus® 2013

Technical Features

The Solution is extremely dynamic and over the past few years we have built many tools to enable our clients to deliver a seamless and unique service to their users.

iceplus®
IN CASE OF EMERGENCY

Geo-fencing

Enables us to create virtual boundaries and assign instructions per geo-fence, which are triggered when a panic has been generated.

Remote Tracking

At this stage currently only available on Android devices and through network location services (LBS)

Vouchers

Vouchers can be distributed as promotional tools or used to track sales activities. When a voucher is redeemed by the user an auto-end date is assigned to their profile

Things of Interest

Custom Points of interest can be captured, geo-tagged and given a coverage area. When a user initiates a panic this information is easily accessed and provided with the Alert information.

Support

We have a support and knowledgebase solution available for end-user support to assist with technical issues related to the solution

© ICEplus® 2013

Value Add Services

ICEplus® has negotiated agreements with 3rd party organisations to resell their services, packaged with our technology solution to enable our clients to offer a holistic solution to their users either as a standalone product or a additional value added options to their existing service.

iceplus®
IN CASE OF EMERGENCY

#Tag-Assist

Is a professional Incident Management Centre available as either a backup service to to an existing Control Room for out of area incidents or a full service whereby they deal with all panic activations by end users.

Armed Response

We have a national network of Security Service Providers available for response to secure the end user and reduce the immediate threat to life or property.

Medical

Access and Service agreements are in place with national Emergency Medical Response organisations, who will respond, stabilise and transport the end user/patient to the nearset and most appropriate medical facility.

© ICEplus® 2013

#Tag-Assist

#Tag-Assist is an effective Incident Management Centre (IMC) that co-ordinates emergency situations alongside emergency services with the aid of smart phone technology.

The correct role-players are notified to attend to the incident. #Tag-Assist strives for the most effective outcome to a traumatic situation, by relaying accurate and relevant information to the role-players which speeds up service delivery in life threatening situations.

#Tag-assist and the client will jointly draft agreed protocols on the needs of the client to deal with life threatening emergency situations. These protocols and the experience of the professional incident managers will assist in the ultimate goal of saving clients lives.

#Mark Ogilvie was a Colonel in the S.A. Police Service with 37 years' experience in various divisions of criminal investigation and also experienced in assisting, coordinating incidents and telephonic support.

#Adriaan Bekker, currently studying Safety Management, along with 7 years' experience in managing incidents, telephonically and assisting with on scene support to victims, role-players and where necessary coordinating any additional resources that are required at incidents.

© ICEplus® 2013