## ONSOLVE

# Emergency Alerting

### What Is It and What Can It Do for My Organization?

When unexpected events arise, critical communications systems allow organizations to communicate quickly and effectively to avoid disruptions in business operations. Whether your organization is public or private, large or small, the key to your business continuity is delivering the right information to the right audience at the right time.

In a crisis situation, every second counts. People need to know what's going on, what actions to take and how a situation is evolving in real time.

Critical communications systems, which include emergency mass notification systems (EMNS), check a lot of these boxes, from operational updates to alerts calling for immediate action. Most offer a multi-modal approach that lets an organization communicate with a variety of devices and communication channels, including:

- mobile and traditional phones
- email
- SMS
- desktop alerts
- mobile push notifications
- RSS feeds

**A critical communications system can be highly effective under dangerous conditions, including:**

### Active Shooter Situations
Send desktop alerts to get the attention of engaged employees and instruct them to take cover.

### Severe Weather Warnings
Automate severe weather alerts to let operations management teams notify employees when conditions are unsafe and instruct them on specific actions to take.

### Violent Attacks in the Workplace
Help operations and security professionals protect employees in potential danger by pushing out alerts and instructing them on actions to take.

### Cybersecurity Events
Alert employees when systems are down, tell them to avoid using the network and opening suspicious emails that might contain viruses, and provide updates on system status.

### Power Outages
Provide details on the source of the outage, the work being done to restore power and a timeframe for it, plus any action that needs to be taken immediately.

### Supplier Relations
Allow trusted partners to become extensions of your organization by keeping them fully in the loop with developing events.

In many of these situations, timing is critical, so it's not enough to simply send an email that may go unread for hours. When crisis looms, a mass alert can quickly and effectively reach all employees with a message that keeps them out of harm's way and protects the business, too.

Take the case of the Dorset Local Resilience Forum, whose critical communications system played a vital role in protecting their partner agency network from a potential explosion. The UK-based organization used their Dorset Prepared Alerting Service, aka DPAS, to inform the partner agencies

of an unexploded ordnance in the Dorset village of Corfe Mullen. The EMNS quickly disseminated voice and text alerts via multiple communication channels, including landlines, mobile phones, pagers and email. The incident teleconference that came on the heels of the alert was well attended as a result.

## What Do Incidents Like These Tell Us?

Organizations of every size need a way to share critical information. Consider an oil and gas producer experiencing problems at a processing facility. Or a manufacturing firm looking to avoid supply chain interruptions. Or a local fire department trying to save lives during a wildfire.

Whatever the situation, every organization in every industry has unique communication requirements. To ensure business continuity, as well as employee and public safety, your organization needs a solution you can depend on to share the right information with the right people at the right time.

## Learn more about OnSolve Critical Communications™

**LEARN MORE**

### About OnSolve

OnSolve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur. The OnSolve Platform for Critical Event Management™ combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio. Our AI-powered platform is purpose-built to deliver fast, relevant and actionable intelligence, enable vital communications and allow response teams to react calmly and confidently.

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