



# Return on Investment for Crises Control

## Unplanned IT and telecoms outage

### Summary

It is well known that the most frequent disruption event suffered by business is an unplanned IT or telecoms outage. According to the BCI Horizon Scan 2018, 67% of companies suffered such an outage in the previous 12 months.

With most businesses now highly dependent on their IT and telecoms infrastructure to conduct business and communicate to customers, such an outage, even if it lasts only a couple of hours, can have a devastating result. According to the Databarracks Health Check Report, the cost of an IT outage can run up to £5,000 an hour for small businesses and £50,000 an hour for large businesses.

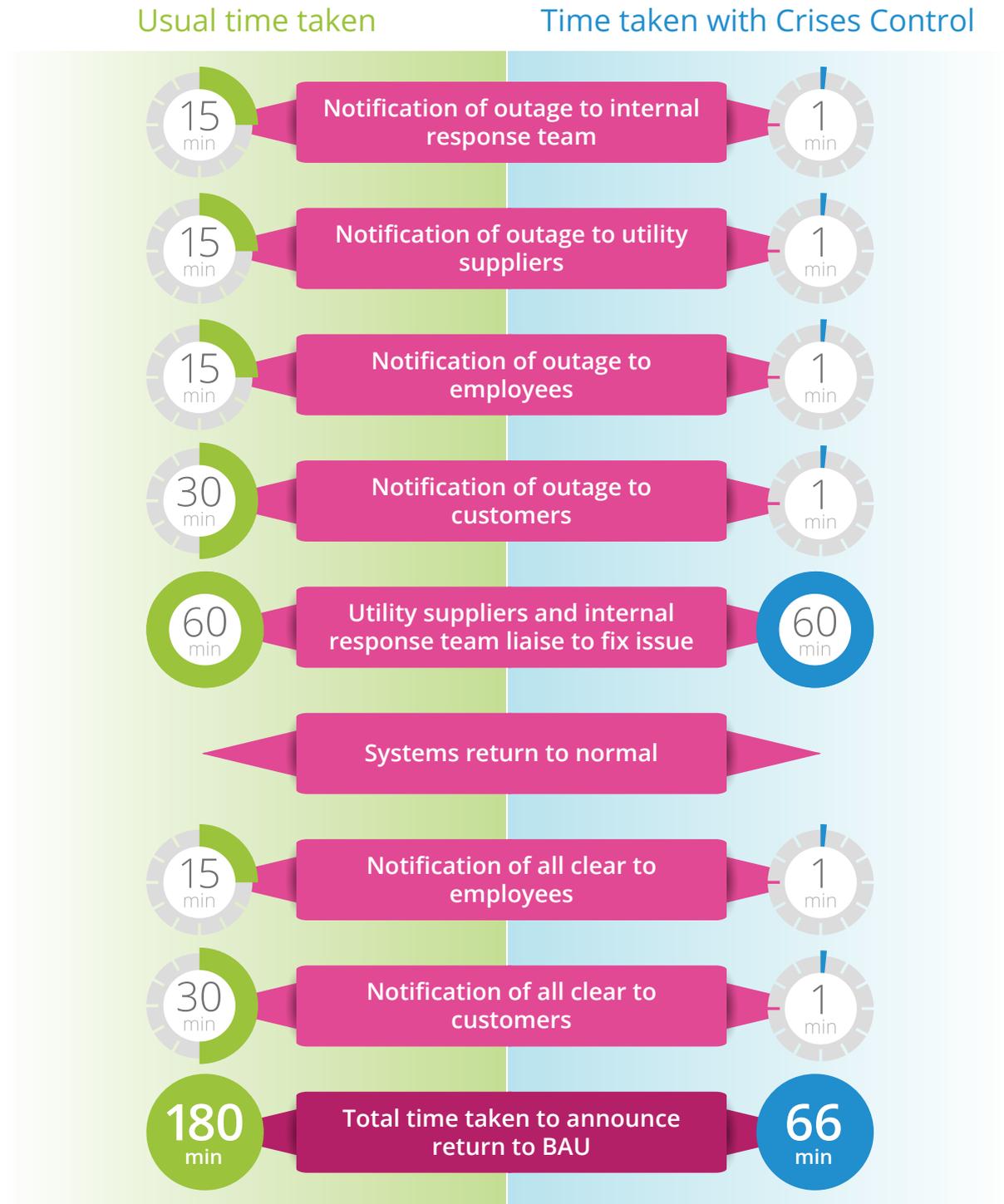
### Customer Example

One customer of Crises Control, a technology managed services company with 150 employees located globally in London, India and the Philippines, recently used the Crises Control platform to respond to an IT and telecoms outage caused by an interruption to the power supply to their head office in London. They calculated how much quicker they were able to respond to the incident and communicate that their operations were back to normal than when they were just using smartphones to send SMS messages and make phone calls.

This is how Crises Control can help you to save time in notifying all your stakeholders and speeding your return to BAU:

- ✔ Notification of outage to internal response team – Using the Crises Control multi-channel Incident function you can notify your internal response team in one hit, using a pre-populated Power Outage Incident.
- ✔ Notification of outage to utility suppliers – The first action of the Response Team will be to send a Ping message to the utility supplier to nudge them into immediate action. This can also be done using a pre-populated Ping message notification.
- ✔ Notification of outage to employees – All employees, in any location, can be notified almost instantly through use of the multi-channel Ping notification, via SMS, phone call, email and push notification. They will also be able to acknowledge that they have received and acted on the message.
- ✔ Notification of outage to customers – Most time will be saved in notifying all customers of the outage. Instead of calling them individually, a Ping notification can be sent to all customers at the same time through their chosen multi-media channel.
- ✔ Systems return to normal – Once the issue has been resolved, whether it takes one hour or one day, further time will be saved in notifying all your stakeholders almost instantaneously of the return to business as usual, reducing your downtime as a business.
- ✔ Audit and improvement – The Crises Control dashboard will provide an audit trail of all messages sent and the acknowledgements received from all stakeholders. This will allow the Response Team to review each incident and learn lessons on how to further improve the response for next time.

# Activity Timeline



## Conclusion

By switching to the use of the cloud hosted, always on Crises Control platform to notify their internal response team, the utility supplier, all employees and customers, the customer was able to manage the communications challenge much better and reduce the time taken to announce the return to business as usual (BAU) from 3 hours to just over 1 hour.

The 2-hour time saving amounted to almost 300 hours of employee time which would otherwise have been less than fully productive. In this case saving the customer up to £10,000 in downtime costs.

For more information please visit [www.crisis-control.com](http://www.crisis-control.com) or call us on +44 (0)20 8584 1385