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### Alertus partners with AccuWeather

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by: [Spencer Ives](#) - 02/22/2017

Mass notification system provider Alertus Technologies recently entered a partnership with AccuWeather Enterprise Solutions, bringing its customers more capabilities when it comes to weather alerts and emergencies.

Alertus, founded in 2002, has included weather alerts in its system and has been developing and automating these alerts. "We wanted to partner with AccuWeather since they really are the leader in that space, and have a lot of additional services that they bring to the table," Amanda Sassano, Alertus director of commercial sales, said.

Formerly, the company relied mostly on National Oceanic and Atmospheric Administration data. "[Previously], there was a certain radius outside of a ZIP code, and that area would be notified if there was a tornado watch or warning—they were very basic alerts," Sassano said. "Now, with the partnership with AccuWeather, we're able to tap into their resources—or their feeds as well, and leverage if they have severe weather packages—from hurricanes, to snow, to lightning—to their SkyGuard Service."

AccuWeather's SkyGuard service provides users with real-time data relevant to their local areas from a meteorologist. This information will be brought directly into Alertus' ThreatWatcher tool.

Alertus has a broad customer base, Sassano said. The company's most matured market is in higher education, she said, "they're the early adopters in mass notification. But, we work in verticals like state and local government, healthcare, corporate, manufacturing, ... stadiums, sports arenas, aviation, k-12 [and] military." The company sells its offerings through security integrators as well as directly servicing customers.

What sets Alertus apart from other MNS technologies? "Definitely our approach. We're very interoperable with all technologies, whether that's existing infrastructure on the emergency asset side—like access control, fire panel integration, cameras—to leveraging existing infrastructure that's not emergency assets, like VOIP phones [and] desktop computers," Sassano said.

TAGS: [ALERTUS TECHNOLOGIES](#), [ACCUWEATHER](#), [AMANDA SASSANO](#)

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