THE THREE RS OF CRITICAL COMMUNICATION

The Three Rs of a
First-Rate
Critical Event Communication Solution

OVERVIEW

In today's digital age where natural disasters and cyber-attacks can cause devastating IT infrastructure outages, it is necessary to have a critical events communication solution that can keep your incident recovery teams abreast of everything going on at home base in real-time, thus remaining agile and equipped to handle the worst events.

When systems go down, there can be serious repercussions:

- Loss of employee productivity/ loss man-hours
- Lost revenue
- Possible regulatory fines
- Overall reduced customer satisfaction

During enterprise-wide downtime, incident recovery teams are responsible for getting their company's system back up and running, with no time for convoluted communications. They can do their stakeholders a big disservice if they cannot quickly communicate a downed system and strategize its recovery.

That's why it is important to invest in a communication solution that can stand the test of a critical event that requires strategic crisis management and efficient team work.

There are three essentials for an effective first-rate critical events communication solution. Those essentials are:

RELIABILITY
REACHABILITY
REDUNDANCIES

In this white paper, we examine in detail the importance of these three essential critical event communication solution requirements, and how the OnPage Incident Management System provides guaranteed solutions that save money, time and even lives - when every second counts.

ESSENTIAL #1 - RELIABILITY

RELIABILITY OF SERVICE:

True reliability means that not only is the user interface up and running smoothly, but also that all its critical communications functions are fully operational, from sending and receiving messages to acknowledging their delivery back to the system administrator. An ideal system ensures uninterrupted service using encrypted transmissions, global availability and 24/7 monitoring and support.

RELIABILITY OF MESSAGE DELIVERY:

Most often there are several members in an enterprise's incident response team, and they all need to be on a cohesive crisis communication schedule. Find a solution that has a robust Escalation Policy feature, which simply means if the notification of a critical event is not received or resolved in a timely manner, it will be escalated to the next available incident recovery team member. You should be able to customize who you want to receive the next notification, the amount of time to wait before escalating to the next team member and what user-action will reconcile that alert.

It's important to find a critical event communication solution that is faster than even the best pagers, one that will continue to alert a team member almost indefinitely until the message is acknowledged. All alert notifications should be unified into one platform, streamlining the alerting process. Team members should no longer have to deal with different sounding alerts or alerts coming in without any details of the incident. Ultimately, they should invest in an application solution that provides a seamless user experience.

ESSENTIAL #2 – REACHABILITY

When disaster strikes, it's imperative that all critical response team members can be reached. Your critical event communication solution should ensure that every team member in a given group gets notified and the sender of these messages needs to know of the message recipients read the message being sent out. An effective crisis communication solution should have the capacity to override the smartphone's silencing option so that the user gets the notification within seconds of deployment by the administrator. Team members need alerts that are loud and unique and stand out from all other notifications.

There are times when incidents such as natural disasters or unpredictable man-made threats require response teams to have the option of urgently reaching a mass audience – hundreds and even thousands of people. Choose a solution that allows you to mass notify people via SMS text, email and phone call. These messages can take the form of information and instructions as to what has happened and what actions should be taken.

ESSENTIAL #3 – REDUNDANCIES

In the event of a critical event, no message should ever get lost in the shuffle - not when there is so much at stake. You need a solution that ensures that message will be read, no matter what platform the user may currently be on. This means investing in a solution that has redundancies built in. In this case, if an incident response team member gets a notification on their smartphone app, and they do not acknowledge it in the specified time set by the administrator because either they have the device off or are away from it, the message will then get deployed to their email. If the email is not responded back to within the same timeframe, the message automatically gets sent back via SMS, and finally if all else fails, the team member will get a phone call. The messaging will be the same across all communication channels.

Redundancies give you piece of mind knowing that if one communication platform is down, it will be deployed through the next communication channel. This ensures that all crucial alerts are received in any given critical event. As your incident response teams are all over the place handling the incident at hand, they will not always be right next to their smartphone or pager – they will need to be agile. Support them with a solution that can handle their working conditions.

FIND YOUR SOLUTION IN ONPAGE

OnPage is an incident communication solution that encompasses all 3 essentials – Reliability, Reachability and Redundancies. With OnPage's Incident Management System, plus the Crisis Communication tool, BlastIT, you get a complete incident communication solution. It's important for business ecosystems to have both flavors of communications to keep their business running optimally.

INCIDENT MANAGEMENT SYSTEM:

OnPage's Incident Management System provides critical notifications to stakeholders, response teams and business continuity teams which require an immediate, distinct notification with Alert-until-Read, automatic acknowledgement, redundancies, escalations, schedules and reporting capabilities delivered directly to the smartphone of the on-call response team members. Accompanied with audit trail and reporting management, you will always know the status of the message even if users didn't acknowledge receipt.

CRISIS COMMUNICATION:

In need of a solution that has mass notification capabilities as well? OnPage's new BlastIT solution compliments OnPage Incident Management. This user-friendly crisis communication tool allows you to keep your employees, vendors and clients informed of any critical situation while maintaining rock-solid communications. OnPage understands that communication resiliency is of the utmost importance and has engineered solutions that mitigate fractured communications between teams and missing critical alerts.

TO LEARN MORE ABOUT ONPAGE, CONTACT OUR SALES DEPARTMENT OR VISIT OUR WEBSITE. ONPAGE.COM/CONTACT-US OR CALL 781-916-0040

VISIT ITUNES OR GOOGLE PLAY FROM YOUR SMART PHONE OR TABLET TO DOWNLOAD THE ONPAGE APP.