

Tech startup RapidDeploy partners with APD Communications

Following the recent announcement of South African tech startup RapidDeploy's partnership with multinational telecommunications company AT&T, RapidDeploy has announced an alliance with APD Communications to provide a complete hosted solution for control room operations globally.

RapidDeploy provides an innovative cloud-based call-taking and Computer-Aided Dispatch (CAD) platform serving public safety and other markets. The RapidDeploy system simplifies the complexity of emergency dispatch through precise address location, improved situational awareness, allocation of appropriate resources for optimised response, mobile field service apps and advanced incident management tools.



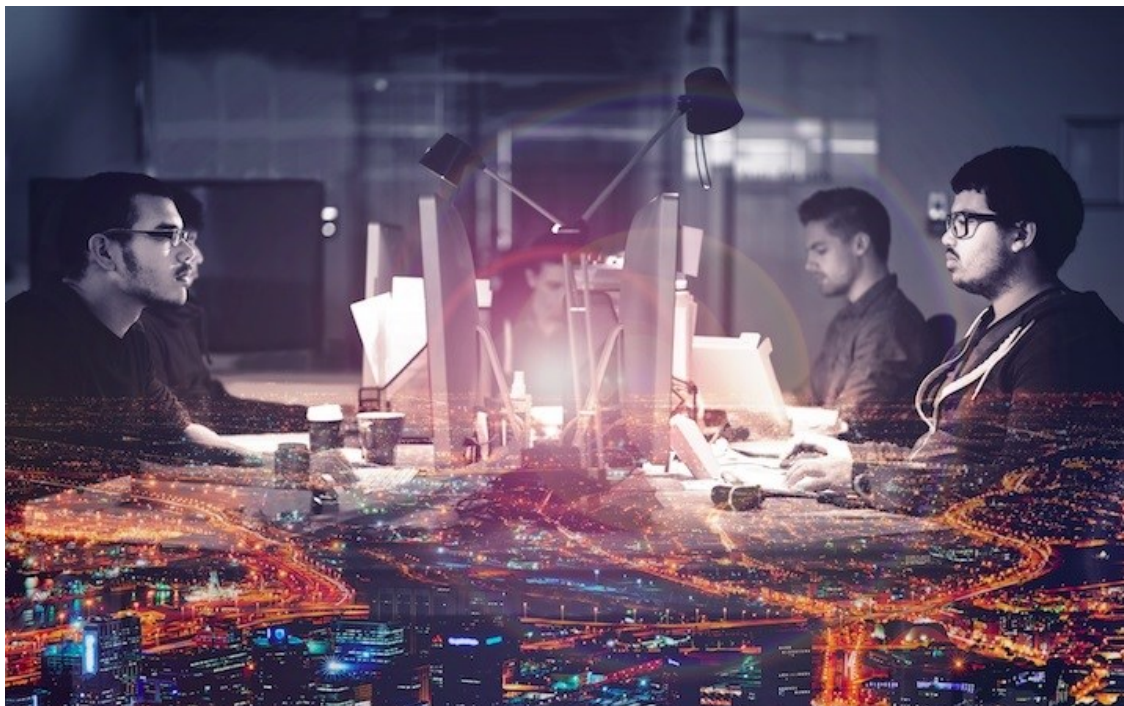
Local tech startup to revolutionise US 911 services

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APD Communications creates secure, intelligent and connected control room and fleet technologies that help organisations protect and preserve society. The company's technology is used by 69% of UK police forces; several fire services helps to run the London Underground; and is a key part of the critical communications infrastructure at Dubai International, the world's busiest airport.

This collaboration brings together complementary, cloud-based technologies to enhance the efficiency and effectiveness of critical control operations and offers an unrivalled combination of APD's Cortex software-only Integrated Communication Control System (ICCS) with RapidDeploy's mission-critical dispatch solution.



Cortex is used to answer emergency calls and communicate with frontline responders in more than 70 control rooms around the world. The software brings radio, telephony, CCTV and access control together on one screen, enabling organisations to connect, collaborate and communicate rapidly and effectively.

APD Communications' marketing and sales manager, Rhiannon Beeson said, "Our work with RapidDeploy is exciting for both businesses and also for our customers. We're delighted to be working with a partner that shares our vision for cloud-based technologies that break the boundaries of tech development. Our complementary technologies will sit alongside each other to create a full control room suite, for handling calls through our Cortex software and dispatching the required resources through RapidDeploy."

"We're changing the way control rooms operate by delivering the very latest technology and harnessing the power of the cloud to deliver truly flexible, innovative and cost-effective control room solutions for the global critical communications market. This new collaboration means we're well placed to expand further into international markets and offer more organisations managing critical control operations the benefits of entirely scalable, flexible and adaptable cloud-based technologies that deliver efficient operational workflows for the entire control room."

Steven Raucher, chief executive officer of RapidDeploy, said: "By announcing this partnership, we have selected the most innovative control room integrator in both the UK and United Arab Emirates. We look forward to building a successful partnership as we bring our best of breed CAD solution to a broader public safety market."

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