



# FirstAlert!

POWERED BY COTTON GDS

## Emergency Planning and Priority Response

Cotton Global Disaster Solutions designed the FirstAlert! Program to help our valued clients get the most out of their partnership with us. Our goal is for you to always be prepared for a disaster and to get you back in business fast, with minimal interruption and top-rated service.

As a member, Cotton will work with you to establish a strong emergency plan and will become familiar with your operations and commercial properties. With a thorough understanding of your facilities, Cotton can quickly get to work restoring your property following a disaster or during an emergency repair.

### What's Included

50% discount on CAT fees for FirstAlert! Clients

Preferential Status during community-wide disasters

Initial response within 15 minutes or less

A designated Cotton Representative that can be on-site within hours

Damage assessment and Scope of Work completed within 48 - 72 hours

National and international response

Disaster restoration planning and training

24/7 disaster watch with Cotton's Business Intelligence Center\*

\*All FirstAlert! Members will have access to Cotton's **Business Intelligent Center (BIC)**, which utilizes state-of-the-art technology to to monitor daily activities, weather, and catastrophic events that could harm your property. The BIC will keep your team updated with any potential threats so you can act swiftly to protect your property.



## Fast-Track The Recovery Process With A MSA

Want to further speed up the recovery process? A Master Service Agreement (MSA) with Cotton means more time and money saved. This non-binding agreement allows you to negotiate and agree to the Terms and Conditions beforehand so that during an emergency event, getting Cotton to respond to your site is easier than ever. It is through this rapid response that Cotton GDS is able to reduce downtime that could otherwise cost you thousands in lost revenue.



## Benefits



### No Cost To Sign Up

There's no cost attached to joining Cotton's FirstAlert! Program. All we ask is that you allow us to build an ongoing partnership with you through emergency planning, maintenance repairs, or disaster recovery.



### Save Time

As a FirstAlert! Client, you will receive Preferential Status over non-members during area-wide catastrophes. During a non-CAT situation, we will be on-site in two hours or less.

Since we'll already be familiar with your operations, we can skip the onboarding paperwork and get straight to work.



### Year-Round Support

Even when there's no fire to put out or water to remove, Cotton provides the support you need to keep your business protected. As a FirstAlert! member, you'll have access to Cotton's disaster planning tabletop exercises and services to keep your property and workforce prepared for the unexpected.

## Contact Us

To sign up for the FirstAlert! Program or to learn more about our MSA, reach out to your Cotton Representative directly.

[cottonGDS.com/firstalert](https://cottonGDS.com/firstalert)

**(877) 511-2962**



**FirstAlert!**

POWERED BY COTTON GDS

