

ROI for Corporations

In today's economic climate, companies are tightening their belts and scrutinizing every dollar spent to ensure their survival. Software and services purchases must meet stringent business justification requirements, including the ability to mitigate human and financial risks, cut costs, and improve productivity and efficiency.

An incident notification system helps companies achieve the following:

- Faster incident resolution and recovery
- Reduced communication costs
- Prevention of revenue loss and damage to business reputation due to cascading failures
- Better employee safety / fewer injuries and fatalities
- Improved productivity and efficiency
- Lower risk of lawsuits
- Improved compliance tracking and reporting
- Streamlined enterprise-wide communications
- Improved contact data accuracy
- Increased customer satisfaction

+ Reduce risk

+ Cut costs

+ Improve productivity and efficiency

1. Faster incident resolution and recovery

An incident notification system enables one person to provide critical business information to tens, hundreds, or thousands of people in minutes and to maintain an ongoing dialogue as the situation progresses for full transparency. Through tight integration with existing systems such as IT monitoring tools, alerts can be automatically sent to appropriate team members and escalated up the chain of command without relying on human intervention. On-the-fly conference bridging saves more time while two-way communications and up-to-the-minute dashboard reporting make informed decision-making possible.

2. Reduced communication costs

Traditional communication methods require more staff to sift through out-of-date contact information, manually make calls, leave voicemails, and send and manage emails. An incident notification system reduces your communication workforce to one person who can communicate to any or all contact devices with one message. Additionally, the subscription-based pricing of a Web-hosted notification system has greater appeal to managers on a restricted budget. The service is less expensive, and there is no hardware to buy or costly IT workers to hire to maintain it.

3. Prevention of revenue loss and reputation damage due to cascading failures

An organization's lack of preparation for a major disaster or routine incidents can lead to thousands or millions of dollars in lost revenue. Poor performance and lack of transparency also damage customer, stakeholder, and employee confidence. An incident notification system extends businesses' ability to respond to and resolve incidents more quickly, address ongoing information needs throughout the incident management and recovery effort, and rebuild credibility with clear, consistent, ongoing communications.

4. Better employee safety/fewer injuries and fatalities

An incident notification system allows businesses to rapidly contact employees and others with critical information, such as evacuation instructions, facility closings, and remote roll-calling to ensure safety and minimize preventable injuries or fatalities.

5. Improved productivity and efficiency

An incident notification system cuts the time it takes to complete communication tasks from hours to minutes and automates time-intensive, manual processes and activities, freeing up your staff to focus on mission-critical tasks, not communication logistics.

6. Lower risk of lawsuits

Human error, slow response, lack of transparency, and non-existent documentation fuel lawsuits. An incident notification system automates time-intensive, error-prone processes and sends consistent messages to all audiences rather than relying on manual phone trees where messages change from person to person. Extensive reporting provides an audit trail of communications.

7. Improved compliance tracking and reporting

An incident notification system helps organizations satisfy regulatory communication obligations, such as NASD 3510, through automated notifications, real-time confirmations, and full audit trail reporting that includes a history of communications, delivery attempts, and acknowledgement of message receipt.

8. Streamlined enterprise-wide communications

Incident notification addresses common challenges in day-to-day tasks, whether communicating across the enterprise or to specific groups. Take conference calling as an example. A sophisticated system tracks down meeting attendees at the designated time and automatically joins them to a conference bridge. No dial-in numbers or access codes to remember.

An incident notification system provides ROI for many uses across the enterprise

Risk Mitigation and Management	Cost Reduction and Productivity Gains
Emergency situations - Severe weather alerts - Building closures - Power outages - Workplace violence Business continuity - Response team activation - Employee alerts - Executive updates - On-the-fly conference calls - Customer and vendor notifications - Ongoing status updates - Issue resolution - Remote roll calling and safety verification	IT operations - Alerts triggered by network activities - Alert escalation up the response chain if first-line responders are not available Human resources - Shift scheduling or cancellation - Dissemination of benefits information and policy updates - Scheduling for training and other sessions requiring an RSVP Supply chain management - Inventory shortages - Product updates - Shipping timetable changes Investor updates - Distribution of financial performance data to shareholders - Notices of strategic corporate actions

9. Improved contact data accuracy

An incident notification system integrates with organizations' contact management databases to ensure that you always have the most up-to-date contact information without manually managing the process or maintaining separate systems.

10. Increased customer satisfaction

Minimize customer support spikes with notifications that proactively alert customers to the scope, impact, and resolution of the situation.



How AirTran Airways cuts costs and improves performance using notification

Ranked number one in the 2008 Airline Quality Rating study, on-time performance metrics are critical to AirTran Airways' success. With more than 700 daily flights to 57 destinations and a workforce of almost 9,000, routing passengers requires rigorous coordination among numerous teams. AirTran Airways sends up to 20 messages daily with over half of them pertinent to the state of the airline's performance metrics and other messages related to critical events driven by irregular operations, passenger or crew matters, and emergency situations. AirTran Airways replaced its pager system with the Everbridge Aware™ system, saving staff significant time every day managing routine communications, elevating awareness of on-time performance, and speeding up response times.

"Our response to the 2008 hurricanes improved from previous years because we had the right tools for effective communication. Our affected Crew Members knew the company cared because we kept them in the loop and those dealing with the response knew what to do."

Ann Cline, AirTran Airways