

Subscriber Value Package

CanOps' MASAS system was created in response to the growing need for accurate, verified, real time data from multiple sources, leading to more complete and accurate situational awareness in incidents or events concerning public safety. **Built for purpose, it is the only proven and scalable Canada-wide online public safety situational awareness system, operated and overseen by a national not-for-profit that is dedicated to public safety.**

MASAS has already been proven effective in a successful multi-year pilot project, which ended officially in early 2017, that saw more than 600 public safety operating units from more than 500 organizations from all levels of government and public safety sub-sectors successfully connect and utilize MASAS for planning, response and major government and agency exercises.

During this 'beta' trial the system was provided at no cost to its users, however in order to advance its value, effectiveness and sustainability as a nation-wide tool, increasing information sharing and the capacity for continued enhancements, CanOps is now taking MASAS beyond the pilot phase and entering into subscriber relationships with all of its users.

"When planned events are evaluated to have specific risks, or occur concurrently with other low risk events to produce higher than normal cumulative risks, EMO Admin inputs the event dates, times, contact information and relevant polygons into MASAS days, weeks or months in advance of the event. Road construction is also (automatically) uploaded to MASAS. The ability to see both of these information products in the same dashboard allows our EM team to have more efficient event day coordination and resource management. In addition, the staff at CanOps have been incredibly helpful, knowledgeable and generous with their time as we have moved from being initial adopters to where we are today."

Ray Unrau
Director, Emergency Measures Organization
City of Saskatoon

Under the CanOps subscription model, MASAS continues to:

- Publish real-time information, allowing for a more targeted and effective response to incidents and events of all sizes, thus improving the safety of responders and the public
- Reduce workload and costs associated with mitigation, prevention, response and recovery by having centralized, reliable data, provided by public safety professionals
- Be fully inter-operable with commercial and custom public safety applications, bridging the gap between multiple information sources
- Expand the scope of its abilities and create cross border situational awareness by integrating U.S. data into the system, through IPAWS (US System)
- Require minimal infrastructure to operate, and the simple structure and usability to support ease of adoption for new subscribers and active users

In addition, under a subscription, CanOps will:

- Build and maintain a public safety 'community of practice' connecting professionals across the country
- Evolve MASAS in response to the changing and ongoing needs of the public safety community
- Ensure all MASAS subscribers remain current with relevant new technologies and evergreen
- Through MASAS, create and advance consistency and depth in public safety situational awareness for threats and incidents of all sizes and types

**Subscribe to MASAS to improve your organization or community's public safety situational awareness, and become a part of the growing national community of practice.
It is affordable, scalable, and fully integrated.**

MASAS SCALED AND AFFORDABLE SUBSCRIPTION PACKAGES

Categories	Who Is Included?	Pricing
Level 1	<ul style="list-style-type: none"> • Regional Associations (Mutual Aid) • Municipalities with <200K population • Select PS Agencies, Utilities and Industry Partners with <500 members 	Basic Subscription: \$2,000 per year (includes 5 seat license) One-Time Registration Fee: \$2,000 Ability to Upgrade
Level 2	<ul style="list-style-type: none"> • Federal & (most) Provincial Public Safety Ministries • PEI and Territorial PS Ministries • Large-scale Regional Associations (Mutual Aid) • Municipalities with >200K population • Public Safety Agencies with >500 members • Select Utilities and Industry Partners with >500 members 	Basic Subscription: \$4,000 per year (includes 10 seat license) One-Time Registration Fee: \$3,000 Additional Seat Licenses (unlimited): \$125 per seat per year

Each Subscription Also Includes:

- Basic user training, on-boarding support and system set-up assistance
- Membership in a broad community of practice and ongoing knowledge exchange
- Participation in user community identification and guidance of necessary and value-added MASAS features and enhancements
- Availability of continuing technical support
- Availability of specialized learning modules tied to system enhancements and/or communities of interest
- Pooled economic benefits to drive further developments in MASAS, other CanOps services, and public safety in general
- Continued expansion of the MASAS community, tools and data sets

Looking Ahead for MASAS:

Under the subscription model, CanOps intends to pursue and implement additional system enhancements and related solutions to address Lessons Learned from the MASAS Pilot Phase 2011-2017

Additional Services Coming Soon from CanOps:

As CanOps continues to grow its range of public safety lines of business, MASAS subscribers will be engaged and well-positioned to benefit from all CanOps products and services as they come online.

To find out more or to become a subscriber of MASAS please contact:

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