Reimagining Business Resiliency

Taking Mass Notification to the Next Level

Introductions

Troy Harper

- General Manager, OnSolve
- 20 years in Government Public Safety
- Former County Emergency Services Director
- Managed 12 Federal Disasters
- 5 years in Emergency Mass Notification Industry
- Specialized in Continuity of Operations
Taking Mass Notifications
to the Next Level

The Next Level
You don't know where you're going until you know where you've been
The Assessment

- Requirement
- Needs analysis
- Validate capabilities
- Evaluate and implement
- Set expectations
- Integration and automation
- Maintain industry awareness
- Test and exercise

The Need

You are in a world that relies on and requires effective message management. We are a need-to-know now society.
Intent with Execution

• Appropriate communications with planned escalations in the early stages of an incident will reduce the cost, duration and overall impact.
• The proof is in the after action reports and the hot-wash
• Under-communicate or over-communicate

Reality Check

• Admit it! It could happen here, it could happen today
• The trigger may be irrelevant
• What private enterprise can learn from government
Reimagine

• People
• Processes
• Technology

Reimagine the People

• Availability, expectation, delivery channels
• Replace the manual process where possible
• Empower the initiators
• Set the expectation for the recipients
Reimagine the Process

- Document the process and authority
- Avoid the fire extinguisher mentality
- Understand the importance of contact management
- Automate contact management

Reimagine the Technology

- Feature differentiators
- Analytics
- Inputs
- Integrations with ITSM, Service Now, Slack, and more
- Connection with legacy systems
Automation

- Reduce human error
- Automate workflows
- Automate escalation
- Automation knows the right message to deliver, to the right people, on the right devices

The Perfect Plan

1. Have a plan
2. Train and exercise with the plan
3. There are no perfect plans
4. Do not rely on the plan
Lessons Learned

- Contact data wasn’t as good as expected
- People sending messages were not as capable as expected
- People didn’t respond as expected
- A massive call-out was never thought to be a realistic scenario

“Putting all employees into the notification system was more important than we realized”

Authentic Communications

- Authority and review are essential in critical situations
- Use pre-built (and well-named) messages / templates
- Brand your communications for authenticity
- Approval workflows help mitigate human error
Questions?

Thank You!