



CASE STUDY FOR ITOCHU EUROPE PLC



THE CUSTOMER

ITOCHU Europe PLC has its headquarters in the City of London and operates as a subsidiary of ITOCHU Corporation, a global company that operates in numerous sectors, including textiles, machinery, metals and minerals, energy and chemicals, food, realty, ICT and financial services.

With 200 employees based in Europe, ITOCHU Europe are one of Crises Control's oldest customers. They have also recently extended their use of Crises Control to employees in the Middle East and Africa.

THE BUSINESS CHALLENGE

"Our priority is to get information out clearly and concisely to our staff and to prompt them to respond quickly. That's why we find the Ping message acknowledgment feature extremely powerful. They hit the button and get on with their lives, we are satisfied, and they are safe."

"Thanks to its intuitive design, the platform is very easy for administrators and keyholders to use. It's very obvious what you have to do. You don't need long explanations."

Anthony Butler
Senior Manager HR & General Affairs

INDUSTRY STATISTICS

According to the BCI Horizon Scan 2018, within the financial and insurance industry:

- The top three business disruption threats in the previous 12 months were cyber-attack (62% reporting), data breach (54% reporting) and unplanned IT and telecom outages (48% reporting).
- The top three business disruption events in the previous 12 months were unplanned IT and telecom outages (75% reporting), adverse weather (53% reporting) and cyber-attack (39% reporting).
- The top three emerging trends and uncertainties were use of the internet for malicious attacks (78% reporting), new regulations and regulatory scrutiny (58% reporting) and the influence of social media (55% reporting).

BENEFITS OF CRISES CONTROL

○ Guaranteed notifications

During an event or when time is of the essence Crises Control will get the message through to your users by using many parallel communication channels.

○ Options for pre-defined communications

Create communication plans in advance to specify notifications based on type of incident, channel, employee role and location.

○ Acknowledgment visibility

Easily understand who has seen the message and who hasn't and send follow-up messages to those who have not acknowledged it.

○ Exercises

Use the tool for incident drills and exercises so that when an incident occurs your team is prepared to respond effectively.

ONBOARDING EXPERIENCE

"Crises Control was very easy to onboard to our company. After receiving training and onboarding assistance from the Crises Control team, we as project leaders were able to introduce the platform to the rest of our staff. We held our own introduction sessions with scenarios and workshops. The training was well received, and people were shown how to use the platform properly from the start."

"Now everyone knows that this is the method we use to tell people to come back to the building after evacuation drills, for example. They are also aware that in a similar real-life scenario this is the system that we will deploy, and they know how to use it. This means that it's not theoretical, it's practical, and very well embedded into the company."

Chiaki Ikeda
Manager Human Resources for
Europe & Africa

"At Crises Control we understand that organisations need more than simple assistance with uploading contact information and electronic assets. We offer several different training and onboarding packages to properly deploy and embed the platform within the organisational culture."

"We also supply our Academy app which offers video tutorials and an assessment capability to identify and fill knowledge gaps within the organisation."

Shalen Sehgal
Managing Director
Crises Control

ITOCHU EUROPE PLC USES FOR CRISES CONTROL

Incident notification

ITOCHU Europe uses the Crises Control platform to alert employees working in their City HQ building to critical incidents via cloud-hosted e-mail, SMS, telephone call and push notification. Crises Control was used during the London Bridge terrorist attack in June 2017, in which 8 people were killed and 48 injured, to notify employees about the incident and warn them to stay away from the area, even though the incident took place outside working hours, during the evening.

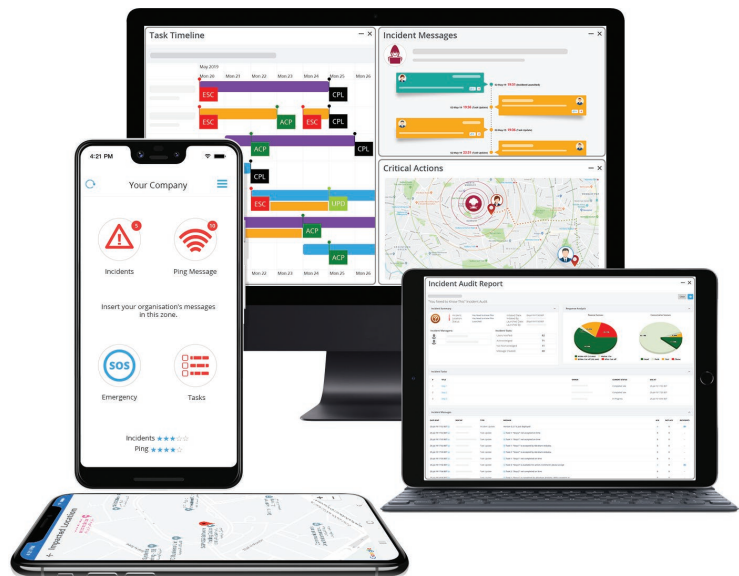
Crises Control's Incident alerts, was also used during a shooting rampage at a shopping mall in Munich in July 2016, in which 9 people were killed and 36 injured. ITOCHU Europe has no office in Munich, but they do have staff who travel there for work regularly that they wanted to notify about the incident and warn to avoid the affected area.

During both these incidents, ITOCHU checked up on the safety of their own staff who might have been in the area during the ongoing attacks. The Crises Control SOS Message function was not available on the platform at the time, but ITOCHU now has plans in place to make use of this new function to enable employees who encounter difficulties to call for assistance via the one touch SOS button. GPS tracking of the employee can also be utilised to locate and help any employee in difficulties.

Evacuation drills

ITOCHU also use the Ping Message function when they hold their 6 monthly HQ building evacuation drills. The security guidance from police has changed recently in London and companies in the City are now required to instruct their employees not to gather in a single location during evacuations, but to spread themselves out some distance from the building.

This situation provides a challenge to the company as to how to communicate with all their 150 employees and direct a return to the building once the drill is complete. The Crises Control platform allows the customer to meet this challenge and communicate instantaneously with all of their staff via their mobile devices, saving significant time and speeding the return to business as usual.



For more information please visit www.crisis-control.com/industries/financial-services/ or call us on +44 (0)20 8584 1385. Email: sales@crisis-control.com

To stay up-to-date with our latest news, blogs, developments follow us at:

 /crises-control

 /CrisesControl

 /crisescontrol

 /+Crises-control

Crises Control

Transputec House, 19 Heather Park Drive, Wembley, London HA0 1SS

