



Tick-it®: Recovery Communication. *Delivered.*

Bob Nunnally, CEO



Balaya: Business Messaging Platform

75% of companies say they need remote-access for COOP & Disaster Recovery...

...yet only 23% say they have an adequate solution

“Ineffective communication has proven to be a major contributor to failures in crisis management and disaster recovery. During times of crisis, communication challenges can escalate problems into disasters.”

- Blake Klaene, NFPA Journal

Tick-it: Stakeholder Communication Solution



The screenshot displays the balaya web application interface. At the top, there is a navigation bar with the balaya logo, links for 'my settings', 'help', 'privacy', and 'balaya.com', and a close button. Below this, there are tabs for 'now playing', 'Company Central', and 'browse channels'. A secondary navigation bar includes 'back', 'create new group', 'create new feed', and 'create new headline'. The main content area shows a post dated 'friday, december 4, 2009' posted by 'FEMA: National Situation Updates'. The post title is 'Homeland Security Threat Level: YELLOW (ELEVATED)' and the subject is 'significant national weather'. The text is organized into sections: 'South', 'Northeast', and 'Midwest'. A photograph of two people working at a computer is visible on the right side of the post. At the bottom of the screenshot, there is a blue banner with logos for MEMA, tick-it (with a 'logout' button), and a description of the service: 'Tick-it organizes group discussions into private, secure channels'. It also features an RSS icon and the text 'Ideal for emergency management' and 'Emergency Management Times Blog'. The tick-it tactical logo is on the far right of the banner.

Patent Pending



Mobile Accessible





Effective Crisis Management Experience

- **Joint US-Canadian Exercise: Successful solution**
- **Bell Canada: “Private, online collaboration portal” for BC**
- **New Madrid Fault Crisis Mgt Test: Replaced \$12M failure**





Rapidly Accelerating Market Adoption

Deployments in negotiation

- **Connecting city government with citizens**
 - **Canadian effort to provide information & services**
- **Connecting state and national resources**
 - **MO, AR, TN emergency response system**

“It gives us a solution for BC-DR that is highly customizable – we can create on-the-fly extensions and wisdom transfers. And Tick-it Tactical allows us to create parallel delivery systems.”

- Georges Cowan, Managing Partner, BC-IT



Your Communication Solution for Stakeholders

- **Cost Effective**
- **Reliable**
- **Platform Agnostic**
- **Easily Implemented**
- **Zero Footprint**
- **Intuitive to Use**
- **Scalable**
- **Secure**

Tick-it

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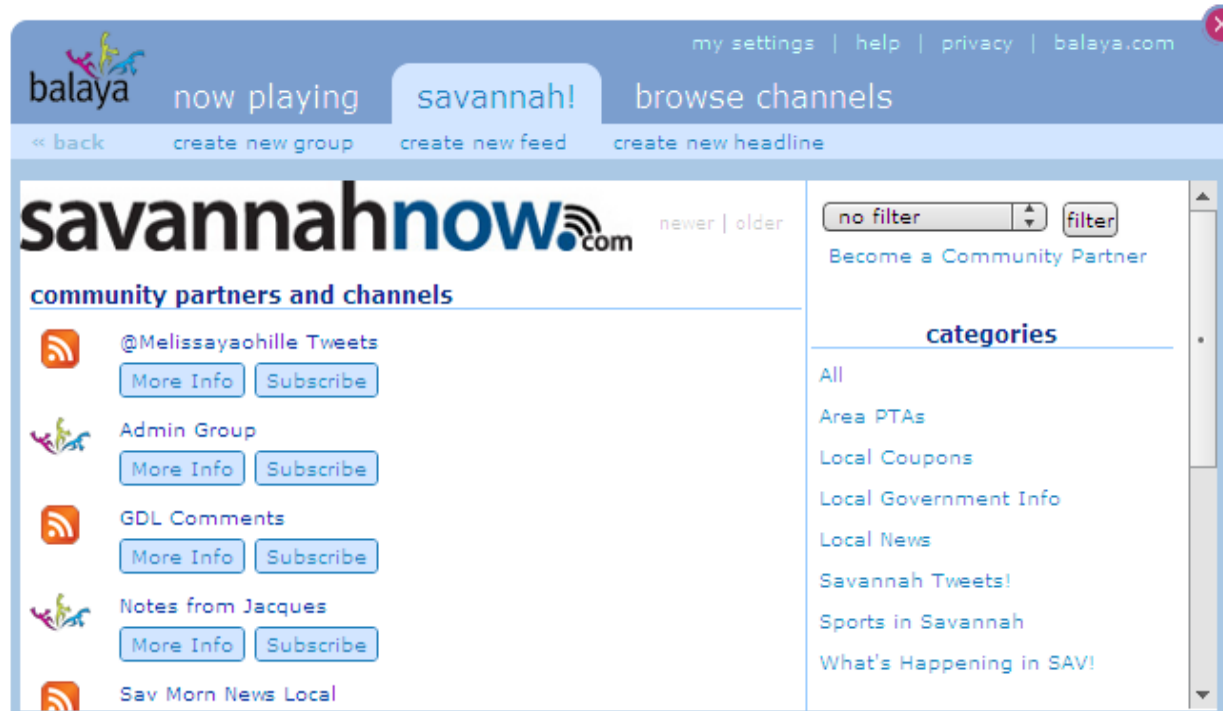


Backups



Community Tab Solution

The Community Tab aggregates & promotes the important community “conversations”





Community...

Simplified. Organized. Delivered.

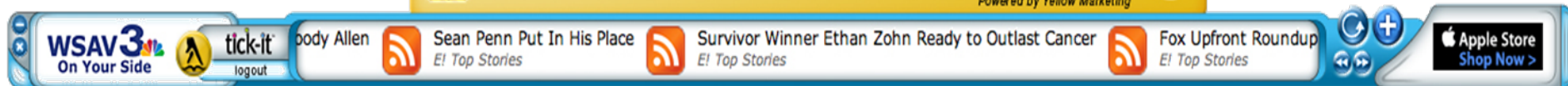
PTAs



Blogs



family
news



The New York Times



Google wave



Linked in

newsletters

