



## 8 Reasons System Integrators Should Offer a Mass Communications Solution



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If you think mass communications systems are out of your wheelhouse, think again. You're probably dabbling in it already. According to AtlasIED podcast panelists, whether you're focused on AV, IT, or security, you're in a good position to profit from deployments of mass communications systems. Its applications are expansive, the market potential is ripe, and, best of all, mass communications is a relatively easy sell.

**Here are 8 reasons to add mass communications solutions to your product portfolio:**



## ① It Leverages PA and Intercom Systems

Conventional PA and intercom systems are good communications tools, but their reach is limited. Information is delivered audibly and on-premise, leaving many people out of the communications loop. A mass communications system adds visual and off-premise components to the mix. People who can't hear the message due to high levels of ambient noise, for example, can see the message instead on displays. Those who may be off the property, like employees on a lunch break, can receive text messages on their smartphones. Everyone gets the information quickly and reliably, helping businesses operate more efficiently and safely.



## ② It's Comprehensive and Versatile

What's the best way to convey a wealth of information to employees, students, patrons, guests, and other people in a commercial setting? Audio through speakers, video on displays, or the screens of mobile devices? Usually, a combination of all three works best. A mass communications system ably supports this trifecta of messaging modes, but with the versatility to customize the setup for the needs, audience, and environment. For example, if only audio makes sense now, start with that, knowing you can always link in video and text messaging later.



### 3 Its Market Potential is Huge

Because they are so customizable and scalable, mass communications systems are well suited for a wide range of markets and applications. This allows integrators to broaden their scope to markets they already serve while diversifying their business models to tap into completely new industries. “Any environment where people are present is a candidate for a mass communications system,” says Mike McCormick, AtlasIED regional sales manager. This includes school campuses, healthcare facilities, industrial settings, retail and hospitality establishments, transportation hubs, and more. With safety at the forefront of everyone’s mind, now’s the time to grow your business by adding mass communications to your repertoire.



## 4 It Often Qualifies for Federal Funding

Life safety measures at schools, hospitals, and other commercial environments have taken on a new level of importance. Consequently, mass communications systems often qualify for federal funding. "There's more money available than ever before for schools and hospitals to apply improvements in their communications systems for adherence to new life safety measures, practices, and policies," says Michael Peveler, AtlasIED VP of sales. This bodes well for integrators. With financial backing from the federal government, school and hospital administrators are more than willing to allocate money to a communications system that can help save lives.



## 5 It Integrates With and Enhances Technology You've Already Installed

Whether you've installed a PA system at a school, a security system at a hospital, an audio system at a restaurant, or an IT network at an airport, a mass communications system ties in seamlessly, broadening the coverage of outbound messages for improved life safety, operational efficiency, and customer satisfaction. Plus, "you can use the same feature set for diverse verticals," explains McCormick. "Bells delivered by a mass communications system, for example, are just as useful in industrial settings as they are in schools." Similarly, the same security condition that triggers a siren can also activate a pre-recorded and -scripted message to speakers and displays. Speakers originally intended for background music can now also broadcast evacuation and lockdown information, while displays can present a wide variety of information for way-finding, security, and regulatory purposes. United under the aegis of a mass communications system, these once single-purpose products transition into multifaceted communications tools.





## 6 It Supports Both Emergency and Routine Notifications

A mass communications system is broad in scope and application, rich in features, and versatile in delivery. It functions just as well as a communications conduit for routine, daily announcements as it does for life safety alerts. This broadens its appeal and financial viability immensely for many customers. "When customers can use a mass communications system for everyday messaging and emergency messaging, they get a great return on their investment," says Peveler. "One system does it all, and time and again that's what we hear our customers want," adds Diana Rosenblatt, AtlasIED regional sales manager.





## 7 It Adapts to Changing Customer Needs and Environment

The mass communications system you install today can serve the needs of your customers well into the future, thanks to its customizable, scalable design. New speakers, displays, and other devices, as well as new capabilities and features, can be added at any time, allowing you to expand and adapt the system to your customers' needs and as the environment changes. When information about new health mandates or safety regulations at a school, hospital, or industrial facility needs to be shared, for example, new pre-recorded messages can be easily programmed into the system. Similarly, should a once-empty space now serve as a functional classroom, a new speaker can be added to broadcast routine and emergency announcements. Whenever an airport undergoes renovation or expansion, so too can the mass communications system.



## **8** It Makes Solid Business Sense: You Profit as a Sole Provider of Unified AV, Security, and IT

With so much going for it, why hasn't mass communications caught on with systems integrators? What's holding them back from making it a part of their standard product offering? Perhaps concerns over the complexities of unifying disparate technologies is the roadblock, the panelists agree. For example, an integrator whose expertise is security might have reservations about venturing into the unfamiliar territories of IT and AV to deploy a unified mass communications solution. "It's time to get over it and "connect the dots," and embrace mass communications as a vital and lucrative facet of your home systems business," says Rosenblatt. "For far too long systems integrators have provided their customers with 'siloed' systems, but based on what we're hearing, that's not at all what customers want. They want a single system that does it all. More importantly, they want that system designed, installed, and serviced by a single integration firm rather than multiple contractors." By combining disciplines and offering a mass communications solution, you instantly become that one single source customers can call, time and time again, for a healthier bottom line.



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