

# About ESi<sup>®</sup>

“We do not consider our users to be customers in the classic sense.

Rather, we view them as participating in a ‘calling’ with us to have access to as much useful information as possible to direct resources when and where they are needed during natural and human-induced crises.”

F. Paul Butler  
Chief Financial Officer  
ESi

ESi  
823 Broad St.  
Augusta, GA 30901  
Office: 706.823.0911  
Fax: 706.826.9911

www.esi911.com  
sales@esi911.com



## Who we are

ESi Acquisition, Inc. (www.esi911.com) is the global leader in crisis-information management solutions.

Over a decade ago, ESi pioneered the concept of the “virtual” emergency operations center with WebEOC<sup>®</sup>, the world’s first web-enabled Crisis Information Management Software (CIMS).

Through its innovative systems, ESi provides access to real-time information and

communication between crisis response teams and decision makers. WebEOC provides situational awareness and a common operating picture during a crisis event or day-to-day operations.

Today, ESi offers a range of software products that are used at federal agencies within the DOD, DOE, DHS, DHHS, EPA, and NASA; more than 25 state and over 200 county and municipal EOCs; hospitals; domestic and international airlines; public utilities; nuclear power facilities; universities; and corporations worldwide.

By offering a total solutions package that ranges from initial design and installation through training, implementation, and ongoing support, such as process reviews and exercise assistance, ESi sets the standard for crisis information management.

ESi maintains its corporate headquarters in Augusta, GA, and has regional offices in Boston, MA; Washington, DC; Northern Virginia; Southern Florida; Atlanta, GA; Detroit, MI; Fort Collins, CO; Austin, TX; Cheyenne, WY; and San Diego, CA.

## What sets ESi apart?

### • Customer-centric Focus

Without a sales force, ESi relies totally on customer satisfaction and word-of-mouth recommendations to sell its products and services. Customer satisfaction is high enough to have put ESi on the *Inc. Magazine* list of the 500 fastest growing private companies in the Southeast U.S. in 2007.

### • Planning Before Implementation

The first step ESi takes is to understand a customer’s short and long-term objectives and existing processes. ESi meets with the entire client team, including EOC managers and IT staff, to get a complete picture. The resulting approach meets immediate needs in a way that can scale and grow efficiently to meet longer-term needs.



### • Unmatched Customer Support

A natural or man-made crisis can strike at any time, so the ESi technical support team is available 24/7. In fact, the support team carefully monitors world crises and weather events to proactively determine when ESi customers’ EOCs are activated—and then let them know that ESi is standing by to give them priority support.

### • Regional Manager Support

ESi regional managers are customer advocates—not sales managers—responsible for software implementation, training, and the satisfaction of the customers in their regions.

### • Customer-driven Development

At ESi new products and software enhancements are driven by customers’ ideas, current needs, and their visions of the future.

# WebEOC<sup>®</sup> Professional

## Version 7

“WebEOC 7 is a boundless collaboration tool that creates a common operating picture, enabling first responders and managers to share information and make sound decisions quickly.”

Nadia Butler  
President and  
Chief Executive Officer  
ESi

ESi  
823 Broad St.  
Augusta, GA 30901  
Office: 706.823.0911  
Fax: 706.826.9911

www.esi911.com  
sales@esi911.com

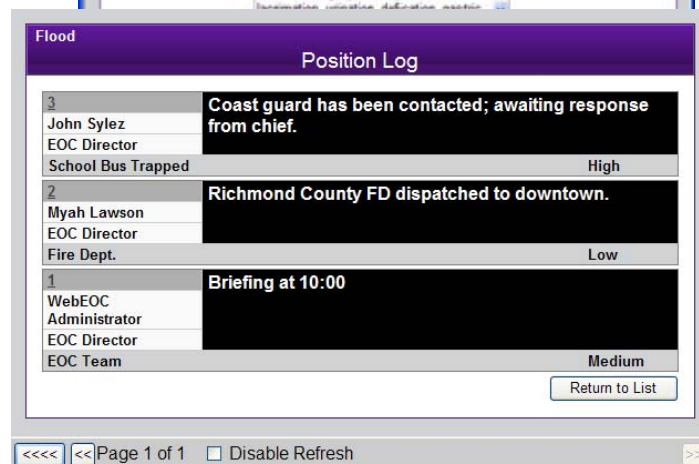
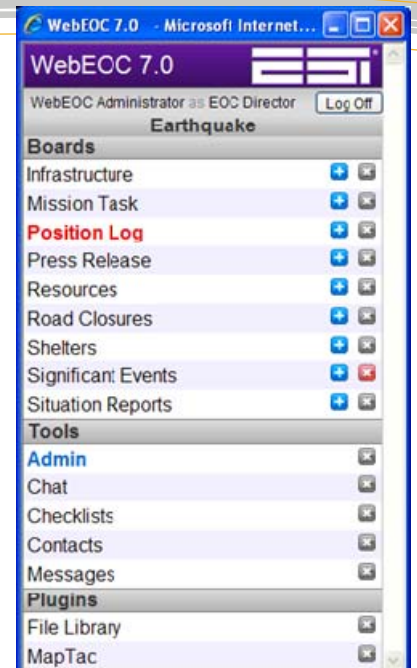
## The first web-enabled crisis information management software delivers real-time data to emergency managers and first responders

Introduced in 1998, WebEOC is the world's first web-enabled collaborative information communications system that provides real-time information sharing to facilitate decision making during a crisis or day-to-day operations.

Today, WebEOC connects thousands of crisis response teams and decision makers at agencies within the DOD, DOE, DOI, DHS, EPA, and NASA. More than 30 state and over 200 county and municipal EOCs rely on WebEOC in emergencies and day-to-day activities.

Corporate segment users include domestic and international airlines, cruise ship lines, nuclear power facilities, petrochemical companies, healthcare and hospital organizations, financial institutions, public utilities, and universities. WebEOC has also been adopted by government agencies internationally.

Powerful technology tools in WebEOC 7 promote interoperability, enabling users to better prepare and respond to any event or emergency situation.



## WebEOC 7 enhancements include:

- Support for more Internet browsers: WebEOC 7 supports Microsoft® Internet Explorer 6.0 or higher, Firefox® 2.0, and Safari™-based browsers.
- Redesigned control panel: Control panel items are grouped into collapsible panes, with new icons to indicate status and board functions.
- Redesigned admin manager: The enhancements are designed to greatly reduce the amount of time needed to administer WebEOC.
- Positions feature: Provides WebEOC administrators with more flexibility in assigning and managing permissions and gives them the ability to predefine response roles while still allowing scalability.
- User self-registration: Eases the administrative burden of managing new user accounts.
- Regional incident mapping: Administrators can now control how information flowing in from other WebEOC systems is mapped to specific incidents in their WebEOC system.

## Status boards — the heart of the program

WebEOC comes with a standard suite of status boards that enable any agency to begin using WebEOC almost immediately. Status boards are the electronic equivalent of large, chronological or topical paper-based boards typically found in EOCs around the world. Within WebEOC, a status board is a display that provides the ability to generate, post, transmit, and share information real-time among other WebEOC users.

An agency can use any or all of WebEOC's default status boards "as is," or **build an unlimited number** of status boards and forms tailored to local requirements. Users can construct their own status boards using WebEOC's Board Wizard or any external HTML editor, or they can contract with ESI for the development of specialty boards. Status boards formatted to meet individual user or agency needs can be developed when the system is initially deployed, as new requirements evolve, or as needed during an emergency.

## Praise for its board building capabilities

Mr. Charles Roberts, EOC Manager for the Riverside, California, County Fire - Office of Emergency Services, had this to say about WebEOC's board building capabilities: "The board building interface enables me to take a suggested new board idea from conception to reality in less than an hour."

"As an experienced Emergency Manager who has practiced in both government and private sectors I would recommend WebEOC as the incident management system of choice to any jurisdiction, private company, or agency requiring a customizable information management system with the flexibility of changing to the needs of challenging disasters and emergencies."

## Real-time information management

**Tracking multiple events:** As an incident-based information management system, WebEOC is capable of managing multiple ongoing incidents simultaneously yet separately, or agencies and users can roll-up multiple incidents for viewing in a common *master view*.

**Reporting on events:** In addition to real-time access to information, WebEOC provides an extensive information retrieval and reporting capability. Users with access privileges can run a comprehensive incident report to include all boards, or any combination of boards, as determined by the user. Preformatted reports can be created and then added as a link on the control panel.

## WebEOC's default status boards include:

- **Significant Events:** The Significant Events status board is WebEOC's equivalent to the event log, or as it is sometimes called, the incident journal. It can be used to track events and activities and log 'who did what when,' providing a real-time chronology of actions taken during an event – from beginning to end.
- **Position Log:** Provides users who have their own PCs with a method of documenting actions taken during a shift.
- **Mission/Task:** Enables users to assign missions and monitor the status of tasks.
- **Task Tracker:** This status board differs from the mission/task board in that it provides a vehicle to capture tasks that are of a recurring nature independent of incident type.
- **Controller Review:** Enables controllers to review items before their addition to a significant events board.
- **Situation Reports:** Provides a standard format that may be used based on two common methodologies – ICS or ESF.
- **Resources:** Allows agencies to maintain, manage, and assign inventory or available resources.
- **Infrastructure:** Allows users to track status of critical infrastructure such as roads, waterways, pipelines, bridges, ports, airfields, and rails.

- **Road Closures:** Allows users to track road closures, priority levels, and estimated time of reopening.
- **Press Release:** Enables users to display press releases or other media-related items.
- **After Action:** Documents after-action items following drills, exercises, or actual events.
- **Sign In:** Provides a place for emergency responders to sign in when responding to an event.
- **Shelters:** The *default* shelter board allows users to track the status of one or more shelters.
- **ICS Forms:** WebEOC contains a full suite of ICS forms (201 – 207, 209, 211 – 216, 218, 220, 221, 224, 225, and 230), thereby allowing DMA/WEM to claim jurisdictional compliance with the basic tenets of the Incident Command System as outlined in the U.S. Department of Homeland Security’s March 1, 2004 issue of the National Incident Management System (NIMS) .
- **FEMA Forms:** WebEOC ships with a current set of forms as published in the FEMA Applicant Handbook. Preparing FEMA forms within WebEOC not only provides an electronic method of completion, but aids in document retention because data contained within each form is saved to the database when the Incident/Event is archived.
- **ESF:** Unlike ICS or FEMA forms where specific formats are prescribed, ESFs contain no such structure. Various customers have developed ESF status boards based on their interpretation and implementation of each emergency support function. These forms can be made available upon request.

### Plug-ins greatly enhance WebEOC

WebEOC functionality is enhanced by several plug-ins that come standard with WebEOC, including:

- **Chat:** As the name implies, agencies can implement chat rooms within WebEOC, providing users with an informal method of communication.
- **Checklists:** WebEOC’s checklist module enables the input of individual checklists. During setup, checklist steps can be identified as a ‘main’ numbered step or ‘substep,’ and can be easily ordered/reordered using arrow buttons.  
Steps and sub-steps can be shown as complete, open [in-progress], previously accomplished, or not applicable; or users can just mark a checklist step

complete if they do not desire the added functionality.

- **Contacts:** Provides the ability to maintain and display detailed contact information.
- **Messaging:** WebEOC messaging allows users to communicate with each other via an internal messaging link unique to WebEOC. Users can send messages to any email server or email addressable device such as cell phones or pagers. It also allows users to send/forward messages to email accounts external to WebEOC.
- **File Library:** Enables WebEOC users to upload and share documents and files with other users through WebEOC.
- **Calendar:** Allows organizations to track drill and exercise schedules, training sessions, meetings, etc.
- **Mapper Lite:** Brings quick and easy mapping to WebEOC using street and satellite maps and built-in address location.

### Optional plug-ins are available

- **Team Management:** Team Management provides the ability to track data on emergency response personnel (e.g., training, skills, languages, deployment history, etc.).
- **Resource Manager:** Resource Manager enables customers to catalog and deploy resources in a manner that is compliant with FEMA’s National Incident Management System (NIMS).
- **WebEOC Mapper:** *WebEOC Mapper Professional* is the Geographic Information System (GIS) interface between ESI’s WebEOC and ESRI® ArcGIS® which will allow data from multiple WebEOC boards to be viewed on the same map. Users can also use colors and icons to represent the state of the WebEOC data.

### A “boundless collaboration” tool

WebEOC includes the following features and capabilities which expand our customers’ ability to tailor their systems to meet their specific needs:

- **Links:** Allows for the creation of links to URLs (Internet or Intranet), and other applications, systems, or databases.
- **CAP:** Common Alerting Protocol (CAP) module enables users to send and receive CAP messages through the Disaster Management Interoperability Service.

- **Archives:** Provides the ability to store, query, and view historical data associated with an incident. Archives can be imported to the Simulation Manager and then edited and used for training.
  - **Import/Export:** Status board data can be imported/exported in either WebEOC or comma-separated format. Contacts can be imported/exported in either comma or tab separated format.
  - **Audit Logs:** Tracks and displays events that have occurred in the system in pre-defined format. Examples include successful/failed logins and logouts, account lockouts, add/delete/update operations, etc.
  - **HTML:** Status boards can be created or edited in external HTML editors and imported to WebEOC.
  - **Data Linking:** Through data linking, information entered in one status board can be simultaneously sent (pushed) to one or more 'target' status boards. This eliminates the need to enter the same data multiple times while ensuring information integrity across multiple boards.
  - **Dual Commit:** Dual commit is a feature within WebEOC that allows information to be posted to a second server, typically outside your firewall. With dual commit, agencies can automatically, or selectively, decide which board entries to "post" to an outside server.
  - **Remote Boards:** This feature facilitates the exchange of information among multiple WebEOC instances (e.g., across a region or state) by allowing users to access boards residing in other WebEOC instance(s) directly from their control panel.
  - **Simulator:** With the WebEOC simulator, a training official or drill controller can build, edit, and control delivery of scenario data to WebEOC status boards in real-time. The controller interface uses common VCR-like controls for play, pause, stop, etc. This tool enables organizations to perform virtual drills and tabletop exercises. Simulations can be started, stopped, and reset as necessary to meet training or exercise objectives. This feature can simulate inputs that would (in an actual event) be generated by a cadre of emergency responders, while minimizing (during training or exercises) the number of support personnel needed for role-play activities.
- Through simulator, an archived instance can be reviewed as though it were occurring real-time, an

invaluable tool that can aid in post-critique and evaluation activities. Simulator can also be run in parallel with any real-time incident.

## More reasons to choose WebEOC

### It's affordable

Unlike other software products, there are no recurring costs with WebEOC, and WebEOC does not rely on third-party products that require the renewal of annual licenses. WebEOC does not require additional licenses to be purchased for new users as emergency events unfold. WebEOC is sold on a *per server* basis with unlimited users.

### Multiple window capability

WebEOC permits multiple information windows to be open at the same time, enabling users to track and manage multiple locations, personnel, and resources simultaneously.

### Easy to learn — Easy to use

From the beginning, WebEOC was designed so that "average" users could be trained in basic system operation within 15 minutes. In their first use of WebEOC during an actual emergency, the State of Washington's Emergency Management Department reported, "... we had state and federal agency liaisons using it in less than 15 minutes, and all agreed it was very user friendly."

The Riverside, California emergency coordinator who used WebEOC during recent wildfires said, "Even completely untrained users are finding their way quickly and posting information rapidly enabling other departments to keep up-to-date with events."

### Easy to maintain

WebEOC was designed to be administered by an emergency management director with average skills.

### Easy to configure

Although WebEOC includes a suite of prebuilt status boards and forms ready for immediate use, agencies have the ability to locally create or configure an unlimited number of status boards using WebEOC's Board Wizard. Agencies can also use an external HTML editor to create status boards for use in WebEOC.

## Access from outside a LAN

WebEOC is accessed using a Web browser, whether connecting to a local server or through the Internet to a remote server. Given permission, user access is possible from any PC running Internet Explorer 6.0 (or higher), Firefox<sup>®</sup> 2.0, and Safari<sup>™</sup>–based browsers.

## ICS compliant

The Department of Homeland Security's March 1, 2004, publication of the National Incident Management System (NIMS) made compliance with certain aspects of NIMS, such as adopting the basic tenets of the Incident Command System, a condition for federal preparedness assistance. WebEOC supports the five major functional areas of incident command – command, operations, planning, logistics, and finance/administration – and includes a full suite of ICS forms (201-207, 209, 211-216, 218, 220, 221, 224, 225, and 230). These forms are drawn from the U.S. Department of Agriculture's Forest Service and match those contained in NIMS.

## ESF compliant

Agencies implementing WebEOC have access to status boards built around FEMA's fifteen emergency support functions. Customers can choose from different examples that have been implemented by various agencies at both the state and local levels.

## Interoperability

ESi has demonstrated its commitment to interoperability. In 2005, ESi received an award from the DHS Disaster Management EGOV Initiative for "leadership in helping to remove the barrier of data interoperability in emergency response." WebEOC includes a tool that enables users to send and receive Common Alerting Protocol (CAP) messages. The CAP provides a simple but general nonproprietary format for exchanging all-hazard emergency alerts and public warnings.

Introduced in 2008, ESiWebFUSION<sup>™</sup> has taken interoperability to a new level by enabling communication not only between individual WebEOCs but also third-party systems. Jurisdictions can manage their own information and can also share information with the larger community and strengthen regional collaborations.

## Integration

WebEOC has existing interfaces to the MIR3 inEnterprise<sup>™</sup> notification solution; EMResource<sup>™</sup> and

EMTrack<sup>™</sup> health care data products from EMSys<sup>®</sup>; and the ESRI<sup>®</sup> ArcGIS<sup>®</sup> Server 9.2 mapping software. In addition, WebEOC provides access to NWS watches, warnings and advisories using the Common Alerting Protocol (CAP 1.0).

## Public health applications

WebEOC isn't just for emergency managers. As a *tool*, it can be used to support almost any operation. Because it can be locally configured to other systems, WebEOC has already been adopted by public health agencies and healthcare organizations throughout the United States.

## ESi offers hosted network solutions

WebEOC can be installed on customer equipment residing on a LAN/WAN (Local/Wide Area Network), or it can be a hosted (ASP) solution in which ESi provides the hardware, software, and infrastructure.

For ASP hosted customers, WebEOC availability is targeted at 99.9%.

ESi can provide all of the hardware, network infrastructure, and software to host WebEOC — for one, low annual fee.

ASP benefits include:

- Rapid deployment
- Minimal demands on in-house IT personnel
- Managed services
- Guaranteed availability

ESi also offers a hybrid hosting model where the system is configured to operate in both environments (LAN and ASP).

## Help desk support

Toll-free numbers are provided for routine technical support and for after-hours, emergency support. Users also can report problems by email or through ESi's online WebEOC user forum.

WebEOC's user forum also provides the ability to submit suggestions, post questions, or share ideas with other customers.

The first year, "Silver level" emergency software support is included with the purchase of any WebEOC core product. This includes all software updates, access to the ESi help desk, 24/7 emergency phone support, email and website support, after-action analysis and suggestions for improvement, one free pass to the annual User Conference, and ten hours of board configuration services.

After the first year, customers can choose from four separate options for on-going software support and maintenance — Bronze, Silver, Gold, and Platinum.

All four levels include WebEOC product updates, including new releases, enhancements, and patches — all of which are critical for remaining up-to-date on the latest features of WebEOC.

## Technical overview

### Product suite

WebEOC is currently offered in three versions: *Professional*, *ST*, and *Air*. *WebEOC Professional* was developed to meet the needs of emergency management organizations everywhere.

*WebEOC ST* and *Air* are designed specifically for the surface transportation and airline industries, respectively.

### Architecture

WebEOC is a standard, three-tier application:

- Microsoft® SQL Server® is the backend database.
- Microsoft® IIS is the Web server.
- Microsoft® Internet Explorer® is the primary user interface. (Firefox® 2.0, and Safari™ browsers are also supported.)

### Database

WebEOC requires Microsoft SQL Server 2005. Microsoft SQL Server 2005 Express Edition may be used as the WebEOC database. However, it does have limited management capabilities with respect to backups, etc.

In addition, Express Edition only supports one 32-bit processor. For most WebEOC deployments, Microsoft SQL Server 2005 Standard Edition (licensed per CPU) is strongly recommended.

### Web Server

WebEOC requires Microsoft IIS (Internet Information Server.)

## Hardware Requirements

### Web Server

1 <sup>st</sup> Processor:	Quad Core Intel Xeon, 2x6MB Cache, 2.0GHz, 1333MHz FSB
2 <sup>nd</sup> Processor:	Quad Core Intel Xeon, 2x6MB Cache, 1333MHz FSB
Memory:	4GB 667Mhz RAM Dual Ranked DIMMS
Hard Drive:	Two (2) 73GB SAS, 15K
Hard Drive Configuration:	RAID 1
Operating System:	Windows Server 2003 or 2008 [32-bit, 64-bit] Standard Edition, Includes 5 CALS (IA64 is not supported). Microsoft .NET 2.0 Framework
NIC:	Dual GB NIC
Server Accessories:	24X IDE CD-RW/DVD ROM
Power Supply:	Redundant Power Supply
Keyboards and Related:	Keyboard, Optical Mouse, Monitor

### Database Server

1 <sup>st</sup> Processor:	Quad Core Intel Xeon 2x6MB Cache, 2.5GHz, 1333MHz FSB
2 <sup>nd</sup> Processor:	Quad Core Intel Xeon 2x6MB Cache, 2.5GHz, 1333MHz FSB
Memory:	4GB 667Mhz RAM Dual Ranked DIMMs
Hard Drive:	Five (5) 73GB SAS, 15K
Hard Drive Configuration:	RAID 1/RAID 5
Operating System:	Windows Server 2003 or 2008 [32-bit, 64-bit], Standard Edition, Includes 5 CALS (IA64 is not supported) Microsoft .NET 2.0 Framework
Database Software:	Microsoft SQL Server 2005 (Per CPU or CAL)
NIC:	Dual GB NIC
CD-ROM or DVD-ROM Drive:	24X IDE CD-RW/DVD ROM
Power Supply:	Redundant Power Supply

## System Requirements: User

Any PC running Microsoft Internet Explorer 6.5 and 7.0, Firefox 2.0.0.11, or Safari 3.0.4.

## System Requirements: PDA

WebEOC has been designed to operate on a PDA running Microsoft Windows Mobile version 5 or 6. Blackberry® support is provided via the Blackberry OS browser, version 4.2.1 on the AT&T network. Opera is also supported on the Blackberry via any network.

## System Requirements: Virtual Environment

WebEOC can run in a virtual environment, provided the dedicated resources meet or exceed the specifications detailed above.