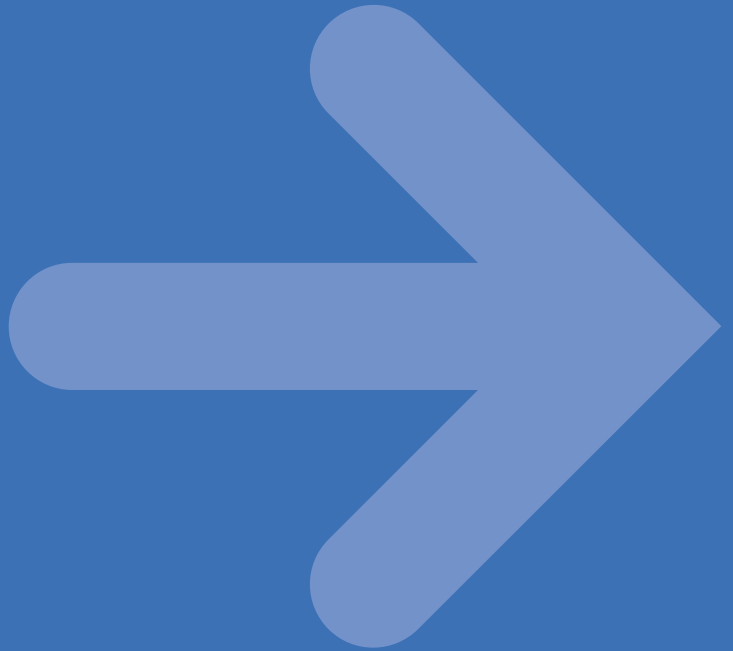


Working for a Safer Society



SOS Alarm



We have a mission

Working at SOS Alarm is not simply a job.

We have a mission. This means that we are deeply inspired and focused on a single task; working for a safer society.

Our mission statement has been created as a direct result of discussions with our employees about the company's future and their views on the company's mission.

When we asked the general public what the name SOS Alarm meant to them, the reply was security and reliability. Opinion polls have shown that confidence in our ability to handle assignments is very high.

This means that if you want or need to use SOS Alarm you will encounter people who not only do their job very well, they also do everything they can to deliver the best possible solution.

We have a vision

Sweden's work methods are being observed more and more from abroad. Our technical systems set the standard not just for Sweden but for many other countries. Our vision is to be the most advanced supplier of services which will create a safer society in Europe.

SOS Alarm is a market leader and one step ahead of its competitors, the company maintains this position by employing highly skilled personnel and by training them to understand people's needs in all situations. The company also believes in the refinement and development of new services, advanced technology and multi-level cooperation.

At SOS Alarm we believe that being the best means giving added value to our clients.

SOS Alarm has considerable experience of helping people in distress. We are best known for being responsible for the 112 emergency number. Each day we receive 50,000 calls from people who have undergone such things as heart attacks, break-ins, robberies or fires, and are responsible for directing the right assistance resources to the location.

The experience and competence we have gained from this work means that we are also in a position to offer a number of other alarm monitoring services at competitive prices. Common to all of our services is the sense of reassurance they give you when a serious near-accident occurs.

Our clients include the state, county councils, municipalities and companies, but private individuals can also benefit from our services.

By maintaining an active dialogue with our clients and partners we are constantly developing our services.

Making good use of our services provides added value in the form of reassurance and long-term value.

Background

Business concept

Facts

Services

Nova 2005

SOS in Europe

SOS Alarm centres

Contacts



Background

1953

Established the single emergency number

1973

SOS Alarm established

1994

Introduction of a wider business concept

Background

SOS Alarm are by appointment of the Swedish government responsible for receiving all emergency telephone calls (112 - emergency calls).

The Swedish emergency telephone service was established as early as 1953 and its single number concept was adopted to make it easier for people to contact the emergency services. The service was initially administered by the national telephone company, Televerket, but since 1974 it has been maintained by SOS Alarm, a corporation that is owned by the Swedish government, the Swedish Association of County Councils and the Swedish Association of Local Authorities.

SOS Alarm is primarily responsible for handling 112 emergency calls and coordinating rescue work but this is only one of the company's many services.

Experience of working with relief resources, such as the rescue services, paramedics and the police has enabled the company to offer assistance in many different areas.

For example, by working with alarm installation companies, security companies and on-call companies, SOS Alarm can offer a portfolio of products.

The company can take responsibility for the council's management of ambulances, care phone alarms for the elderly, medical care and counselling. Private companies use our personal alarms and after hours telephone coverage.

SOS Alarm is a public service enterprise, which means that all work is undertaken under contract at an agreed price and in competition with the open market as it has done since 1995.

Staff involvement in all of the SOS Alarm centers has made it possible to implement the strategic future development programme called Nova 2005.

[Business concept](#)[Facts](#)[Services](#)[Nova 2005](#)[SOS in Europe](#)[SOS Alarm centres](#)[Contacts](#)



Our business concept... “Working for a Safer Society”

SOS Alarm is primarily known for being responsible for handling 112 emergency calls and has also developed an extensive range of healthcare services, on-call services, rescue and security services. The company is working with all of society's relief resources, e.g. rescue services, paramedics, home-help services and the police.

It's work with alarm installation companies, security companies and on-call companies has resulted in establishing a large network of partners who deliver assistance in a variety of situations.

The fastest growing area is alarm monitoring services for county councils, the state and municipalities and for small and large companies. There is also a growing demand from private individuals for services such as automatic alarms, personal alarms, care phone alarms and medical advice.

Over the last 30 years we have built up our unique SOS skills and practical experience of advanced technology, which means that today we can satisfy the needs of society, trade and industry and for new or customised security services and systems.

Our mission means that we develop, offer and carry out services for a safer society.



Business concept

We have unique SOS competence.

Since the beginning in 1973 we have experienced dealing with complicated situations and events. This unique experience enables us to deal with major incidents as well as the usual emergency situations.

Working at an SOS Alarm centre requires special training and certification. Our certified SOS operators are carefully selected and tested, and undergo a continuous program of competence development. Our employees' knowledge is tested every year using a special e-learning method called SOS Arena. Regular medical examinations are compulsory.

Behind our unique SOS competence there is a specially developed interview technique that allows us to analyse assistance needs. Similarly, we have a high level of technical competence in security, communication and alarm systems to enable quick deployment of the correct assistance resources.

Advanced technology is our strength. Because security is fundamental to us, we have fail-safe technical systems. If important community functions are disabled, we have a human backup system that means that we can continue to operate in unexpected and extreme situations.

Focus makes us effective.

Being at the centre of events, we have great experience in mustering strength and solving difficult tasks. We work quickly and our working methods ensure that the best resources and the best solutions are applied effectively. But it is not just about reacting quickly. Being meticulous is equally important. Meticulousness has therefore become a hallmark of our operations.

There is a orderly structure to our working methods and routines that provides an assurance in our work. In 1998 SOS Alarm was ISO 9001 certified. Our commitment to quality control and system development is assured.

To sum up, we can say that our result-oriented working methods have meant that the general public have great confidence in us. It also means that our services create added value for our clients in the form of long-term value growth and the feeling of increased security our services give to people.

Facts



112/Emergency Services

“112” is the standard emergency telephone number in the European Union. The idea of having one telephone number for all emergencies has meant that communication and designation of the relevant emergency service is more efficient.

112 is only to be used in cases of emergency.

An emergency is a situation where people’s lives, property or the environment is in danger and immediate help is required from the Ambulance Service, Fire Service, Police, Air/Sea Rescue Services or Mountain Rescue Services.

SOS Alarm works with the emergency number 112 on behalf of the government, and takes emergency calls, interviews callers and assesses the situation so that the appropriate emergency service can be deployed.

We have agreements with most of Sweden’s municipal rescue and fire services. For every type of emergency situation an alarm plan is pre-defined and will be followed in the event of an incident.

During rescue operations we operate as a coordinating link between the police, rescue services, ambulances and other services.

Advanced technology and methodology mean we can react quickly and work with a wider range of organisations over a larger area. Our advanced interview techniques are supported by technology which enables us to quickly localise people in distress and their needs.

Together with the rescue services we develop new municipal services that provide quicker emergency responses such as pre-alarms and listening-in features for fire officers.

Every emergency call is answered by a professional operator who interviews and takes care of the caller while dispatching the relevant emergency services.

It is important that the caller is prepared for the questions that the operator asks so that the right services can be dispatched to the right emergency location. By calling the single telephone number 112 it is possible to receive help from all or any one of the available rescue services. For example; the ambulance service, the police, the fire service, air and sea rescue, mountain patrol, priest on call etc.

Facts

The following services are reached by calling 112:

- Ambulance services
- Rescue Services
- Fire Services
- Police
- Lifeboat Services
- Information about toxic chemicals
- Air/Sea rescue
- Mountain patrol
- RADIAC patrol
- Marine Environmental Services
- Air Ambulance
- Social Services
- Medical Services
- Doctor/Midwife/Nurse On Call
- Veterinary Services
- Priest On Call
- Animal Ambulance

About SOS Alarm

Background

Business concept

Services

Nova 2005

SOS in Europe

SOS Alarm centres

Contacts

Security Services

SOS Alarm has many years' experience of being at the centre of events around the clock. This means that we have developed working methods and resources to be able to solve difficult tasks safely and expeditiously.

Furthermore, our advanced technology makes it easier to assist companies, authorities and others with a variety of services designed to provide security in emergency situations.

A predetermined plan of action is followed for different types of emergency situations. Image sequences are always saved, the task is registered and the client's contact person is notified.

Together with our clients we compile tailor-made solutions designed to minimise the consequences of selected forms of incident.

Maintaining security demands a variety of different security solutions and has become one of the fastest growing service areas.

Some examples of our Services:

Transport alarm

Personal alarm

Automatic alarm

TV/Video security services

TV/Video alarm verification

TV/Video security

TV/Video patrols

TV/Video access control

Emergency duty

SOS Alarm has extensive experience and detailed knowledge of operating professional emergency telephone services around the clock such as receipt of fault complaints.

New emergency teleservices are constantly being developed with more detailed analyses and advice as well as supported monitoring.

Through our network of selected on-call companies we can react quickly with advice and provide information on practical help. Our knowledge of the society's structure, our high level of availability and efficiency as well as our advanced technology enables us to react efficiently during all kinds of incidents.

Furthermore, SOS Alarm can in certain cases be one step ahead by supplying information, for example, from SMHI (the Swedish Meteorological and Hydrological Institute) and power companies in order to prevent such incidents as floods and power failures. We also have the very latest channels for disseminating information.

Working with our clients, municipalities, housing corporations and private companies, we are able to compile customer specific alarm and action programs which minimise the effects of damage for selected incidents.

On-call crisis service

On-call property service

Municipal fault complaint service

Alarm service - Residual value management

On-call recovery service

Healthcare Services

Ambulance Dispatch

The number of ambulance journeys is increasing, both for casualties and for planned transport. This places high demands on routing and not least on the skills of the paramedics as critical advice is required in many cases.

Our advanced technology means that we can make optimal use of the ambulances over county borders and be more cost effective. This means that several counties can have a joint contract that allows the utilisation of ambulances on their return journeys.

Medical advice

It is becoming increasingly common for county councils to seek cooperation with SOS Alarm especially with respect to medical advice.

Care phone alarm

We make it possible for the elderly and sick to continue living at home and still have the reassurance that help is close at hand.

The car phone alarm is connected via the telephone network and this in turn transmits the alarm to our personnel. Nearly half of all alarms are dealt with by the SOS Alarm centre, the remainder are reported to home help services, night patrols, ambulance services or other relief resources.

Nova 2005



The company is committed to future development and it's employees have shown their unequivocal devotion to this mission. After a thorough internal process, 12 programs have been started and the aim is to complete them by 2005. The aim of Nova 2005 is to maintain a high standard of quality, focus and security.

SOS Alarm has also been instrumental in developing technical equipment for SOS Centres. During 2003-2006 a new technical platform is being developed. This platform will enable resource flexibility, better integration with partners and customers as well as call diverting to improve call handling.

Nova 2005

Many parts of the Nova 2005 programme are already in use and as encouraging proof of it's quality SOS Alarm has been awarded the "Swedish Competence - Company of the Year Award 2002" at the annual competence convention in Stockholm.

The motivation was as follows:

"SOS Alarm has in a radical way managed to carry out an extensive, efficient and well rooted competence development programme within its entire organisation. By continual study of educational needs, systematic realisation, certification systems and follow-up with particular attention paid to profit sharing systems, SOS Alarm has achieved an extraordinary result".

Nova 2005 includes the following programmes: 112 and rescue services, medical care services, security services and on-call services. Business development, market/sales, economics, technology, human resources, information technology and models for global communication.

[About SOS Alarm](#)

[Background](#)

[Business concept](#)

[Facts](#)

[Services](#)

[SOS in Europe](#)

[SOS Alarm centres](#)

[Contacts](#)

SOS Alarm in a borderless Europe



SOS Alarm was established in order to provide effective solutions to the public and private sectors in Sweden. Swedish companies who have offices throughout the world have been keen to use SOS Alarms services abroad, especially in Europe.

Globalisation and the speed of Europe's integration has meant that borders have become less important, even for the emergency and security services. This new borderless Europe and the exciting development of technology means that services will no longer be limited to a defined area.

SOS Alarm aims to encourage "sharing experiences" by benchmarking, a method of using systematic comparisons and improvements in an area where others have already achieved results, such as improved working techniques, technology and competence.

The Swedish telecommunications company, Ericsson, has shared its practical experience and technical knowledge of establishing alarm centres and provided training to other European countries with the help of SOS Alarm.

Sweden established the integrated emergency services number 112 at an early stage and it has led to the development of strong relationships with other Scandinavian countries.

The medical decision making support that we use today is based on a Norwegian system. Exchanging experience with our counterparts in England has given us valuable insight into various services, rescue and alarm processes, life saving and healthcare advisory services.

In the European Union, the demand for cooperation and practical experience is growing and it is mainly in the areas of technology and education.

Important prerequisites with regard to third generation telecommunications have been decided upon in cooperation with our European partners. SOS Alarm is an active member of ETSI, the official standards committee in Europe.

SOS Alarm's activities are widespread, from emergency services to security services, and our competence can be utilised in many fields.

SOS Alarm is involved with several strategic projects and networks, for example:

Eurowatch

A European support network for professional drivers who are threatened or are in danger of being hijacked.

SOS Alarm is the Swedish national service provider and maintains this service with other European countries. This service provides drivers with access to their own police and other emergency services and enables them to communicate in their own language.

SOS International

An organisation created by Nordic insurance companies who help tourists whilst travelling abroad with accidents, serious health problems or car breakdowns.

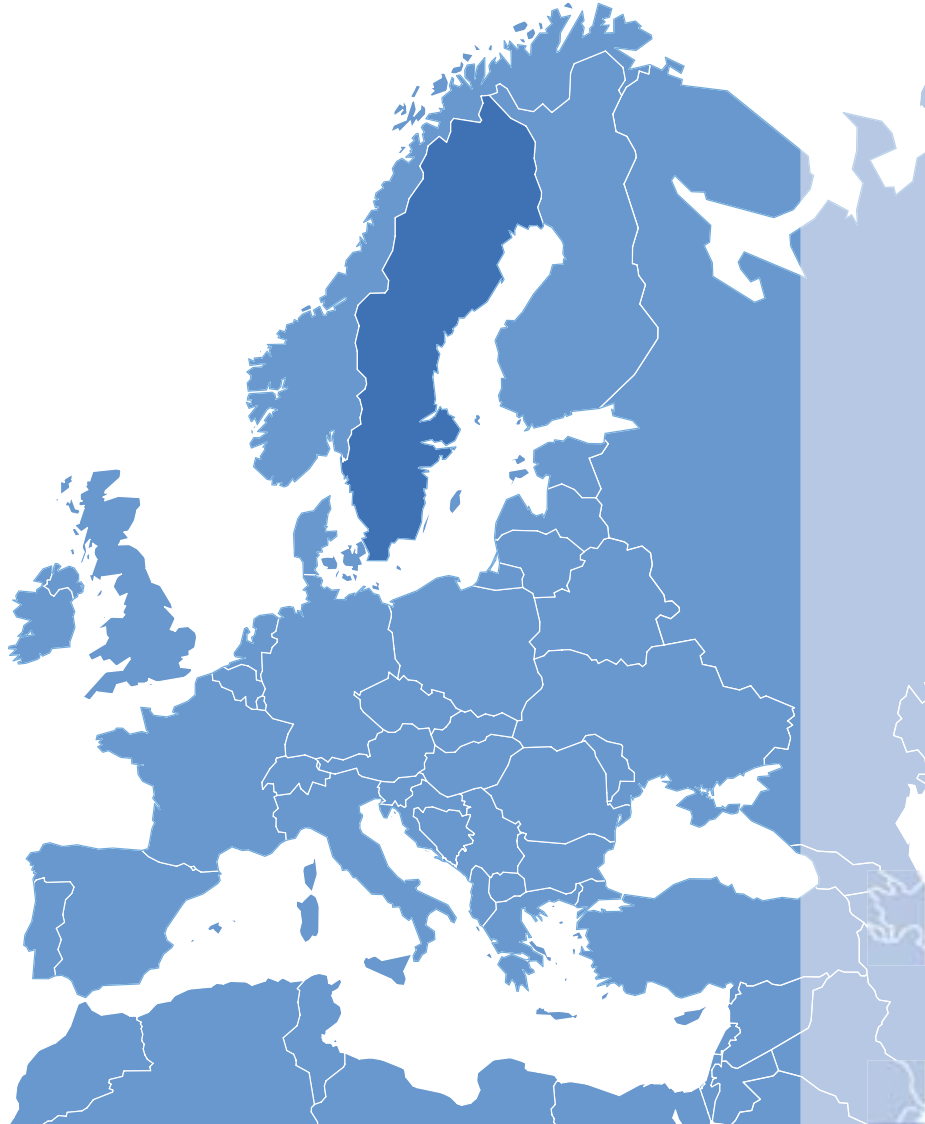
E-merge

SOS Alarm and its European associates are working on a project called E-merge which aims to increase vehicle safety.

For example, in the event of an accident, the emergency services are immediately informed when pressing an emergency button in the car or maybe when an airbag is inflated. The alarm signal can also send positioning coordinates and vital information.

The project is not only a technical project but aims to overcome cultural, lingual and organisational barriers.

SOS Alarm is considered to be an interesting partner having deep experience in operating the public 112 services as well as alarms for the private sector.

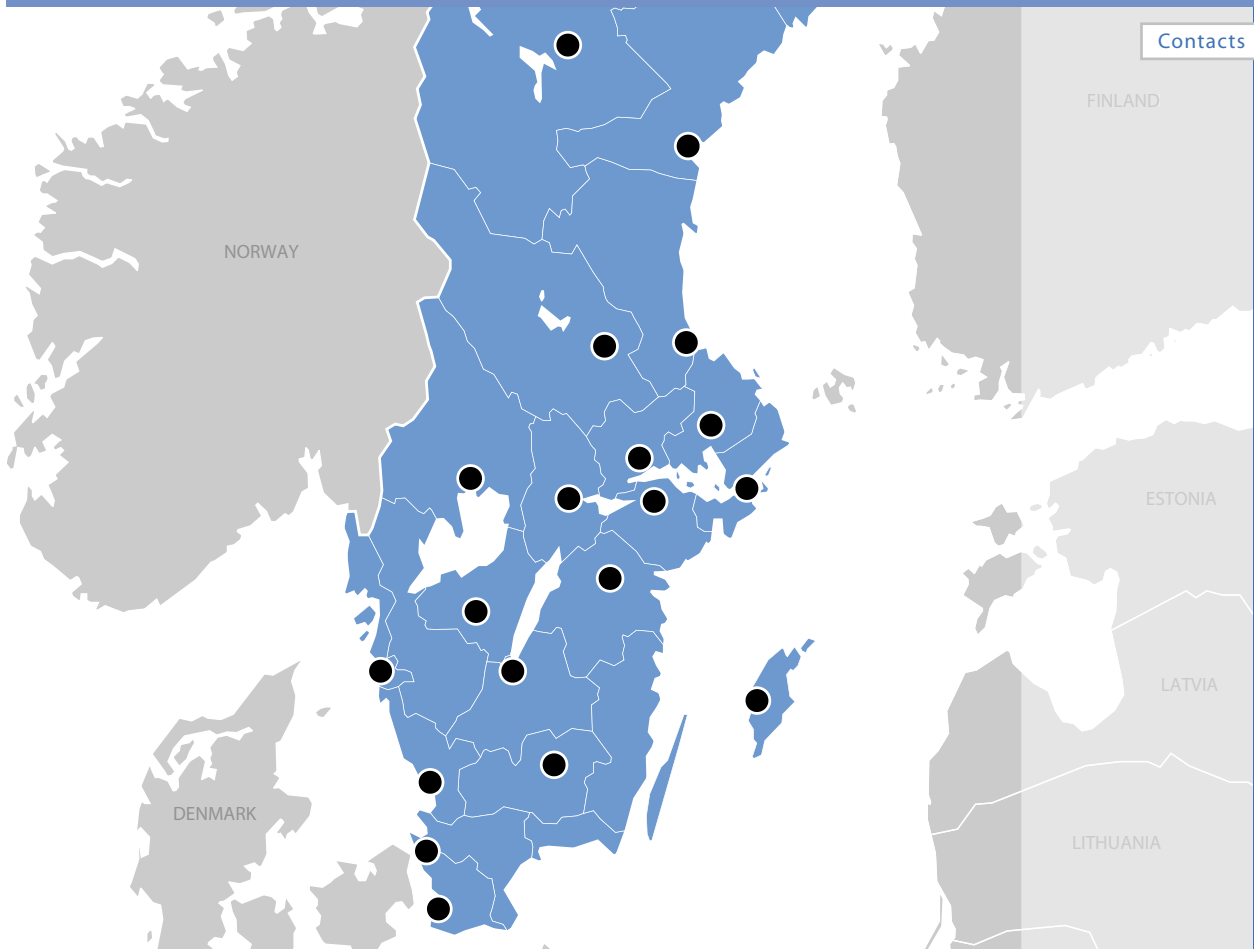


SOS in Sweden

SOS Alarm's centres are open 24 hours a day, 365 days a year and can be found at 20 locations throughout Sweden.

Each local unit has a unit manager who is in charge of operations and supported by a committee. Total cooperation with local officials and local businesses is vital for each individual unit.

SOS Alarm centres



About SOS Alarm

Background

Business concept

Facts

Services

Nova 2005

SOS in Europe

Contacts

SOS Alarm
Working for a Safer Society



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[About SOS Alarm](#)

[Background](#)

[Business concept](#)

[Facts](#)

[Services](#)

[Nova 2005](#)

[SOS in Europe](#)

[SOS Alarm centres](#)

Contacts

SOS Alarm is owned by:

The Swedish Government (50%)

Swedish Association of Local Authorities (25%)

Swedish Association of County Councils (25%)

Annual turnover: Circa 550 milj. SEK. or 60 milj. Euro

Approximately 850 Employees.




SOS
Alarm
For a safer society