On the light side

How we built air alert system in one week during the war

AJAX

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Chief Marketing Officer, Ajax Systems

Tech roots

Driven team

2 899 employees

Product portfolio

135 devices

Presence

2 500 000 customers
169 countries

Russian attacks on Ukraine

As of 19:30 EET, 24.02.2022

The Kyiv independent

Source: Ukrainian officials

66+

Air strikes during the first day

Attacks

(approximate region)

What is full-scale war

Civilian objects under attack from Russian missiles

Outdated alert system

Partnerships are a key to rapid solutions

Ministry
of Digital Transformation
of Ukraine

Not an average challenge

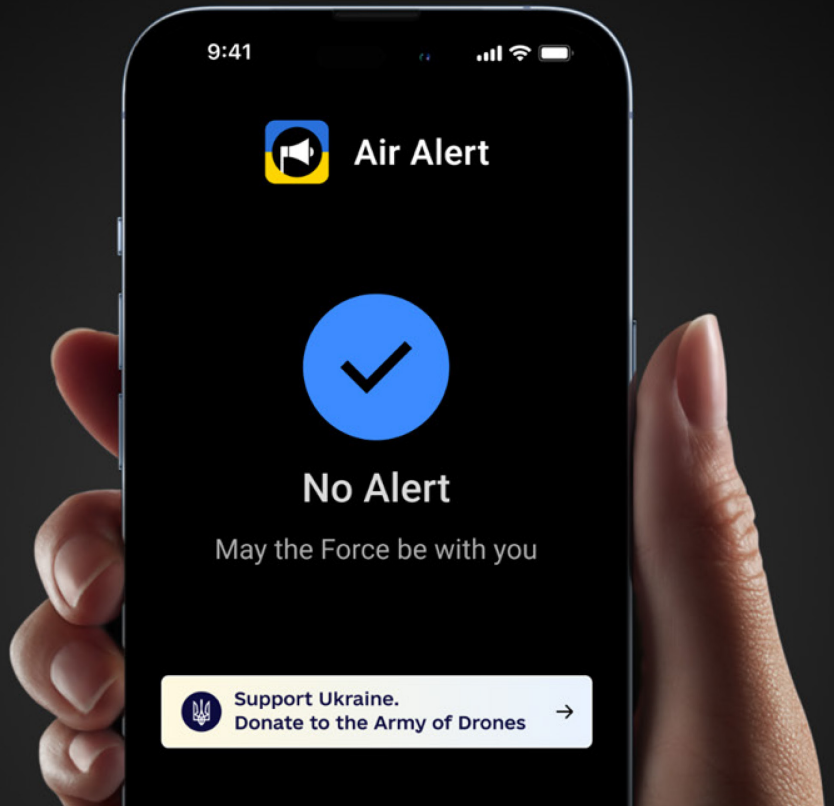
Enhance the soviet air-raid siren system

Rapidly scale the app for widespread use

Develop an app for emergency alerts

Critical alert feature

App to save lives



Air Alert app was operational in five regions
less than a week after the invasion began

Air Alert

24+ million

downloads

6+ million

of active users

Air Alert stats

56 min
average duration

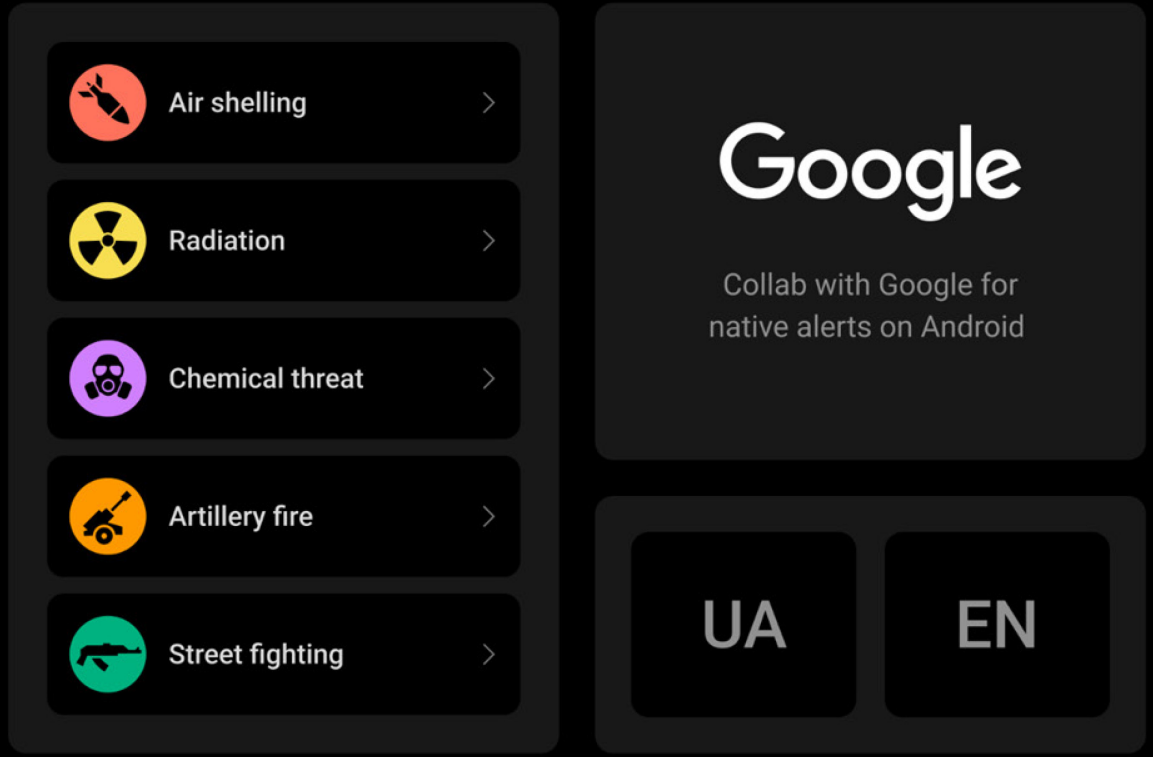
Thursday
most often day

12:00
most often time

33,636 alarms
across country

18 h 43 min
the longest attack

Constantly improving features



35% to 45% of observed civilian casualties were avoided due to the alert system

*According to research tracking people's mobile-phone movement after receiving an alert

App as a donation platform

Air Alert

$153 000

Raised via the app

Scaling solution for civil protection

Prompt alerts solution for schools

Shelters with an automatic door opening system

May the force be with you

Luke Skywalker