



Town of Oakland

Tennessee



Hi Team Oakland!

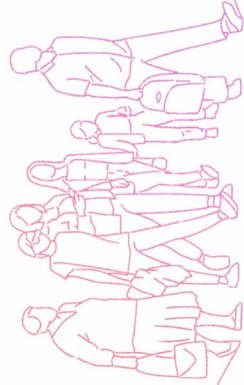
It was great getting to chat with you the other day. With so much competition for residents, economic development, and space in our community's minds, it has never been more important to have an online presence that accurately reflects your identity and to share the positive things happening every day in your town.

With everyone always on their smartphones, mobile has become the biggest opportunity you have to reach your residents and build a strong online identity. And with the Apptegy Platform, you now have a one-stop-shop for communications for both your residents, and your staff. I hope you enjoy the booklet, and I'm looking forward to our next conversation!

Cailley



Cailley Reed
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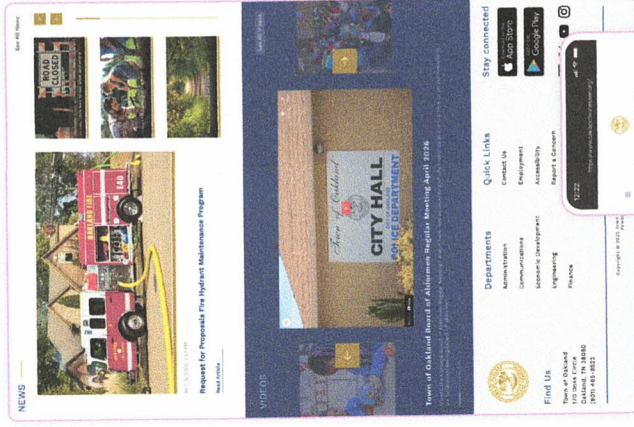


First Impressions Matter

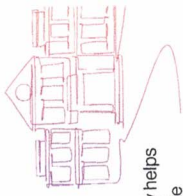
Your website is often the first interaction residents and visitors have with your community. Apptegy helps municipalities make that impression a lasting one by delivering a modern, visually engaging website that's mobile-friendly and ADA compliant for all audiences. With Apptegy, municipalities can project professionalism, build trust, and show community pride from the very first click.



Desktop



Mobile



Ease of Use for Your Staff

Apptegy's websites are built for ease of use, accessibility, and brand impact. Our CMS allows non-technical staff to update content quickly—whether highlighting community events, promoting attractions, or showcasing the latest initiative you're working on.

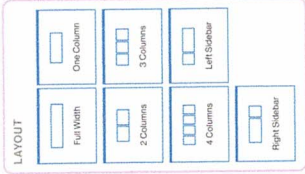
Unified Website & CMS Tools

Easily manage town and department websites at scale with a centralized, easy-to-use CMS. Full content migration and an intuitive drag-and-drop editor make it easy to manage and update every site across your town.



Drag-and-Drop Simplicity

Adding photos, videos, buttons, graphics or text is as simple as dragging and dropping content onto a page. No need for staff to know code or design principles. Our What You See Is What You Get (WYSIWYG) CMS is designed for easy updating by non-technical staff. Users can drag and drop elements such as text blocks, images, galleries, and buttons into the site editor, enabling intuitive page creation and editing without coding knowledge. Inline editing allows users to make changes directly on the web page and see updates in real time.

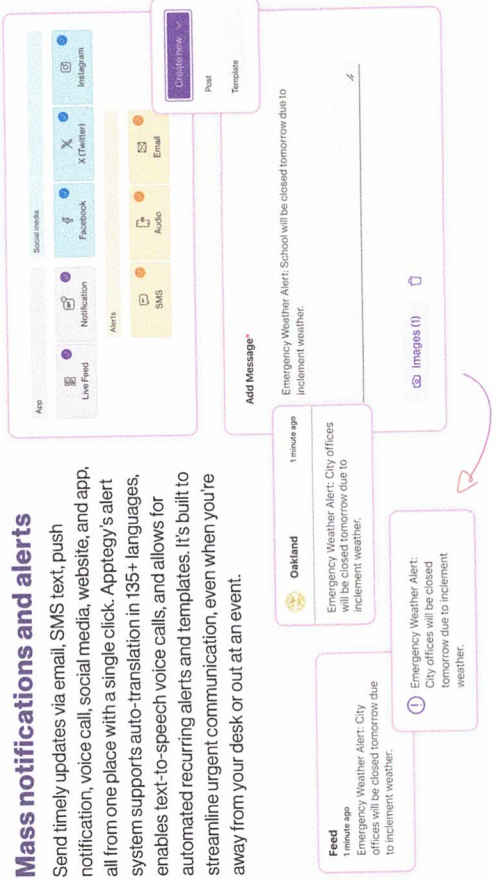


Share Updates Across Channels

Your community will receive text messages, calls, emails, and push notifications from Oakland. With push notifications, you will be able to expand your audience dramatically, as anyone who is interested can download your app.

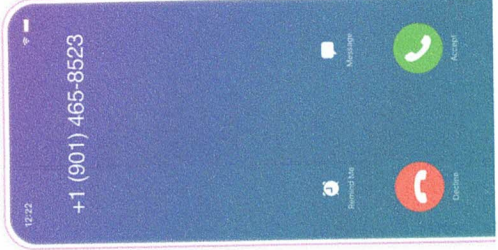
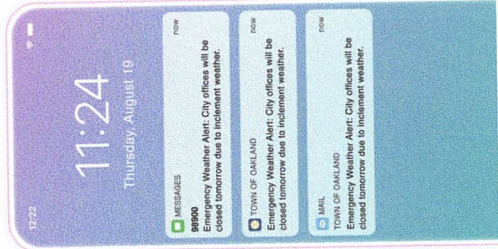
Mass notifications and alerts

Send timely updates via email, SMS text, push notification, voice call, social media, website, and app, all from one place with a single click. Apptegy's alert system supports auto-translation in 135+ languages, enables text-to-speech voice calls, and allows for automated recurring alerts and templates. It's built to streamline urgent communication, even when you're away from your desk or out at an event.



Multi-channel notification (Text Message, TTS, Voice, Email)

- ✓ Emergency Alerts
- ✓ Automated Attendance
- ✓ Notifications
- ✓ Analytics
- ✓ Over 135+ languages supported



Consistent Community Engagement

Apptegy delivers a modern digital experience that incorporates best practices in both UI (User Interface) and UX (User Experience), ensuring that visitors and staff alike find the website and mobile app intuitive and engaging. Because all features are designed and built in-house by our development team, the platform is seamless, consistent, and easy to use.

Bring the dialogue into one place — within your brand

Extend the Town of Oakland brand across iOS and Android with a custom, Oakland-owned mobile app. We know that almost all communication now happens on a single device, your smartphone. That's where you have the biggest opportunity to build consistency and engage your community with a great experience.

Live Feed

What's the most important content you share? The updates about Oakland and good things that happen there every day. The Live Feed is your town's own social media-like feed that lives natively on your website and app. Gone are the days of clunky social media website embeds.

Community Live Feed & Social Media Posts

Share Oakland stories, highlights and updates with your entire community from your own public Live Feed, built directly into your website and app. Write once, and push the post to the channels of your choosing: website, mobile app, and social media. With built-in permissions and an intuitive interface Apptegy makes it easy to scale storytelling and connect with your community.

Desktop

Mobile

Social Media

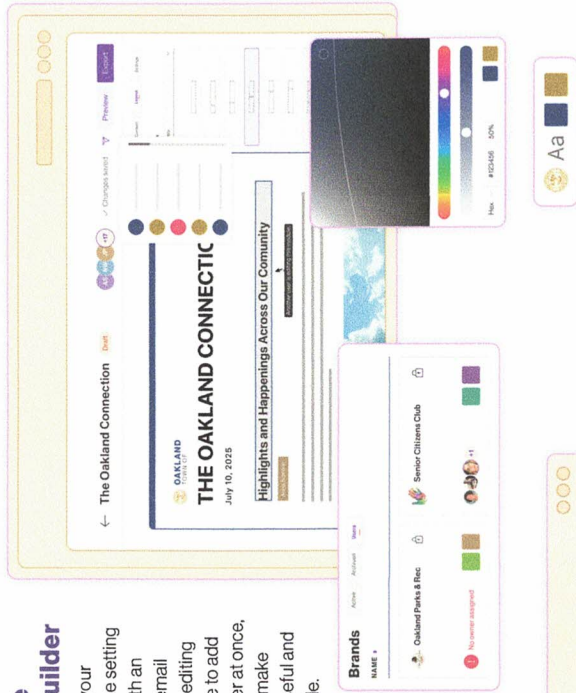
Website

Engage Newsletters

Engage gives Oakland a simple way to create and share consistent, professional newsletters. With built-in templates, collaborative editing, and AI-assisted writing tools, anyone can quickly produce clear, on-brand updates without needing design experience. Engage helps your team communicate effectively, keeping everyone informed and connected.

Collaborative Newsletter Builder

Spend more time on your message and less time setting up your newsletter with an easy drag-and-drop email builder. Collaborative editing allows multiple people to add content to a newsletter at once, letting everyone help make each newsletter as useful and informative as possible.



Newsletter Controls & Analytics

Know that your message is getting through with delivery statistics that can be understood at a glance. Want to know how your audience is engaging with each newsletter? There are metrics for everything from link clicks to time spent reading.



AlwaysOn: AI Chatbot & Analytics

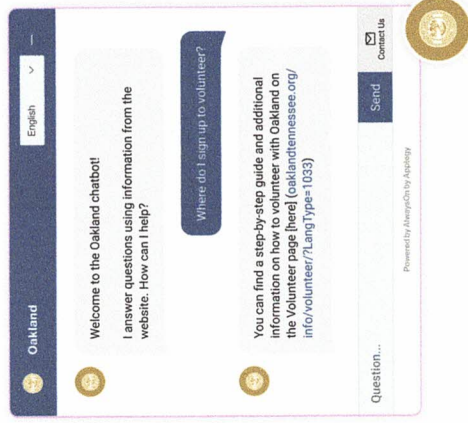
AlwaysOn gives your community instant, around-the-clock answers through a branded AI-powered chatbot, freeing up your team while improving the support experience. Built-in analytics show what web visitors are searching for, helping you uncover gaps, optimize content, and strengthen your communication strategy based on real community needs.

24/7 Customized AI Support

Deliver instant answers around the clock. AlwaysOn gives your website visitors a fast, reliable support that is trained only on your website.

Multilingual & Natural Language

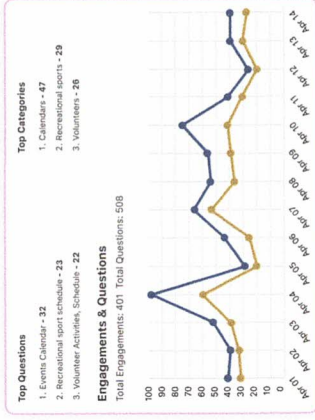
Ensure equity and access across your community with a custom chatbot that understands 30+ languages and responds in the preferred language, with natural phrasing.



Turn insights into action.

See exactly what questions your community is asking, helping you identify trends and knowledge gaps that you can fill with new web pages and proactive information.

- Discover what matters: The analytics dashboard reveals exactly what questions your community is asking.
- Predict and prepare: Identify information gaps and trends so you can create webpages and share info proactively.
- Reclaim staff time: Let our chatbot handle the repetitive questions while your team focuses on high-value interactions.



Secure, Accessible and Reliable

Trusted by 5,000+ school districts, schools, and local governments.

Successful partnerships are built on trust. Apptegy earns the trust of our clients by ensuring we deliver industry-leading security, privacy, accessibility, and performance. Apptegy, the first-of-its-kind publishing platform, is the single pane of glass behind which Apptegy's innovative products are administered. Apptegy is a cloud-based software application housed in Amazon Web Services (AWS).



Security and Performance

Apptegy follows the National Institute of Standards and Technology (NIST) Cyber Security Framework (CSF)

Apptegy maintains security and compliance certifications and assessments, including SOC2 Type 2

99.9% Uptime



ADA and WCAG Accessibility

Apptegy enables WCAG 2.1 compatible website development

Your partner in ongoing ADA accessibility



Data Privacy

Apptegy is an iKeepSafe Certified platform

FERPA Certified

COPPA Safe Harbor



Growing Together

We don't want to be just another software tool you're using. We want to be your partner in engaging your staff and your community. This starts in implementation, continues through unlimited training and support, and lives in the long-run through continued product improvement.

99% Retention Rate

Apptegy boasts high growth and, most importantly, high retention. More clients have selected to move to Apptegy than any other provider in the last 5 years and 99% have stayed with us because of the support and tools they get with Apptegy.

400+ Employees

All of our staff are in-house, full-time Apptegy employees. This gives us a unique advantage in responding quickly to questions and making improvements with you.

1.6 Million Residents

We serve 176 municipalities and 5,000+ school districts.

Unlimited 1:1 training and 1:1 support for all staff

We will work with every staff member both for training and also for support throughout our partnership. This means you don't have to provide tech support internally and can rely on us to make sure you're using Apptegy effectively. When we're talking about support, we're not talking about "opening up a ticket" and waiting days for a response. **Our support is real time over the phone and over chat and is 100% run in-house by a team of 90+. Our average response time is under a minute.**



Status Hub

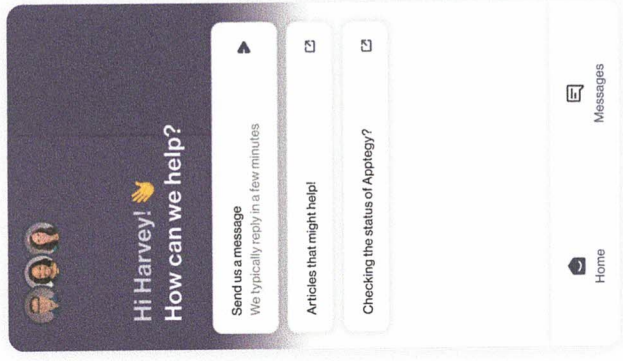
At status.apptegy.com you'll find status information for each of Apptegy's products and services. You'll also have the option to subscribe to updates on incidents.



We have been utilizing Apptegy for our website, social media, and city app, and our experience has been very positive. They've done a great job promoting our new app, resulting in a favorable response from our community.



Beth Wilson
Director of Economic Development
City of Marion, AR





Let's Talk

Experience what it means to have a true communication partner.

Let's build something better, together.



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