



EXECUTIVE BRIEFING

Intel-Alert Emergency Notifications / Municipal Safety Platform www.intelalert.ca

Prepared for: Town Council and Chief Administrative Officer

Presented by: Intella.ai (aka Intellasoft) – 25 Years of Municipal Infrastructure

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PURPOSE: Beyond Emergency Alerts The true purpose of an Emergency Notification System isn't a fancy app or a colorful map—it's ensuring that every resident, from the tech-savvy student to the independent senior, receives life-saving information in time to act. Most national systems miss the point. They prioritize "Rich Media" apps that 85% of your community will never download, update, or maintain.

Intel-Alert is built for the reality of Atlantic Canadian communities, where reliability during a storm or forest fire matters more than a smartphone app.

Our Roots Intel-Alert was developed by Intellasoft, a Newfoundland-based technology company with a 25-year track record of supporting Atlantic Canadian municipalities through professional web development and regional tourism mapping.

Our Mission In response to our rapidly changing environment and the increasing need for reliable local communication, Intellasoft has engineered the region's most resilient notification system. The result is Intel-Alert: a platform built by Atlantic Canadians, for Atlantic Canadians.

WHAT MAKES INTEL ALERT DIFFERENT:

The Reliability Gap Item 1: The App-Store

Barrier vs. Priority SMS

National competitors push mobile apps to lower their costs. We ask one question: How many of your seniors successfully navigated the App Store, remembered their Apple ID password, and enabled Critical Alerts in their settings? Intel-Alert removes the friction. We use Priority SMS and Landline Voice Calls. This requires zero technical skill; if a resident can read a text or answer their kitchen phone, they are protected. Our infrastructure is storm-proof, using the control channels of cell towers that work even when data and Wi-Fi networks are congested or down.

THE INTEL ALERT MOBILE PLATFORM / APP FUNCTIONALITY WITHOUT THE INSTALL / UPDATE / ON / OFF GAUNTLET FRAMEWORK BONUS / ALLOWS THE ADDITION OF NEW FEATURES MONTHLY, AT COUNCIL REQUEST VERSUS WAITING FOR A NEW RELEASE DATE

Item 2: The Guardian Connection

We are the only platform that protects residents by messaging notices to a caregiver living away. When an independent senior receives a landline alert, their designated Guardian (such as a son or daughter) receives an instant text notification, whether they are in St. John's, Halifax, or Fort McMurray.

Item 3: Local Identity (709, 902, 506 Trust)

We do not use unknown or 1-800 numbers. Your alerts show up as a Verified Local Number. Residents recognize the area code, leading to a 90% higher answer rate than national competitors. CALLER ID "YOUR TOWN COUNCIL"

Item 4: Community Pulse

We distinguish between reactive communication for emergency alerts and proactive communication for non-emergency alerts to keep the community engaged without causing alarm fatigue.

ITEM 5: EASY PRICING – No Ghost Seat Tax

Stop paying for empty census slots. Unlike competitors who hide a Fair Use Clause in the fine print to limit your messaging, our pricing is transparent and built to scale with your actual adoption.

ITEM 6

An Emergency Notification Platform is useless without subscribers. We will help with resident acquisition

48X3 Rapid Deployment.

48 HOURS TO SET UP

48 MINUTES TO TRAIN

48 SECONDS TO SEND AN ALERT.

Our system is designed for speed, ensuring that town clerks can broadcast critical information in under a minute.

Annual Base Platform:

\$3000.00 (set-up) / Renewal: \$2000.00 This includes a dedicated 709, 902, 502, 468 number, 24/7 Support.

Data Cluster

Send up to 300 alerts a year

Unlimited emails

Learn more by visiting www.Intelalert.ca and www.intellasoft.ca

INTEL-ALERT

2026 SUMMER SPECIAL (ENDS SEPTEMBER 22, 2026)

Option 1

(for clients wishing to transfer but keep their website)

50% Website Discount and / or White-Glove Migration:

We move your entire current website and email content for you. There is no downtime and no technical work required for your staff. **Zero Downtime Setup:** We set up a sandbox (a temporary website address) where we place Intel-Alert and your new website until you are 100% comfortable.

Option 2

The Super Agent:

We will install a custom AI Digital Assistant (powered by Gemini) on your website. It walks residents through Intel Alert sign up. And even answers resident questions about garbage, permits, and bylaws 24/7, reducing your office phone volume by up to 60%.

Special note

"Early chatbots were just glorified FAQ pages disguised as a chat window. They only knew the exact answers someone pre-typed into them. Today's AI actually understands context, intent, and reasoning. Instead of matching keywords to pre-written answers, it thinks through residents' issues in real time—whether a resident is asking about a municipal emergency strategy, help with signing up to Alert notifications, or simply asking about the next garbage collection—AI understands and builds a custom response specifically for the resident."

Wanna see how real AI communicates?

Visit www.townofclarkesbeach.ca and have a chat!