



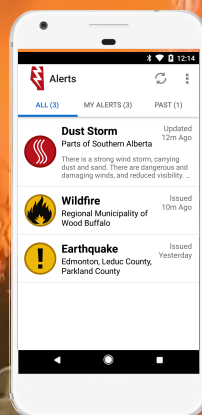
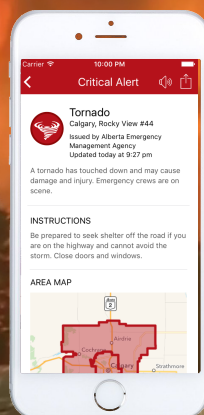
ARTER KIRKWOOD & ASSOCIATES

“I’ve got nothing but praise for Arter Kirkwood’s work. They’re interactive, responsive, and problem-solvers.

**TIM TRYTTEN**

Alberta Emergency Management Agency

Available on the  
**App Store**



GET IT ON  
**Google Play**

This app kept me up to date on the Alberta wildfires, I was actually one of the first to let my friends know they had to get out. GREAT JOB!  
– GOOGLE PLAY REVIEW

## ALBERTA EMERGENCY ALERT APP

**131,000+**

People receiving life-saving alerts

**4 Months**

To create and launch the app for Apple & Android

**160%**

Increase in registered app users in its 2nd year

**Agile**

Utilized time-saving MobilizeWorx product delivery framework

**Collaborative**

Transparent, open communications and decisions throughout project

**Innovative**

Creative solutions to complex problems, including integration

## Developing a Life-Saving Alert App on a Tight Timeline

Alberta Emergency Management Agency (AEMA) facilitates the Alberta Emergency Alert (AEA) system to inform citizens of ongoing emergencies – whether it’s a road closure, a missing child or major weather event.

AEA’s team lead, Tim Trytten is charged with choosing the right technology to get emergency information to the Albertans who need it.

In 2013, he saw an opportunity to bring Alberta’s alert system into the mobile space where their audience was already active. With just four months until fiscal year-end, Tim needed a partner who could deliver a mobile app for both Apple and Android before his annual budget disappeared.

After receiving a recommendation from the AEMA’s technology partner, Trytten contacted Arter Kirkwood & Associates (AKA), specialists in mobile notification-based apps.

As a result, Canada’s first geo-targeted push-alert app was slated for development and the challenges were considerable. Initial versions of the app were carefully designed, built and tested.

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**I was facing time constraints and dollar constraints. I didn’t have time for the traditional waterfall cycle. I wanted something agile.**

**TIM TRYTTEN**

Alberta Emergency Alert Team Lead



Once released, AKA monitored the real-world use to ensure the app was meeting Albertan's needs. Continuous improvements would become part of the on-going support and maintenance. This was exactly the type of adaptability and service Trytten was looking for.

Throughout the development, there was a push for a successful, on-time release. Alberta's Minister of Public Safety was going to announce the new app at the group's high-profile annual event: Emergency Preparedness Week.

The app was critical for informing the public on how to remain safe when a tragic wildfire engulfed the city of Fort McMurray in the summer of 2016.

Over 11,000 people in need of crucial information downloaded and relied on the app within a 24-hour period – that's one registrant every 13 seconds. During the Fort McMurray wildfire total usage climbed to over 112,000 – more than double Tim's original goal of 50,000 registered users.

To this day, Tim continues to receive requests for information from governments across the country hoping to use similar technology to keep their citizens safe.

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**AKA understands they're not building a single shot. They're building a long- term relationship – and that's critical.**

**Whether you're working on a tight timeline or facing complex integration needs, we can help you achieve your goals and get your project in on time and on budget.**

**Your Business. Your App.**

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**(403) 970-9585**

**CONTACT US**



## Features

- Notifications & alerts for critical (life-threatening) and informational events
- Personalization, users can set specific area alerts
- Location tracking, alerts for emergency events happening near you
- Fully accessible to people with different abilities, including visual, physical or age-related limitations

## Technology

- iPhone & iPad
- Android smartphone & tablet
- Push notifications
- Location services
- Maps
- Integration with provincial public alerting system, Alberta Emergency Alert

## Services

- Product ideation
- Lean UX design
- Agile development
- Back-end integration
- Submission to app stores
- Promotion & training
- Maintenance & support
- Analytics
- Product management