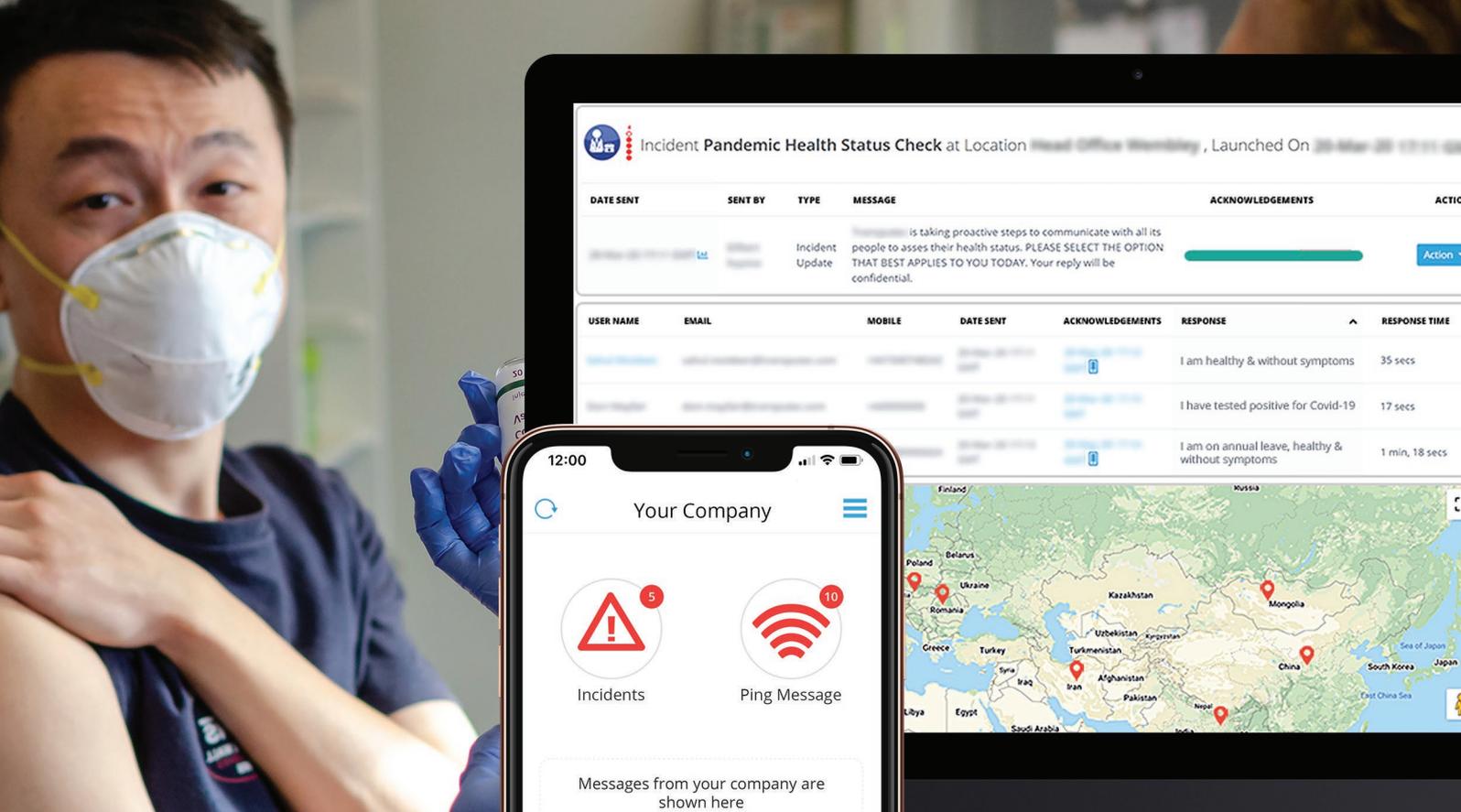




Helping
your **business**
to **survive** through
COVID-19 and
beyond



Crises Control and COVID-19

The Covid-19 pandemic raises a number of very significant issues for business continuity and even business survival.



The first issue is on employee availability. The UK government has estimated that up to 20 per cent of the workforce could be absent at any one time through sickness or quarantine. A report by Deloitte suggested that employee absenteeism in a pandemic situation, even if not actually sick, could raise this percentage to around 45 per cent. This impacts on productivity and deepens the challenge of managing supply chain disruptions.



The second issue is supply chain disruptions. China, for example, generates around one quarter of the world's output, including generic medicines used in the NHS and parts for mobile phones and computers. The previously unthinkable closure of national borders will have a profound and long-term impact on supply chain planning for businesses everywhere.



Social distancing measures that have now been introduced meaning that employees who can work from home will be expected to do so, and those offices that do re-open will potentially have only 15 percent attendance. Business operating models will have to change as a result. The same is true of environments such as: hospitals, airports, transport hubs, stadiums, entertainment outlets, warehouses, factories and schools.



There remains the possibility of a catastrophic impact for a business where there is a local outbreak, involving employees, customers or even family members, which could lead to individuals being quarantined and premises being closed. Equally the possibility of subsequent waves of infection will make planning for uncertainty and unpredictability key business issues.

Unlike a standard business continuity events, where restoring technology is the greatest issue, during a pandemic, technology can provide the solution.

Crises Control can help your company in a number of ways to get through the COVID-19 pandemic disruption.

1 Real-time, Auditable Visibility of Wellbeing

Crises Control provides you with a robust communications platform allowing you to reach out to employees and other stakeholders with critical messages, wherever they are located, in the office, at home or whilst travelling.

Our communications platform can be and is being used to monitor employee health and wellbeing using our survey facility. This allows you to remotely ask questions of your employees with preconfigured response options.

The objective of employee monitoring is to identify three things, all of which will have an operational impact and will help you to fulfil your duty of care as an employer:

- 📌 Is your employee unable to work because they are symptomatic, isolating, shielding or exercising caring responsibilities?
- 📌 Is your employee unable to work for Covid-19 related or non-Covid-19 reasons?
- 📌 Is your employee able to report to work and if so where are they located?

The answers to these and other questions will be recorded permanently and easily can be presented to your HR department as frequently as required.

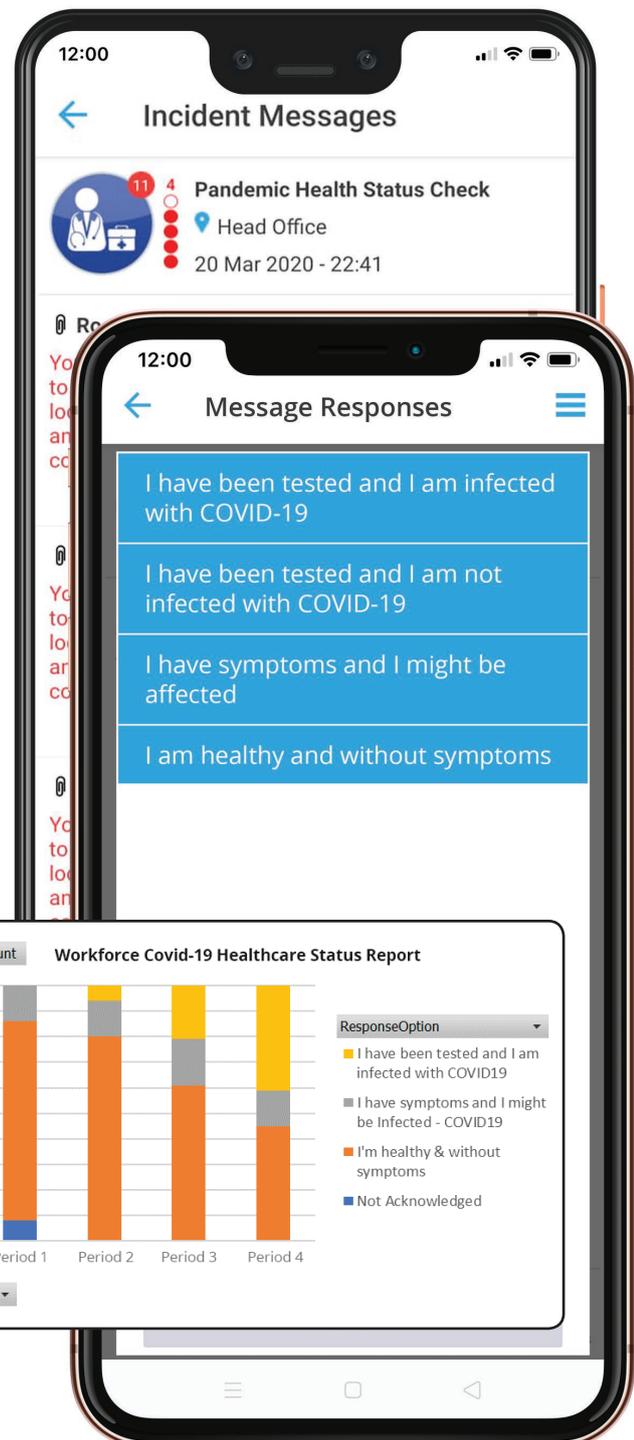
Our dashboards will allow you to monitor individual employee situations as well as observing trends and operating capacities across your workforce. This allows HR to rapidly reach out to individual employees with relevant support and give clarity to senior management to re-deploy resources across the business as required.

"Traditional business continuity responses, such as moving to a back-up site will not work during a pandemic. The problem will be with people being unavailable this time rather than technology being unavailable. And the more globally spread the business, the greater the risk."

"A number of our customers are using Crises Control to remotely monitor the health and wellbeing of their employees during remote working. They have told us that Crises Control is a vital tool for them to keep track of and support their teams during lockdown."

"They are combining the Crises Control platform with other available tools, such as Microsoft Teams or Zoom to keep their operations going and their employees safe at the same time."

Shalen Sehgal, Managing Director, Crises Control



2 Managing Operational Efficiency

As the world moves into a post-pandemic stage, many organisations will permanently adopt new operating methods discovered under lockdown. Crises Control is industry agnostic, and applicable and adoptable anywhere. The platform is also configurable to specific client requirements should the need arise.

Data on employee health and wellbeing is stored in an uneditable format. Secondary data sets such as supply chain survey responses or customer demand analysis responses can be utilised to form a viable rationale for the redeployment of an organisation's resources. The Crises Control platform can also be used to keep your customers informed of issues with the supply of products or service to them.

"The Business Continuity function is leading our operational response at the Board level. Crises Control gives us the data we need to substantiate proposals we make to the Board on changes to human resource allocations."

Director of Business Continuity, Private Bank, USA

Returning to work, from home

A significant element of the new normal is going to be employees working from home where they can do so. There are benefits to this for both the employee and the organisation. Less time spent commuting, less exposure to risk of infection and a more agile and resilient workforce.

But there are dangers too, that the employee may not be working in an appropriate work space, for example. Organisations have a duty of care to ensure that employees have a safe place to work as well as protecting corporate digital assets and complying with Information Security, Legal, GDPR and other requirements. Completed properly, the return to work at home will be accompanied by a site survey and risk assessment of the home office environment.

To help you with these issues Crises Control has developed a new tool that will allow you to monitor at regular intervals whether your employees are signed on for work on their device. A series of messages can be sent to the employee via the platform asking them to enter a code that is supplied via a widget on their desktop. This is designed for high security environments and organisations that are dealing with data that corresponds to Impact Level (IL) certified cages.



"We reached out to all of our suppliers and found that a number of the distributors were suffering from both staff shortages and disruption to the delivery of hardware from the Far East."

"This meant that the timescales for delivery of IT kit were longer than normal and that support tickets were also taking longer to resolve. We informed our own customers accordingly to manage their expectations."

"Some companies are planning for no more than 15% of employees to return to the office to work over the next six months."

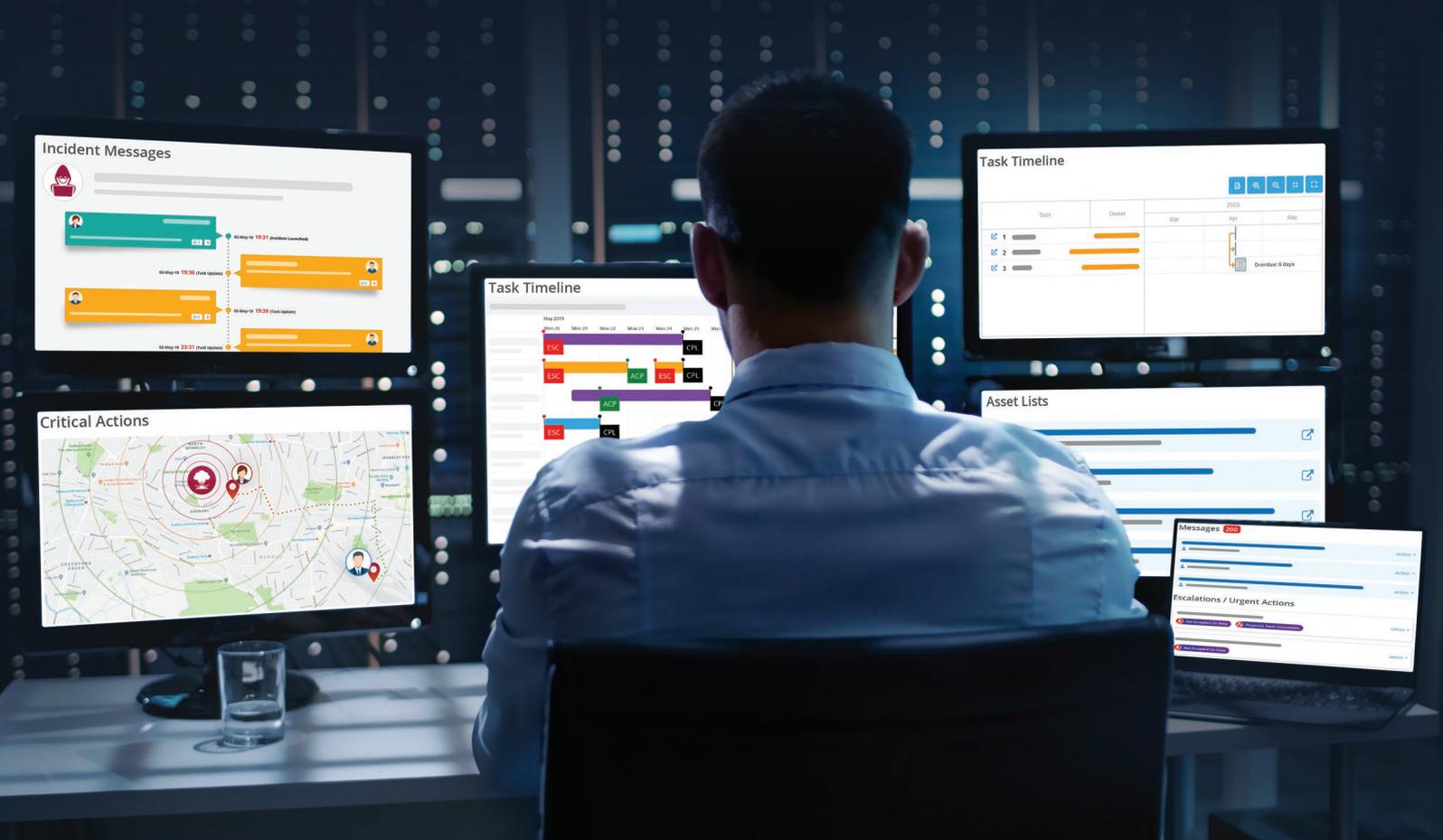
"Working from a laptop at home is within the zone of acceptable workspace, working on classified material from a laptop at a coffee shop is not."

Director of Sales, IT Manager Service Provider, UK

"After SARS, every office was prepared with face masks, gloves, shields, etc. But the number of stock was absolutely limited so we had to change our plans. So we have been prepared in some way, but we could have done better in adding more stock or getting the earlier involvement of Business Continuity and business Resilience."

Emergency Response Manager, Shipping Industry, Brazil





3 Situational Awareness

COVID-19 provides a fast moving global challenge to organisations and businesses with incidents likely to occur at any time and place.

The Crises Control platform provides you with a customisable dashboard that allows you to see a common operating picture across all of your locations and to operate a virtual command and control centre. You will have full situational awareness of any incidents without having to be there in person.

The speed at which information is shared on social media about unfolding events has constantly proven to catch organisations out. Being slow to respond can put management on a back-footing. It is not long after that when the activities of press and media companies come into play.

Crises Control provides a platform that is as easy to use as social media apps. It incorporates special features which professionals need to communicate reliably and securely at speed. Our multichannel communications guarantee your alert message will get through to stakeholders even if regular channels of communication are disrupted.

“When time is of the essence you control the narrative with an informed single version of the truth.”

“On average, our customers resolved incidents 20% faster. Our incident control centre provides real-time information to incident managers for superior coordination throughout the life cycle of the incident.”

Vittoria Nicastro, Executive Director, Crises Control

4 Incident Alerting

Crises Control is a solution that automates the distribution and management of messages to relevant stakeholders through multiple communication channels (for example, voice, email, SMS, desktop, etc.). Use cases include emergency events, business disruption notifications, IT service alerting, incident alerting and public and personal safety.

At its heart Crises Control is a robust and secure cloud-hosted critical communications platform. It helps organisations keep lines of communication open by making it easy to send notifications to any number of people at once, allowing for immediate, individual response with an automatic audit trail.

During this unprecedented global pandemic there are multiple reasons why you might need to issue critical communication alerts to your employees, suppliers, customers, stakeholders, government authorities and so on.

Beyond mass notification, Crises Control offers a state-of-the-art incident management capability which is easy to use, easy to deploy, easy to maintain and will improve your organisation's resilience effectiveness.

Crises Control is invaluable for providing up-to-the minute notifications to users, minimizing the impact to people's safety, damage to the environment and the organisation.

The benefits include a 96% improvement in the time to engage the stakeholders, when every minute can save lives and reputation.





5 End-to-End Incident Management

Crises Control is an easy-to-use and customisable incident response solution that rapidly delivers Incident Action Plans to response teams across all devices. The platform provides dynamic and real-time information to incident managers throughout the incident lifecycle, capturing evidential data.

A COVID-19 incident management plan is likely to involve putting in place responses to a number of scenarios and agreeing protocols covering the following issues:

- 📌 Hygiene, cleaning and infection control.
- 📌 Management of suspected or confirmed cases.
- 📌 Medical evacuation.
- 📌 Anti-viral and vaccine medications.
- 📌 Travel and HR management.
- 📌 Alternative working practices.
- 📌 Insurance and legal issues.
- 📌 Communication and PR.
- 📌 Critical worker availability and substitutions.
- 📌 Minimal safe working practices.
- 📌 Inadequacy of PPE stocks and supply.

Crises Control pandemic response toolkits

In response to the COVID-19 pandemic, Crises Control has created a series of pandemic response toolkits to allow its customers across the globe to prepare their own businesses to mitigate and respond to the disruptions incurred in this and any further pandemic scenarios.

These toolkits take the shape of a series of incident scenarios associated with a pandemic, including employee infection and quarantine, building closure, service interruption, working remotely and supply chain disruption.

Each quick-start incident toolkit includes a different scenario with:

- 🔒 Pre-prepared messages to employees, suppliers and other stakeholders.
- 🔒 Recommended protocols to be followed to respond to, and mitigate, any incident type.
- 🔒 A list of actions to return to business as usual as quickly as possible.

The objective of the toolkits is to facilitate pandemic planning that will:

- 🔒 Mitigate and contain the impact of the pandemic upon the company's business objectives.
- 🔒 Enable the business to continue to operate, perhaps in a reduced capacity, over a period of time.
- 🔒 Speed the return to business as usual as quickly as possible, potentially in a changed market environment.

"Our telecommunications technology will provide communications tools and facilitate remote working beautifully."

"Crises Control provides the service needed to ensure workforces are well informed and safe during concerns over COVID-19. Crises Control helps organisations and companies in a number of ways to get through the COVID-19 pandemic disruption."

Abraham Atsbaha, Development Director, Crises Control



Post-pandemic Opportunities

A recent survey of BCI members found that many see opportunities in the post-pandemic world.

Coronavirus - A Pandemic Response - BCI 2020



68.0%

More homeworking opportunities for staff



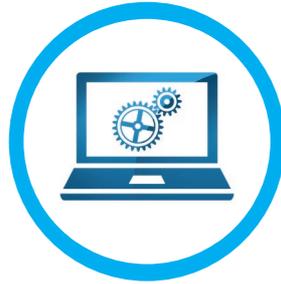
65.6%

Business Continuity and Resilience will have more attention from board level



64.1%

Improved processes going forward for grey swan events



62.5%

Improved technology resources



58.6%

Better communication processes



1,000,000+
critical messages
sent



200+
countries &
territories
covered



55,000+
users

Crises Control is known in the industry for our:

- Friction-less signup process
- Simple and efficient on-boarding
- The option to self-implement
- Easy, beautiful and simple to use UIs

Crises Control

We democratise emergency communications
and simplify managing crises