EBOOK

Chaos to Control

An Exploration of Modern Critical Event Management Use Cases

ONSOLVE™

Contents

Introduction

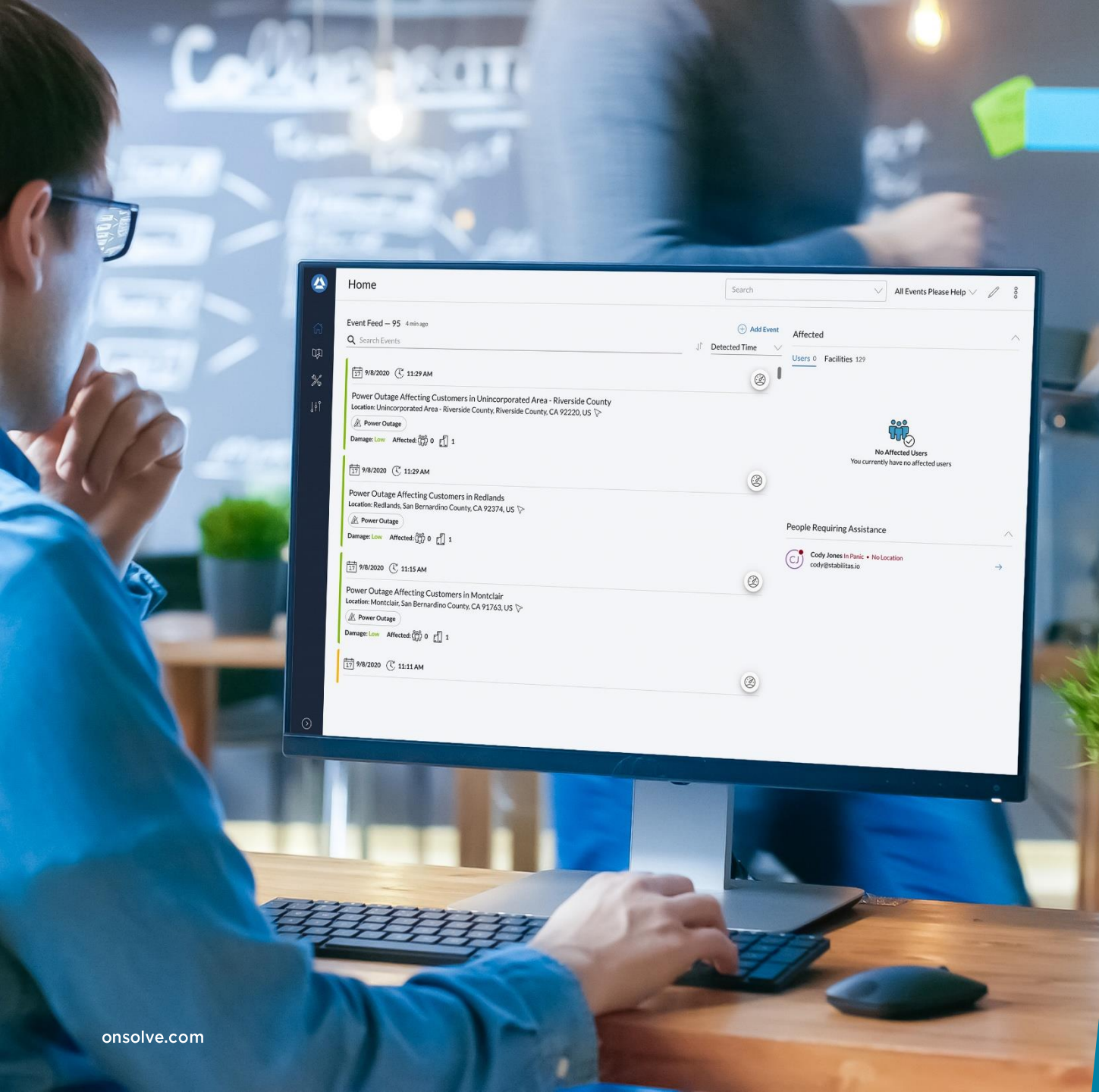
A crisis can take us from calm to chaos in seconds. Whether you're scanning the headlines from home or the corner office, you'll experience the same textbook feelings — stress, anxiety and confusion — that tend to take hold with every critical event that hits.

And they hit often. The first half of 2020 alone saw a laundry list of major crises and critical events, including a global health pandemic, a downtown Beirut chemical explosion, wildfires, hurricanes, Twitter hacks and protests and riots worldwide. If there were ever a need for organizations and government agencies to bring more control to chaos, this is it.

The OnSolve Platform for Critical Event Management™ lets you do just that, enabling you to pinpoint critical events 90 percent faster than with traditional one-dimensional modeling and human analysis and take the lead in proactively managing the end-to-end crisis response process.

In this ebook, you'll learn about the three parts of critical event management (CEM) in a use case and how OnSolve can help you protect your people, places and property, while reducing risk and improving operational continuity.

CS&A/PR NEWS 2019 Crisis Management Survey



The Three Parts of Modern Critical Event Management

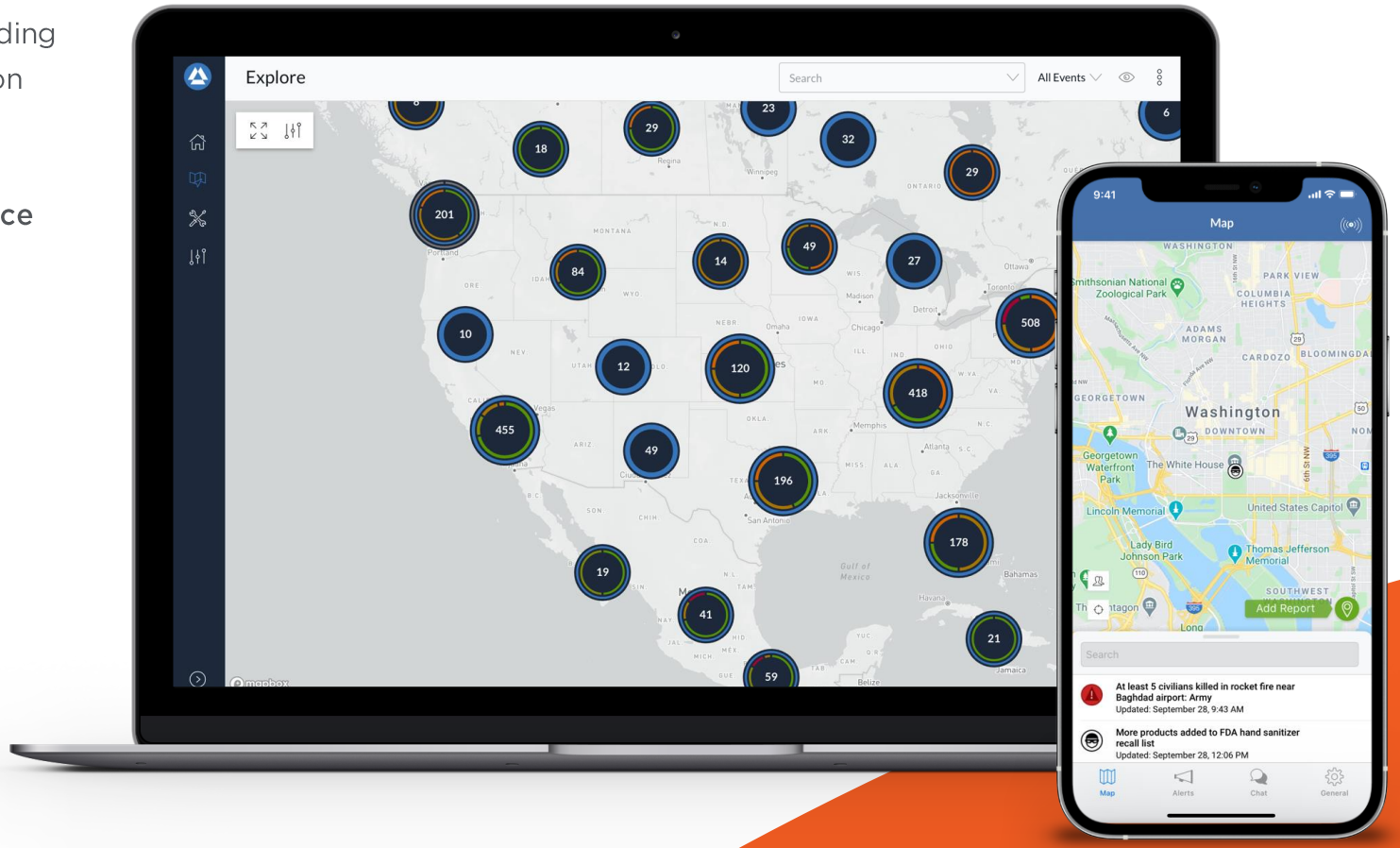
AI-Powered Risk Intelligence

At its most basic level, risk intelligence means being aware of what's happening around you and understanding both the present and future implications of the situation at hand.

Mica Endsley, former chief scientist of the U.S. Air Force and pioneering researcher in this area, describes risk intelligence as having three stages:

1. Perception of environmental elements
2. Comprehension of the current situation
3. Projection of future events

OnSolve Risk Intelligence™ harnesses the power of AI to aggregate complex data on any given situation, tracking feeds from thousands of sources, sorting through the noise and then synthesizing and distributing the data so organizations, residents or employees can act on it — in real time.



Critical Communications

Whether natural or man-made, a critical event's impact hinges largely on the quality of the communications around it. Secure messages and timely alerts make a crucial difference in minimizing a disaster's impact at every stage.

OnSolve Critical Communications™ lets response teams send targeted, time-sensitive alerts to every person they need to reach. It can deliver geo-targeted, multi-language messages via phone, email, SMS, desktop alerts, the Integrated Public Alert & Warning System (IPAWS), voice and more.

Mobile-Centric Incident Management

Storm surges. Cyber threats. Global pandemics. Whatever the incident, its consequences can worsen or improve based on how it's managed from onset to recovery.

OnSolve Incident Management™ accelerates and simplifies crisis response. Using a mobile-first platform, it enables response teams to mobilize immediately via real-time visibility and targeted coordination. It provides secure, interactive instructions that are easy to updateand distribute. A chronological audit trail of every action taken before, during and after an event delivers full visibility.

$14B Disasters

According to the National Oceanic and Atmospheric Administration, in 2019 the United States paid a steep price for over a dozen disasters ranging from floods and storms to wildfires. It was the nation's tenth consecutive year of $10+ billion losses.

Domestic Preparedness Journal,
The Future of Emergency Preparedness, Feb. 19, 2020

USE CASE:

COVID-19 Disrupts Supply Chain

A Profile of Chaos

A global pandemic poses a huge threat to a leading U.S.-based consumer product goods (CPG) company. After learning of the outbreak, the company creates a response team to assess the pandemic's severity in its areas of operation. With over a dozen manufacturing plants throughout North America, the company will likely have to shut down some facilities. The response team needs to identify affected areas to carry out capacity planning.

The company's main concern: If it had to shut down a facility, how could it mitigate the impact of shifting capacity to another facility?

If the Company Doesn't Have Risk Intelligence

The team gets overwhelmed with the amount of data reported on the pandemic by global, national and local news outlets. No one person can handle the influx of alerts while also trying to manage weather-related incidents and operational issues.

Most state-level reports are inconsistent, and very few sources have the hyperlocal data the response team needs to pinpoint affected areas.

Confusion, fear and panic start to take hold.

A Profile of Chaos

As people move across the planet, the virus moves with them. It spreads like wildfire on cruise ships and airplanes. U.S. cruise ports and airports unwittingly send infected passengers out into some of the world's most densely populated cities. The company has facilities in three of these cities.

If the Company Didn't Have a Critical Communications System

Misinformation about the virus runs rampant. Employees learn about it via social media. Rumors proliferate and facts get downplayed.

People continue to go about their daily business without understanding the risks of exposure or how to mitigate them. Before much is known or communicated about the virus, dozens of the company's employees fall ill.

A Profile of Chaos

In just days, this new invisible enemy has tightened its grip on the global economy. Organizations across the United States start to lay off or furlough workers. There's a huge uptick in the number of new cases but no sign of a federal response plan. Amid mounting anxiety about rising case numbers, state governors step in with their own response plans, as Americans shelter in place at home.

If the Company Didn't Have Incident Management Capabilities

The CPG company has no unified plan for how to move forward or communicate with its response team. Hours go by with no clear lines of responsibility.

A legacy desktop system makes it impossible to gain real-time visibility and synchronize a response across the company's incident management process.

When the incident is over, the team has no reliable data on how it developed or how to improve the next time.

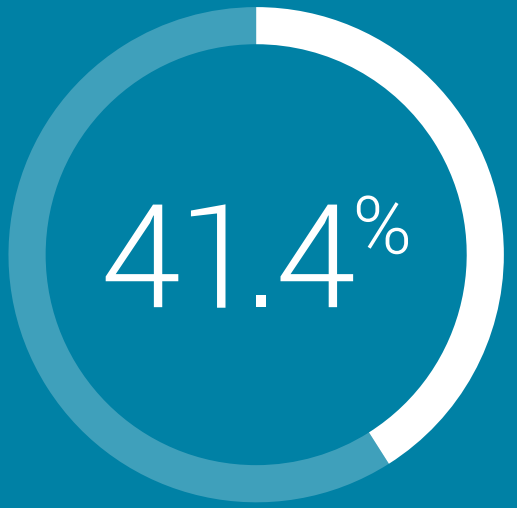
A Picture of Control

The preceding scenario definitely presents the worst case. So what's the best case?

AI-powered risk intelligence enables the CPG company to get "actionable intelligence" in the form of hyperlocal data both at county and city levels. The response team can predict pandemic closures and operational disruptions using geolocation, overlaying local area maps with facility locations. As facilities shut down, the team can refer to its capacity plan, shifting raw goods and employees to other facilities without delays in production, while keeping employees calm and safe.

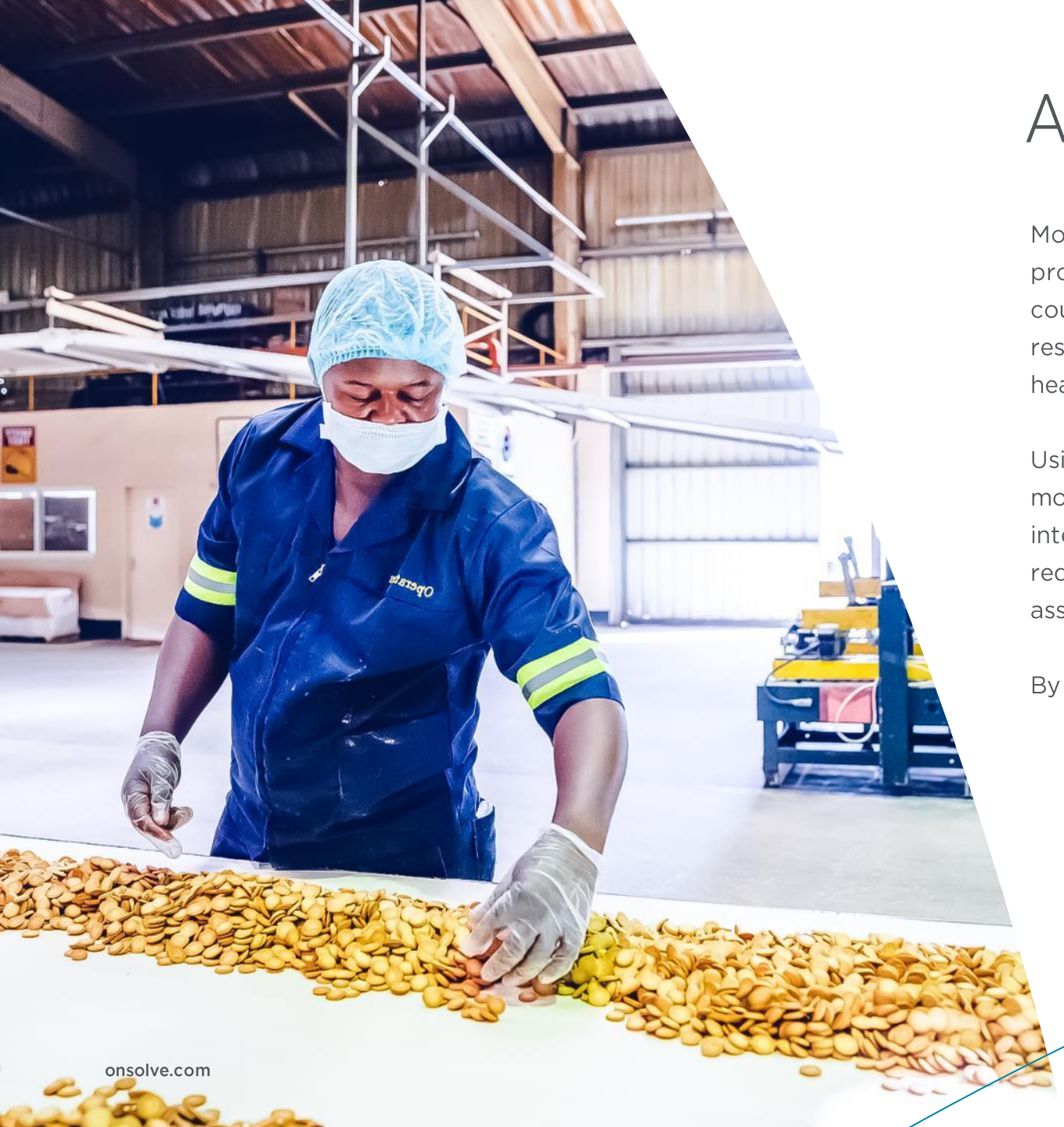
Critical communications empowers facility managers to contact thousands of employees via mobile devices to tell them to stay home or report to a new facility for work. Meanwhile, they can maintain business continuity by re-routing drivers and raw goods to non-impacted facilities.

Mobile-first incident management allows the company's response team to mobilize its static capacity plan into a living, interactive and actionable response guide. Using incident management, they can virtually assign tasks for plant closures to facility managers and monitor them in real time.



of corporate executives believe **"reacting quickly"** is the most difficult aspect of crisis response for their organization.

CS&A/PR NEWS 2019 Crisis Management Survey



A Picture of Control

Modern, innovative critical event management kept the CPG company's production on track throughout the pandemic. Actionable intelligence, coupled with critical communications and incident management, allowed response teams to warn employees of potential impacts before the local health agencies.

Using dynamic maps of the company's facilities, logistics and personnel movements, the company could take proactive security measures without intensive human intervention. They were able to alert facility managers to redirect employees and drivers to non-impacted manufacturing facilities, assuring operational continuity.

By taking control, the company saved time, money and lives.

Modern Critical Event Management Use Case Checklist

Companies and organizations can't be too prepared when it comes to an adverse event, especially when the lives and livelihoods of people and employees are on the line. There are hundreds of ways your organization can use modern CEM, but here are a few to get you started.

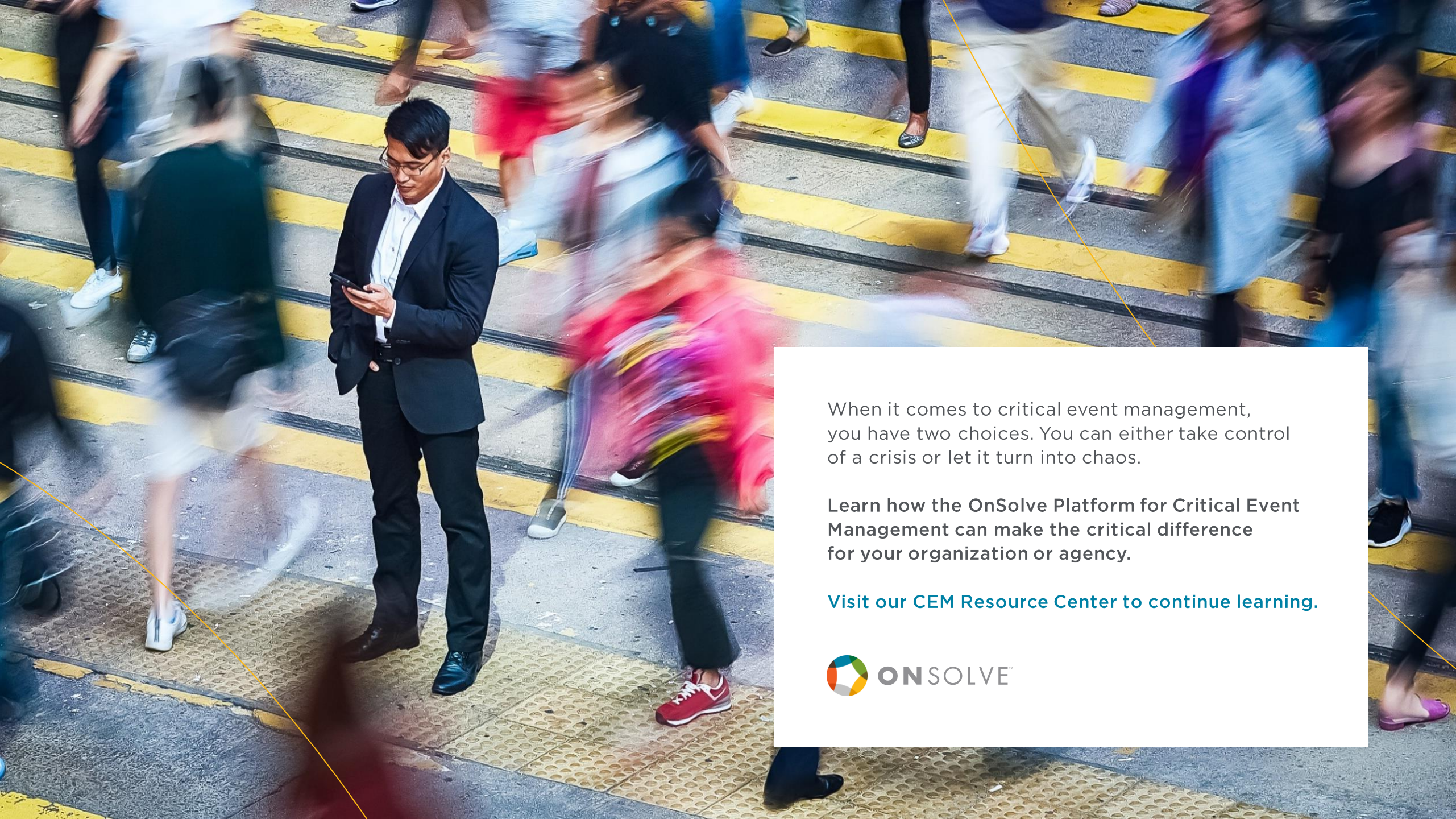
The story you just read gave you an idea of how modern critical event management uses actionable intelligence and advanced technologies to put you in control of crisis response. But it was just one of many possible use cases.

The OnSolve Platform for Critical Event Management is powerful and versatile, and can be used by all organizations, enterprises and agencies, no matter the industry or size.

Are You Ready?

Use the checklist below for inspiration or to take an inventory of which use cases could apply to your organization or business.

- ☐ **Natural disaster response** – The modern CEM platform is an ideal match for earthquakes, hurricanes, floods, tornadoes and other crises courtesy of Mother Nature.
- ☐ **Mechanical disasters** – Train derailments, plane crashes and other crises caused by the failure of machines pose critical consequences.
- ☐ **Facilities emergencies** – Gas leaks, fires, flooding and other critical events at your office or facility require swift response and communications.
- ☐ **Executive protection** – Security and risk mitigation measures are critical to ensuring the safety of C-Suite employees.
- ☐ **Travel risk management** – A proactive approach can help protect your people and your organization from risks that arise while traveling.
- ☐ **Duty of care** – Ensure the health, safety and well-being of your employees.



When it comes to critical event management, you have two choices. You can either take control of a crisis or let it turn into chaos.

Learn how the OnSolve Platform for Critical Event Management can make the critical difference for your organization or agency.

Visit our CEM Resource Center to continue learning.

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