

# Active



## Active: flexible, innovative, comprehensive.

People are your key asset. When they're travelling, knowing where they are can help you mitigate risk to them. **That's where Blue CRM can help.**

With Blue CRM, you know where your people are, with GPS accuracy, around the world, around the clock.

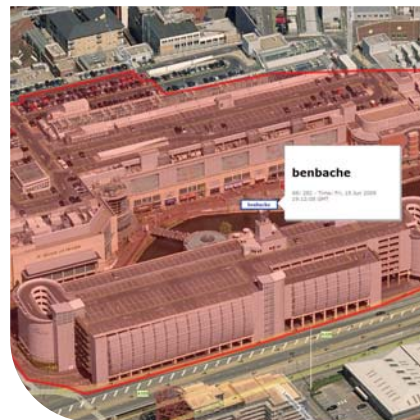
With our comprehensive, tailored service, Active, Blue CRM staff based in our Client Response Centre (CRC) play a key role in helping you know exactly where your staff are overseas, what is around them and thereby help you be better prepared to help mitigate risks as they occur.

As well as viewing the locations of your people, Active users enjoy access to a range of tools that can be customised to meet your exact needs at any time.

You can set up alarmed geo-fences for individuals or groups in specific higher-risk areas, adapt the frequency of your monitoring, and customise the response procedure to any emergency alerts.

All calls and alerts are dealt with by one of our CRC staff, operating 24/7.

> In response to 2008's terrorist attack in Mumbai, in which over 100 business travellers, tourists and locals were killed, companies struggled to manage the threat of attacks. Blue CRM's services reduce the need for costly, time-consuming phone-in protocols, and can be used to monitor compliance of travel restrictions.



## features:

- > Use your existing mobile phone
- > Vary location polling frequency (GPS/GSM)
- > Pay for only the days you need
- > Includes emergency alert-button
- > 24/7 CRC response and support
- > Customise alerts and advanced geo-fences

# Active at a glance

Whether your company is large or small, whether you want to cover one person or a hundred, wherever your people are in the world, Active provides a comprehensive, tailored solution

## Simple to Operate/No Extra Device Required

No training required. Just download our application to an existing mobile phone, and use the menu to check your status or trigger an alert.

## Easy to Monitor – From Anywhere

End users and managers can simply log on to the secure website via a laptop or PC, to see their location mapped using Microsoft Virtual Earth. They can plot their location “trace” for the last day, week or even month.

## GPS Accuracy

Blue CRM use sophisticated GPS, mapping and communications technology to position people or equipment around the world. If there’s no GPS, we use GSM triangulation, improving coverage inside buildings. Locations are updated every hour, but can be varied as the client requests (eg every 10 minutes in a higher risk area).

## Dedicated Telephone Number

Active clients have access to a 24/7 Active telephone number direct to the Client Response Centre. They can use it to set up geo-fences, request increased polling or alter their procedures.

## No Infrastructure Needed

All you need is a laptop with internet access. All your staff need are their existing mobile phones.

## Customised Protection

Active allows you to set up geo-fences anywhere in the world. If any of your people cross into one of these proscribed areas, an alert is automatically sent to the Client Response Centre. They respond immediately.

## Personalised Emergency Alerts

In an emergency, the user can trigger an alert, sending the location every minute. Our 24/7 CRC team will respond by instigating agreed procedures.

## Incidents

Read about evolving news incidents and keep up to date on security issues around the world. Incidents can be viewed through the secure website.

## Global Intelligence Gateway

Read more detailed intelligence reports about cities, countries and security summaries of interest in the GIG (Global Intelligence Gateway).

## Highest Levels of Security

All information is fully encrypted and managed in a secure hosted Data Centre with automatic back-up in two remote locations.

## Manage Users

Quickly send SMS messages to individuals or a group. Switch users “on” or “off” (eg as they arrive home) as required.

## 24/7 Software Support

Telephone and email software support is available around the clock.

## Affordable and Easy to Buy

You simply go online and buy a bank of user-days; you only pay when you use the service.

Contact us on **+44 (0)118 9072600**, or email us at **info@bluecrm.co.uk**

Alternatively, subscribe now by visiting our website at **www.bluecrm.co.uk**



Know where they are, around the world, around the clock.

Blue CRM services and software products are widely used by leading companies and organisations around the world, from Bogota to Baghdad, from Paris to Perth.

Our clients include international banks, mining and oil conglomerates, government agencies, media organisations and major players in engineering, telecoms, food, tobacco and construction.

Our services are also increasingly used by individuals.