Regroup

Mass Notification Buyer's Guide

HOW TO FIND THE BEST COMMUNICATION
SOLUTION FOR YOUR ORGANIZATION

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Introduction

With modern emergency communication software, organizations can stay connected to their people during critical events, keeping employees safe and ensuring business continuity when it matters most. And while nearly half of organizations today use some form of emergency notification software to reach their employees during a crisis, not all systems are created equal.

To avoid the mistake of investing in the wrong emergency communication solution, we've created this in-depth buyer's guide to assist you throughout the process. It's packed with practical insights and advice on key features to consider in a system, critical questions to ask potential vendors, and how to find a system that will best fit your organization's specific requirements.

Organizations of all sizes share a similar challenge - communicating well. Keeping people informed during routine business or operations can be a daunting task when relying on traditional methods of communication. The new normal of hybrid and remote workforces can create added complications if email is the only source of connection.

Mass notification has its genesis in emergency alerting. Getting early warnings to large groups of people when a crisis occurs is the core component of any mass notification platform. It is, therefore, imperative that a mass notification platform be robust and always reliable, while also disseminating alerts to multiple channels where recipients will receive them – and notice them – quickly.

There are a number of reputable mass notification providers, and the competition for subscriber business has become fierce in recent years. As with any software investment, understanding key functions and must-haves is essential to choosing the right provider.

This buyer's guide is designed to help you navigate the crowded vendor landscape, avoid costly mistakes, and make an informed decision. It includes essential questions to ask potential providers, must-have features for various industries, and key insights for choosing a scalable and effective communication platform.
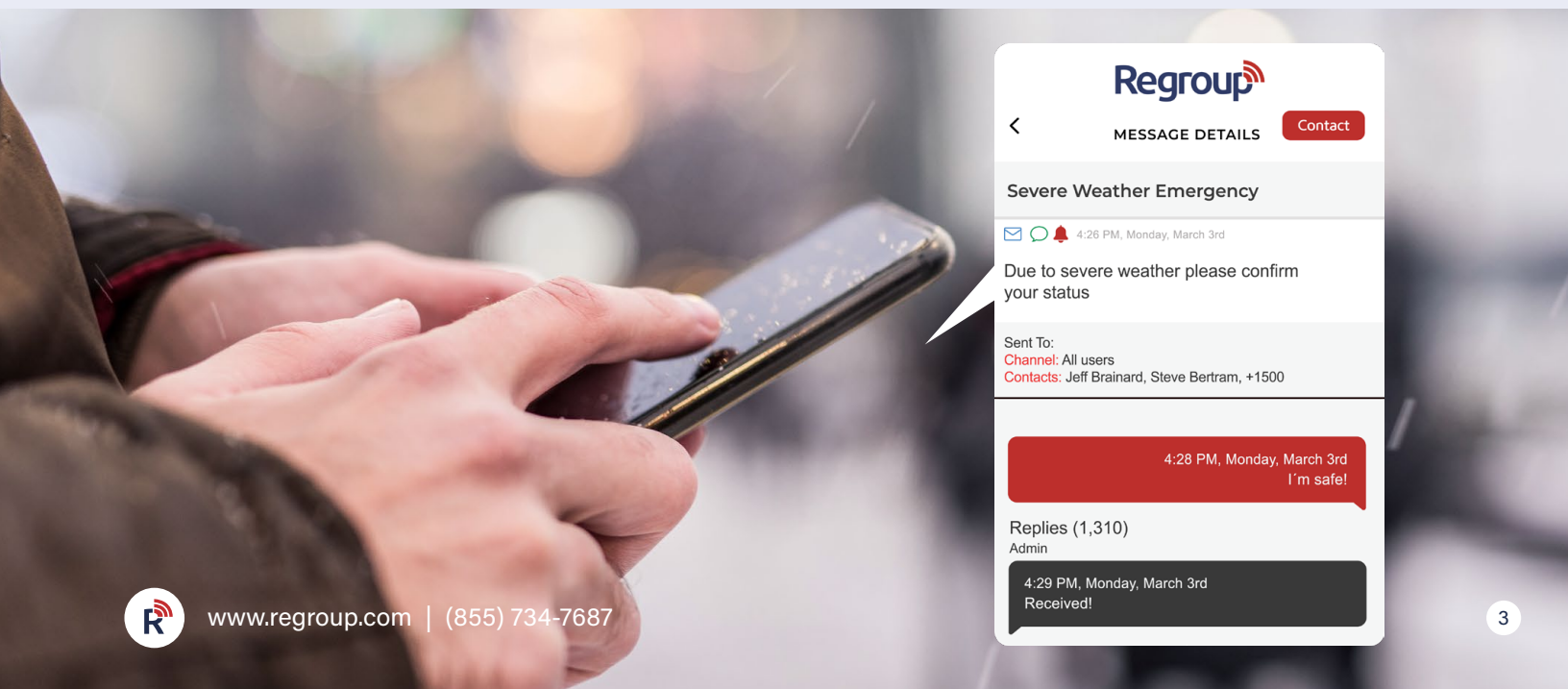
Key Questions to Ask Mass Notification Providers

Choosing the right Mass Notification System (MNS) is a critical decision for organizations of all sizes and sectors. The right system can improve emergency preparedness, enhance internal communication, and strengthen resilience during crises.

COMMUNICATION CAPABILITIES

Robust, multi-channel communication ensures critical messages reach the right people at the right time.

- What communication channels are supported (SMS, voice, email, app push)?
- Are messages tracked with real-time delivery confirmation and read receipts?
- Can recipients reply to provide feedback or status updates?
- Can messages be localized or translated for multilingual populations? In how many languages?

MOBILITY & ACCESSIBILITY

Mobility and location-awareness are critical, especially for remote and traveling teams.

- Can the system be accessed anywhere, from any device?
- Is the platform accessible via mobile app for admins?
- Can it send alerts based on real-time locations instead of static addresses?
- Is the geolocation feature easy to use?
- How does the system support on-the-go users?

USABILITY & ADMINISTRATION

Ease of use and smart administrative tools increase the likelihood of effective, timely communication.

- Is the platform intuitive for all users, regardless of technical skill level?
- Can the system accommodate both routine communications and emergency alerts with equal ease?
- How many administrators can be assigned within the system?
- Do you have to pay extra for more administrators?
- Can you customize administrator roles to control user access and message permissions?
- Can administrators securely import, organize, and automate contact data?
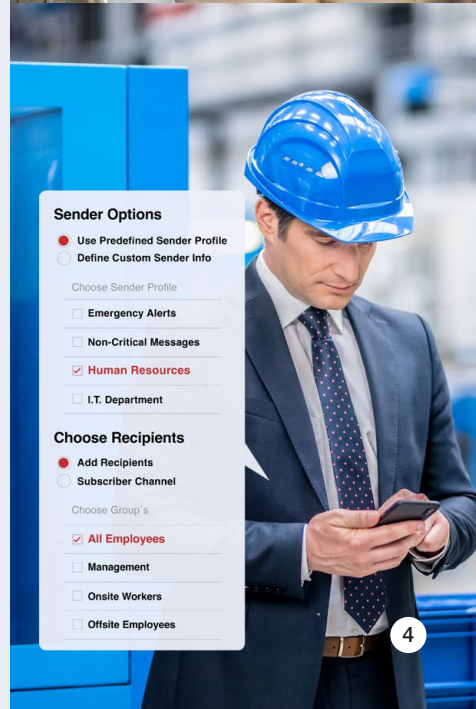
INTEGRATION WITH YOUR EXISTING SYSTEMS

Your MNS should complement your existing workflows and integrate with other critical systems to ensure contact data is always up-to-date.

- Can it integrate with CRM, IT tools, and BCM platforms?
- Are open APIs available?
- Does it align with existing business processes?
- Can you integrate it with other safety systems such as digital signage, building alarms, or PA speaker systems?

ORGANIZATIONAL STRUCTURE & SYSTEM CONFIGURATION

Mass notification systems must adapt to your current organizational structure. With the rise of hybrid and remote work models, your system must support decentralized teams and multi-entity configurations.

- How will the system align with your internal organizational structure?
- Can it support multiple organizations, locations, or business units without paying more or maintaining separate accounts?
- How does the system handle hybrid or distributed teams?

DATA MANAGEMENT & INTEGRATION

A mass notification system is only as effective as the quality of the data it uses. Real-time, automated, and self-service data management capabilities are essential.

- What methods are supported for collecting and updating contact data?
- Does it easily integrate with key systems such as Student Information Systems, HR databases, and other platforms that store your recipient data?
- Can users self-subscribe and manage preferences?

SECURITY & COMPLIANCE

Security and regulatory compliance are fundamental requirements.

- Is the platform compliant with your industry standards and regulations?
- Are required encryption and audit trails in place?

SCALABILITY & PERFORMANCE

A scalable solution handles both routine and high-impact scenarios without interruption.

- How many messages can the system deliver at once?
- What uptime guarantees are offered?
- How is system redundancy managed?

REPORTING & ANALYTICS

Insightful reports support audits, performance reviews, and compliance.

- Are reports available in real time?
- Can reports track delivery, engagement, and confirmations?
- Can data be exported for further analysis?

COST & CONTRACT TERMS

Avoid hidden costs and long-term commitments that limit flexibility.

- What's included in the base price?
- What's the contract duration?
- Are there additional costs for setup, support, or integrations?
- What features are included and truly unlimited, vs. what do you need to pay extra to use?

SUPPORT & VENDOR RELIABILITY

Your provider should be a reliable partner, not just a vendor.

- Is 24/7 support provided, and is there an additional cost for using it?
- What is the average response time for critical issues?
- What training and onboarding resources are included?
- Is there an additional cost for ongoing customer support or training?
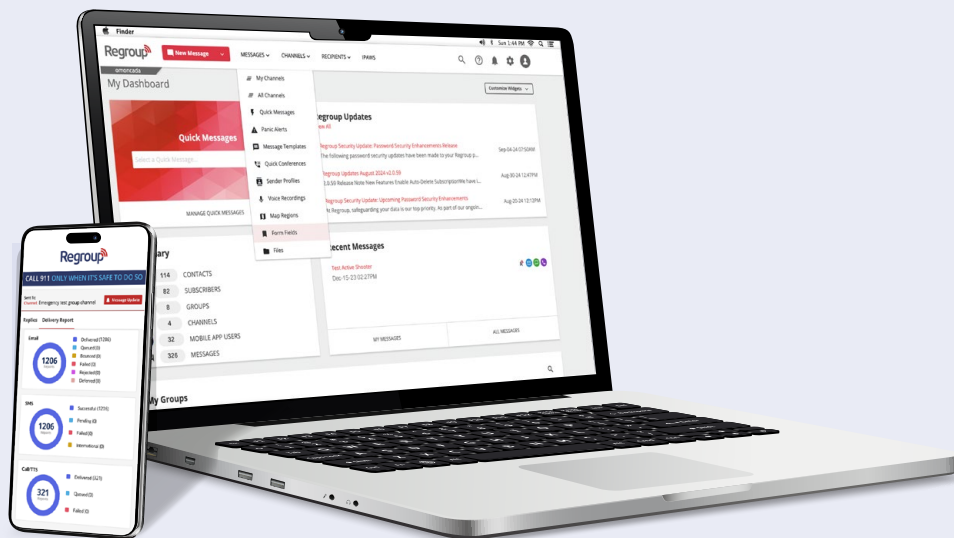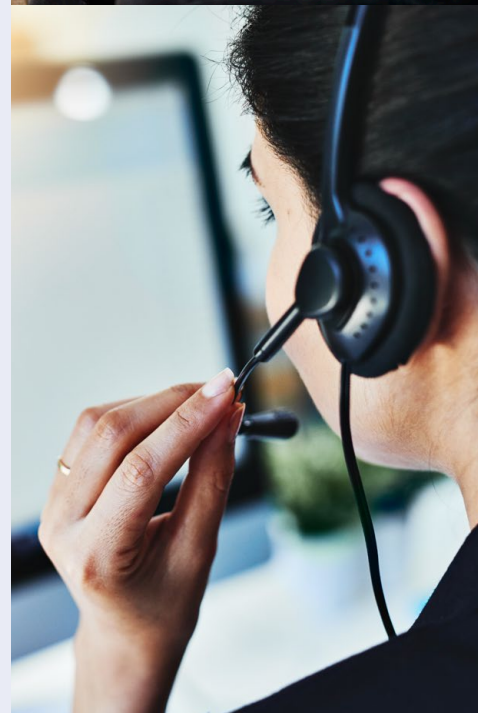
10 Features Your Mass Notification Platform Should Have

User-Friendly Interface:
Streamlined for quick training and widespread adoption.

Cloud-Based, Fail-Safe Architecture:
Ensures uptime during network or power outages.

Open API Integrations:
Supports automation and alignment with your digital ecosystem.

Two-Way Communication Tools:
Collect real-time status and feedback and improve incident management.

Multichannel Communication:
Reach your team instantly no matter the channel.

Integrations with Government and Public Services:
Receive weather alerts from NOAA and the national Weather Service (NWS). Look for IPAWS compatibility for real-time public alerts if searching for a system for local government use.

Geotargeted Alerts:
Sending timely mass alerts to networks to targeted areas is useful in many emergencies, but particularly so when lives are potentially at stake.

Mobile Notification Apps:
A free and simple-to-use mobile app puts the power of the system into administrators' hands when they're on-the-go.

Pre-Built Templates for All Hazards:
Save time during critical moments with customizable templates.

Reporting and Analytics:
The system should provide real-time, detailed reports on message delivery rates, response times, and recipient engagement.

Compare Regroup *vs.* Other Mass Notification Systems

Explore how Regroup compares to leading mass notification system providers across critical features and capabilities.

FEATURE	Regroup	OTHER PROVIDERS
Ease of Use	Quick and easy two-click messaging with an intuitive interface built for non-technical users.	Often clunky and complex; not optimized for daily or operational communication.
Training & Support	Live support response in minutes — not hours. Includes unlimited training at no extra cost.	Often limited to ticketing systems or AI-chatbots with long response times unless paying for premium support. Training often incurs extra costs.
Pricing	Flexible pricing with no hidden costs for admin licenses and internal features. Adaptable to the needs of multi-location orgs on tight budgets.	Frequently priced per user or location, leading to higher total costs. Features can often be additional costs to activate.
Dual-Purpose Messaging	Equally powerful for emergency alerts and daily operational messages like shift changes, IT alerts, and HR updates.	Primarily emergency-focused due to per-message pricing. Requires extra tools and expense for routine use.
Speed & Efficiency	Faster iteration— send messages via text/SMS, voice call, email, and many more channels in just a few clicks using pre-programmed templates and audience groups.	Most systems require more steps to execute messages and complex approval processes. External tools often needed for sending to less-common channels like PA systems.
Deployment	Go live fast with onboarding support and a dedicated account manager, technical resources and pre-built templates for common use cases.	Most systems offer self-guided setup unless premium support is purchased, resulting in slower time to deployment and a longer learning curve for your team.

Mass Notification Software Buyer's Checklist

CATEGORY	CHECKLIST ITEM	Regroup	PROV 2	PROV 3
Communication Capabilities	Easy for both routine and emergency use	✅		
	Supports SMS, voice, email, push, desktop, social, among others	✅		
	Two-way communication for feedback/status	✅		
	Geo-targeting alerts	✅		
	Unlimited groups	✅		
	Pre-built templates available	✅		
	More than 120 languages supported	✅		
User Experience & Accessibility	Easy to use for non-technical users	✅		
	Customizable delivery preferences	✅		
	Accessible from any device	✅		
	User-friendly app available	✅		
	Unlimited administrators	✅		
Integration & Compatibility	Integrates with National Alert Systems	✅		
	Open API	✅		
	Integrates with your CRM, IT, BCM tools	✅		
Monitoring	Threat intelligence suite	✅		
	Monitor teams with geolocation	✅		
	Automated alerts of emerging threats	✅		
Security & Compliance	GDPR and CCPA Compliance	✅		
	Compliant with industry regulations	✅		
	Message encryption	✅		
Reporting & Analytics	Detailed performance reports	✅		
	Data export capability	✅		
Vendor Support	Onboarding and training included	✅		
	24/7 support	✅		
Pricing & Contracts	Flexible pricing and contract terms	✅		
	1 year - Contract duration	✅		

Conclusion

Finding the right mass notification solution does not have to be an overwhelming process. However, it's important to understand costs vs. features and how the platform integrates with your current infrastructure.

If it's an easy-to-use platform, integrates seamlessly with other systems, provides flexible messaging options, and offers speedy and reliable delivery that can be customized to your organization's unique needs, it's worth considering.

Always ask for a demonstration of the platform as well as client references or success stories. Finally, when it comes to a mass notification system, consider how you can make the most of it outside of critical or emergency communications. A platform that complements your current communication plan and can be easily used for routine business is a tool that can ultimately help you reduce costs and increase efficiency.

About Regroup Mass Notification

Since 2006, Regroup Mass Notification has provided a cloud-based, multi-channel mass notification platform for emergency and routine applications. Serving educational institutions, business organizations, healthcare, and government agencies, Regroup's continual pursuit of excellence has made it the most trusted name in mass notification and a leading-edge provider of smart communication solutions for clients throughout North America.

Schedule a demo at
www.regroup.com/demo