

# How to Use Critical Communications at Every Level of Your Business

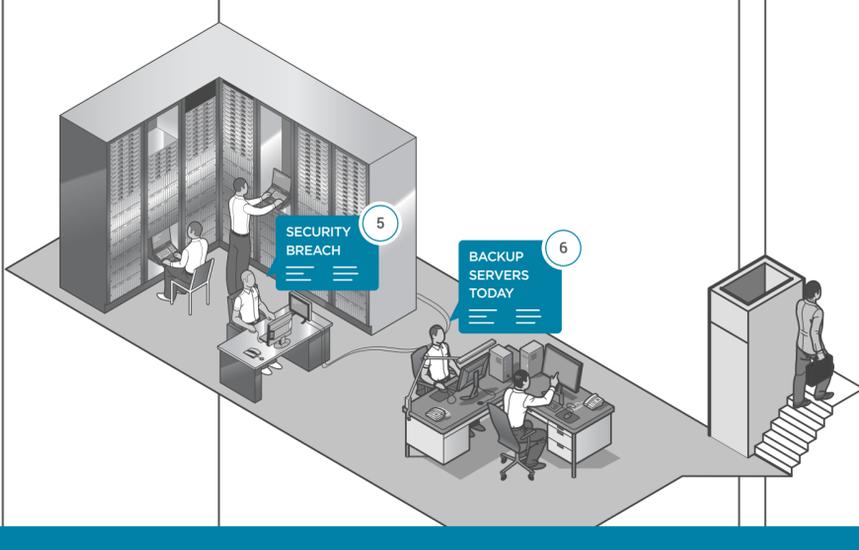
Critical communications is the most versatile technology in your business continuity toolbox. From human resources and IT departments to manufacturing and emergency alerting, notification solutions can help your business run more efficiently.

## Here's How to Get More Out of a Technology You May Already Have



### Management and Business Continuity

- 1 **Commendations:** The CEO sends a voice notification to everyone in the company to recognize a significant milestone.
- 2 **Meetings:** A pending acquisition needs attention; executives are alerted to join a conference call bridge to discuss.
- 3 **Building Evacuation:** An alert is sent by phone, email and SMS to inform and guide employees while avoiding chaos.
- 4 **Severe Weather:** Offices in the path of a hurricane are alerted and directed to secure the facility and head for safety.



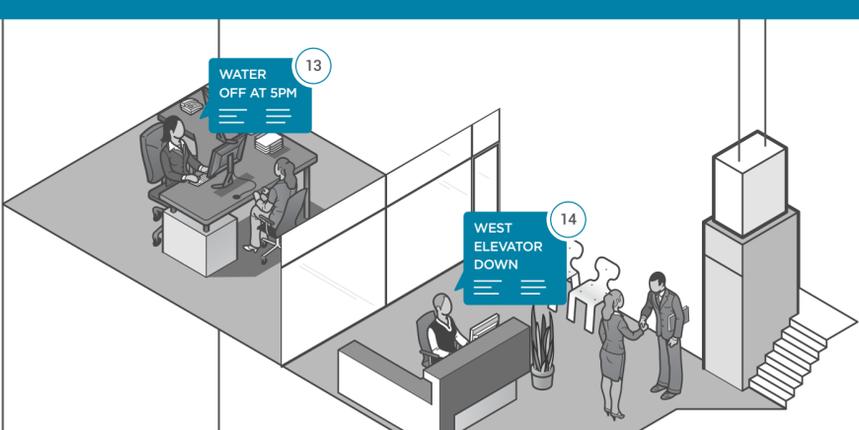
### IT and Help Desk

- 5 **Security Breach:** An automated alert goes to all on-call IT staff for help, escalating to senior managers if needed.
- 6 **ITSM Tool:** Automated maintenance reminders can be used to ensure that IT staff act before systems lag.
- 7 **Help Desk Requests:** Automated notification tracks tickets to resolution, helping to meet service level agreements.
- 8 **Password Problems:** Automatic alerts become an auto-responder for password resets and retrieval.



### Sales and Marketing

- 9 **Updated Pricing:** Managers alert sales teams across the country with price and product changes in minutes.
- 10 **Sales Numbers:** Managers get sales numbers fast by sending alerts to the team and tracking responses in a report.
- 11 **Special Promotions:** Marketing uses notification to promote limited time offers, creating irresistible urgency.
- 12 **Collect RSVPs:** The marketing director follows up invitations for special events with an alert requesting immediate response.



### Facilities and Human Resources

- 13 **Inconveniences:** The facilities team sends alerts when repairs mean water may be off or escalators out of service.
- 14 **Need-to-Know:** If just one area suffers an event, facilities can alert just the people on that specific floor or wing.
- 15 **Emergencies:** If danger threatens, HR uses prepared alerts to reach staff and emergency responders at the same time.
- 16 **HR Updates:** When benefits plans change and choices must be made, procrastinators are alerted before deadline.



### Manufacturing and Supply Chain

- 17 **Product Recall:** Rather than calling distributors one by one, an alert is sent to all distributors, getting the word out fast.
- 18 **Mass Absenteeism:** When staff runs short due to a flu epidemic, backup workers are alerted to come in right away.
- 19 **Equipment Failure:** When a broken belt halts the production line, mechanics are notified to rectify the situation quickly.
- 20 **Shipment Tracking:** Recipients are alerted with one message by phone, SMS, fax and email to track deliveries.



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