

# Preparing for the worst: How to achieve better response times during a crisis

# F24

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*Public*



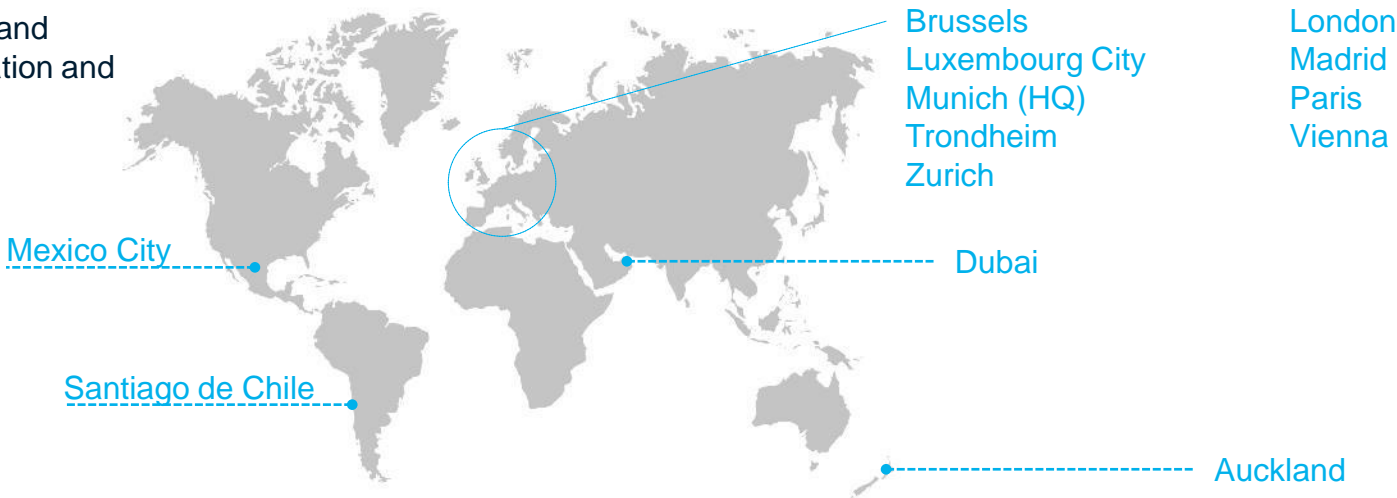
# Agenda

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- **Introducing F24**
- **Top reasons to activate emergency plans**
- **Timing – The golden 5 minutes**
- **Key challenges**
- **Communication and collaboration during emergencies**

# F24 - That Great Feeling of Being Equipped to Deal with any Critical Situation

- #1 | Europe's leading SaaS provider for crisis and incident management, emergency notification and business messaging.
- >22 | years experience
- 1 | First and only European provider listed in the Gartner Report for EMNS
- 200+ | employees worldwide



3,000+ | clients globally

42% of STOXX Europe 50 companies supplied

74%  
Emergency notification and crisis management



26%  
business messaging

<sup>1</sup> pro-forma

# More than 3,000 Clients Worldwide Trust in F24.



Industrie  
automobile



Transport et  
logistique



Transport aérien



Énergie



Industrie



Informatique et  
télécommunications



Santé



Organisations  
publiques



Services  
financiers



DAIMLER



Eurowings



RYANAIR

SWISS

vueling



REPSOL



VATTENFALL

L'ORÉAL

Beiersdorf



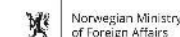
Air Liquide

THE LINDE GROUP

SIEMENS



T-Systems







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## Top reasons to activate emergency plans



**42.0%**

Disease  
outbreak



**42.0%**

IT or telecoms  
incident



**40.8%**

Adverse  
weather



**32.2%**

Cyber security incident  
or data breach



**23.3%**

IT incident



**17.6%**

Flood



**16.7%**

Fire



**15.1%**

Non-weather related  
natural disaster

Organisations should have the capacity to react **quickly** and manage **several incidents** at the same time



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## Timing – The Golden 5 Minutes



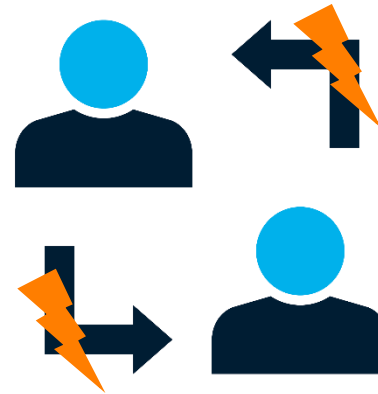
# Imagine if...



**A Cyber Attack**  
hits your company



**Your IT infrastructure**  
needs to be shut down

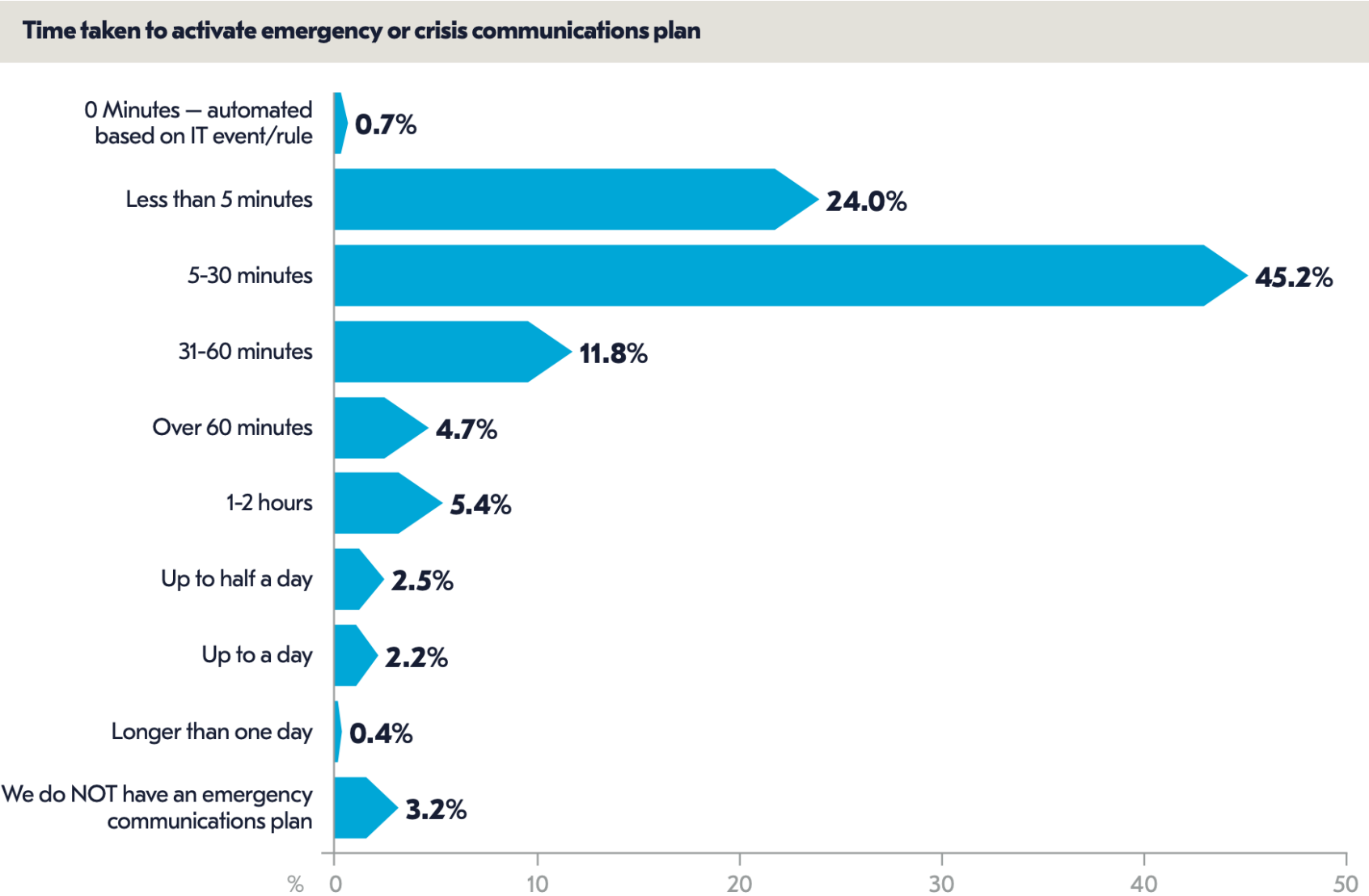


**Communication**  
channels are down



**Negativ Impact**  
on company and the  
reputation





75% of organisations are **unsuccessful** in activating their emergency plans within the golden rule of 5 minutes.

Time taken to activate emergency communications plan

	Organizations using emergency communications software	Organizations not using emergency communications software	% difference for those using software vs those who do not
Percentage able to activate plan within 5 minutes	31.7%	14.9%	+16.8%
Percentage able to activate plan within 60 minutes	89.6%	70.2%	+19.4%

Whatever we consider the golden 5 minutes or 1 hour, organisations using **dedicated** emergency communication tools have significant better activation times

### Reasons for not achieving accepted response levels (top 8 responses)



**37.4%**

Lack of understanding  
from recipients



**35.1%**

Lack of accurate  
staff contact information



**27.0%**

Unavailability of  
mobile network



**26.6%**

Problems communicating the  
urgency of response required



**24.8%**

Failure of  
manual processes



**22.5%**

Poor  
implementation



**18.9%**

Staff working  
remotely



**18.5%**

Lack of technical expertise  
in using the process

Organizations still struggle with staff following correct procedures during an activation, as well as not having the correct contact details for staff.

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## Key challenges





# How to handle a Cyber Attack without your companys IT infrastructure:

## Main Challenges

How do you inform your employees about the danger and the IT shut down?

How can you make sure that you have reached every employee?

How do you coordinate tasks between different departments and know the latest status at all times?

How can you ensure that every employee is safe?

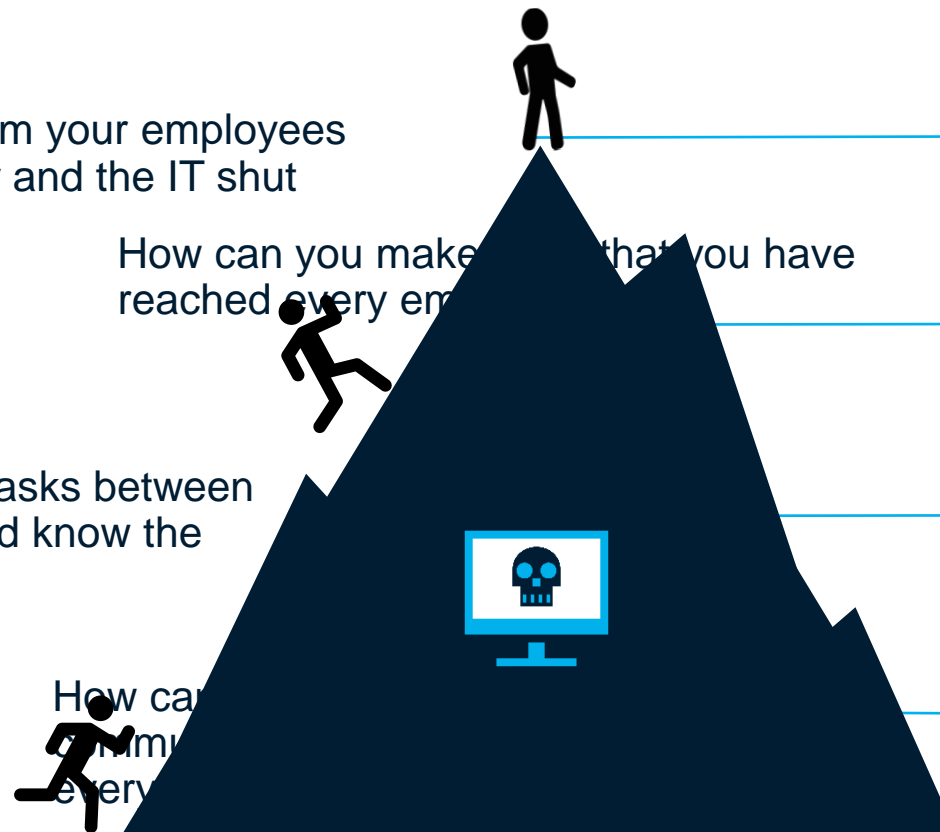
## Solution

Communication environment available reliably and independent from own IT

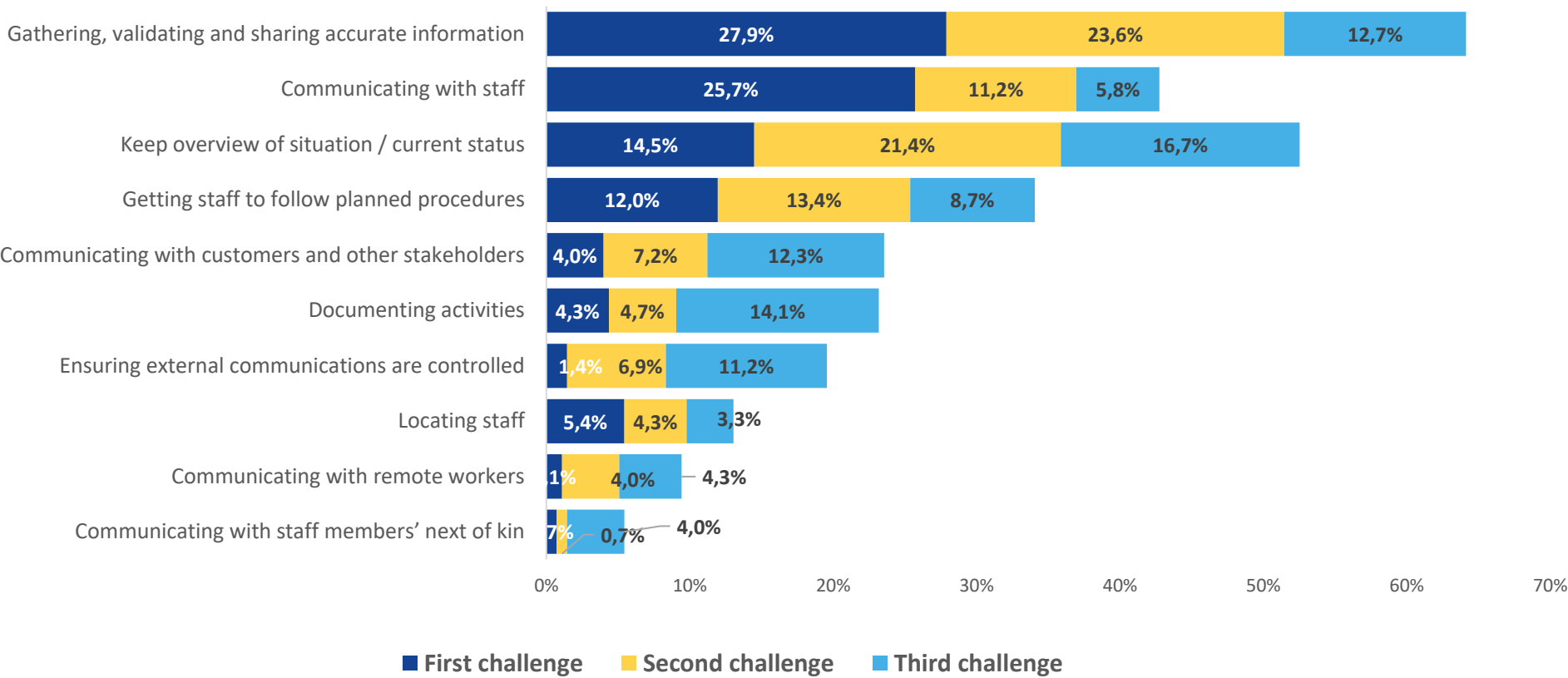
Multiple Communication Channels with automated success response

A digital Crisis Room available from anywhere at anytime

Secure and structured communication Platform connected

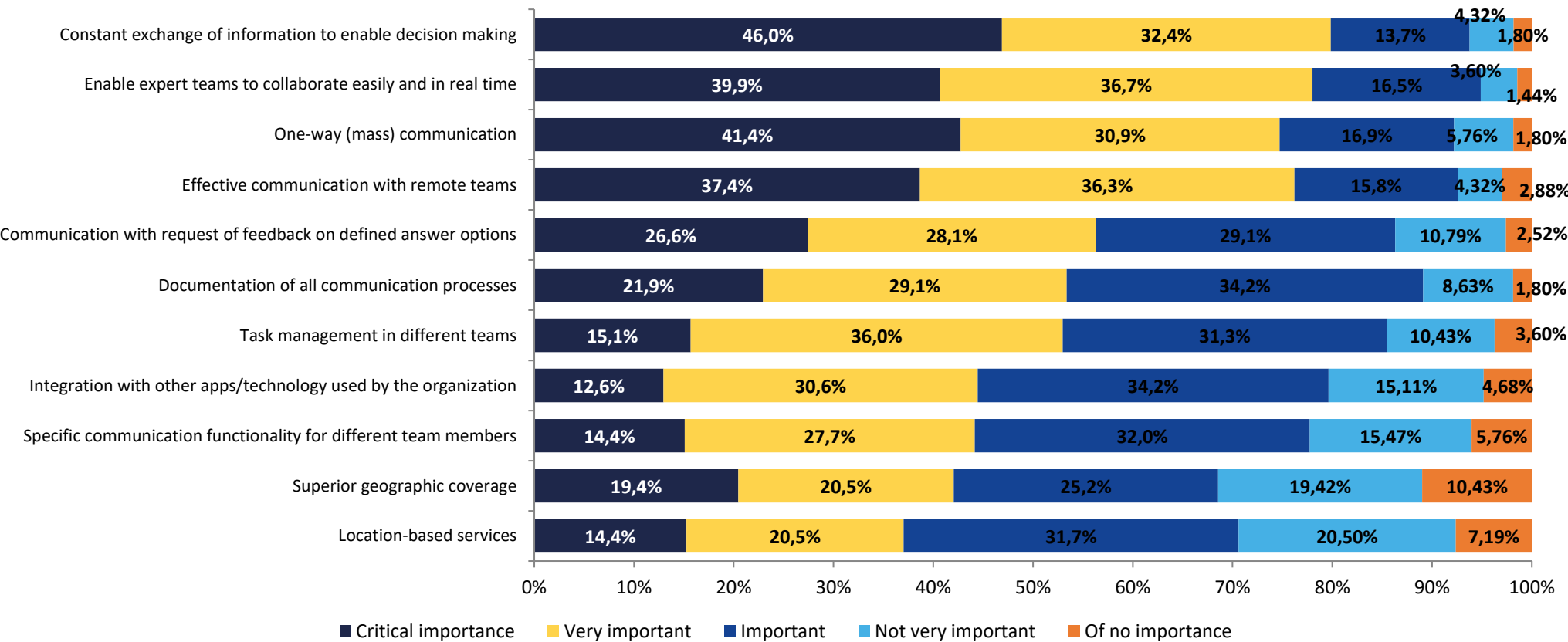


What are your top three challenges during emergency notification/crisis management?



Information accuracy, communication and orchastration of operations are the top challenges during a crisis.

How important are the following aspects for your alerting and emergency communications?



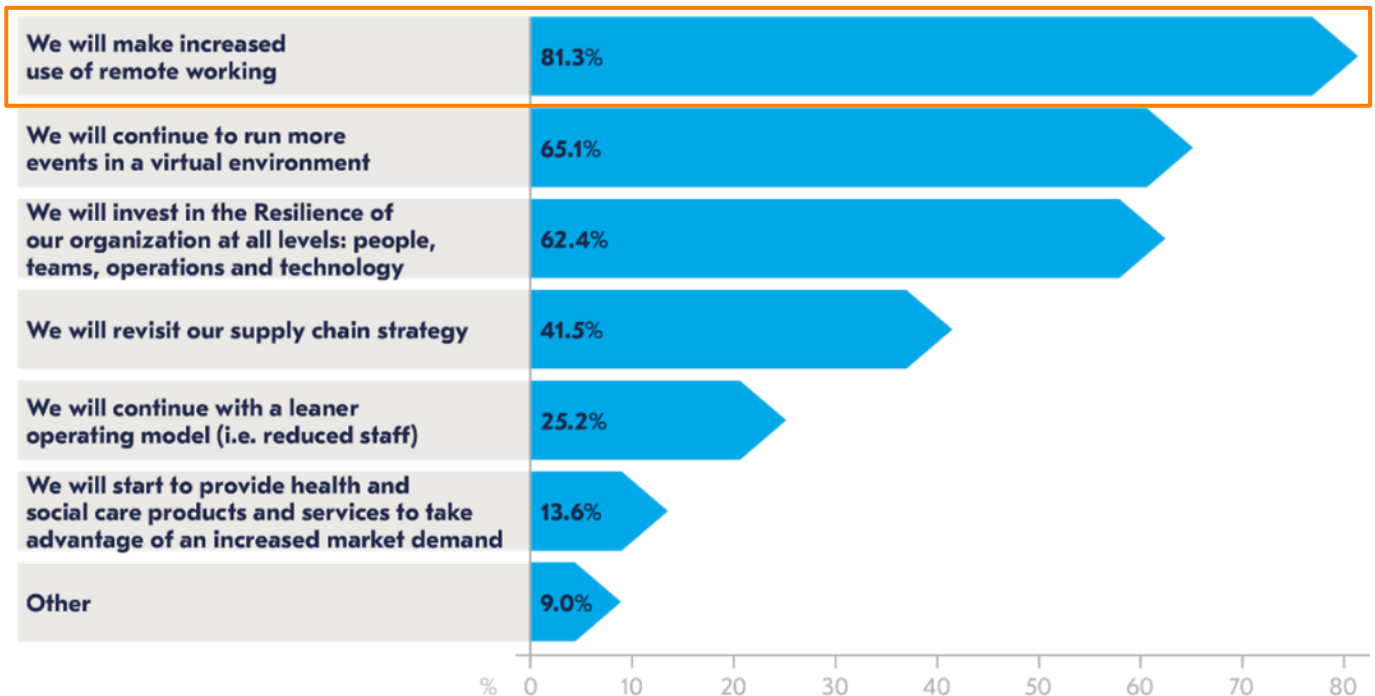
Fast communication and collaboration are very important.

# The Changing Realities of how we work will Increase Relevance of fast, reliable and efficient Alerting Processes.

## Rising Challenges

- Missing the right IT-Equipment and Security at Home
- Difficult Ressource/Capacity management
- Challenges of different working hours and home office (ex to assemble a CMT)
- Overload of information at times

## What changes do you anticipate making to your business model?



Source: BCI Coronavirus – A Pandemic Response 2020



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Interviews have revealed that some organisations which have used office collaboration tools as an alternative for an emergency communications tool have found that **its use as a dedicated emergency communications tool is limited:**

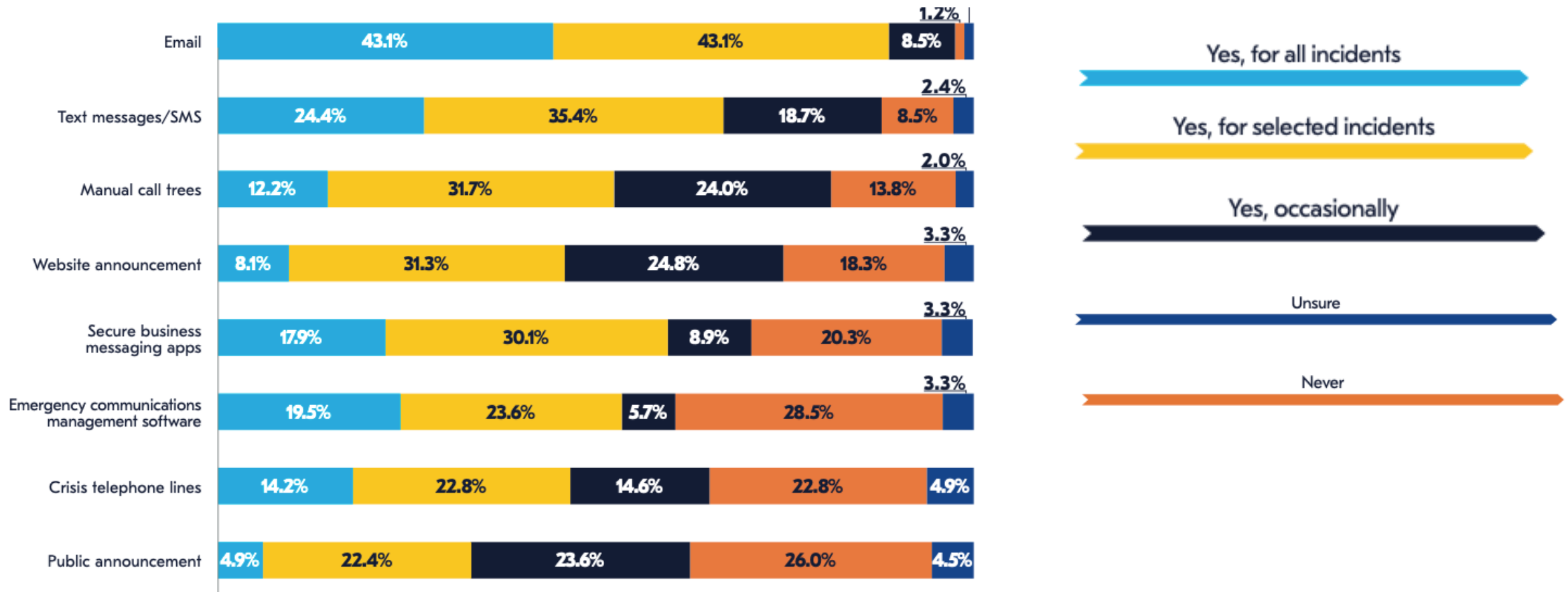
- users must be connected to a data network
- SMS communication was not readily available
- there is no way of knowing quickly who had seen a message
- messages tended to be ignored as recipients are not aware of the importance.

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## Communication and collaboration during emergencies



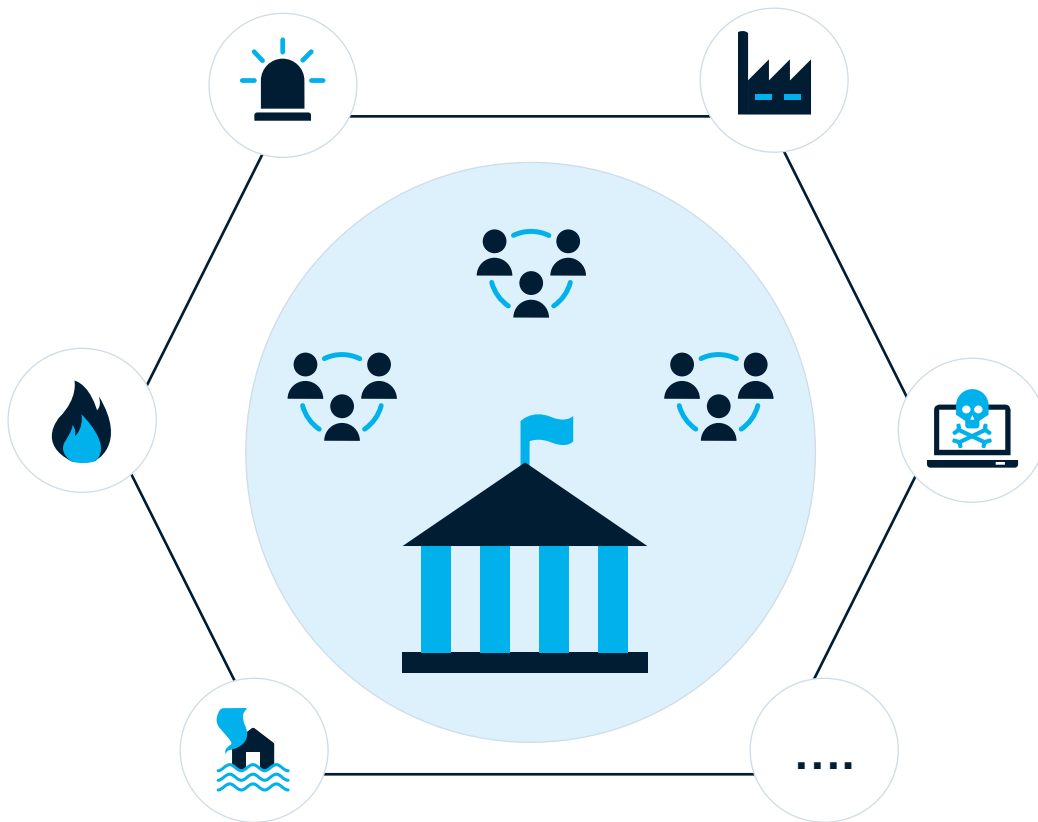
## Top 8 methods used to communicate with internal stakeholders during or shortly after a live incident



Email is still the main used channel, which could be a problem for emergency communication. The combination of several channels is a key for successful communication during an incident.

# Handle any critical situation successfully, proactively and professionally.

When an event hits your organisation...



...you need to:



Alert teams,  
employees and other  
stakeholders efficiently



Communicate easily  
and securely



Manage and monitor tasks  
and events in a structured  
manner

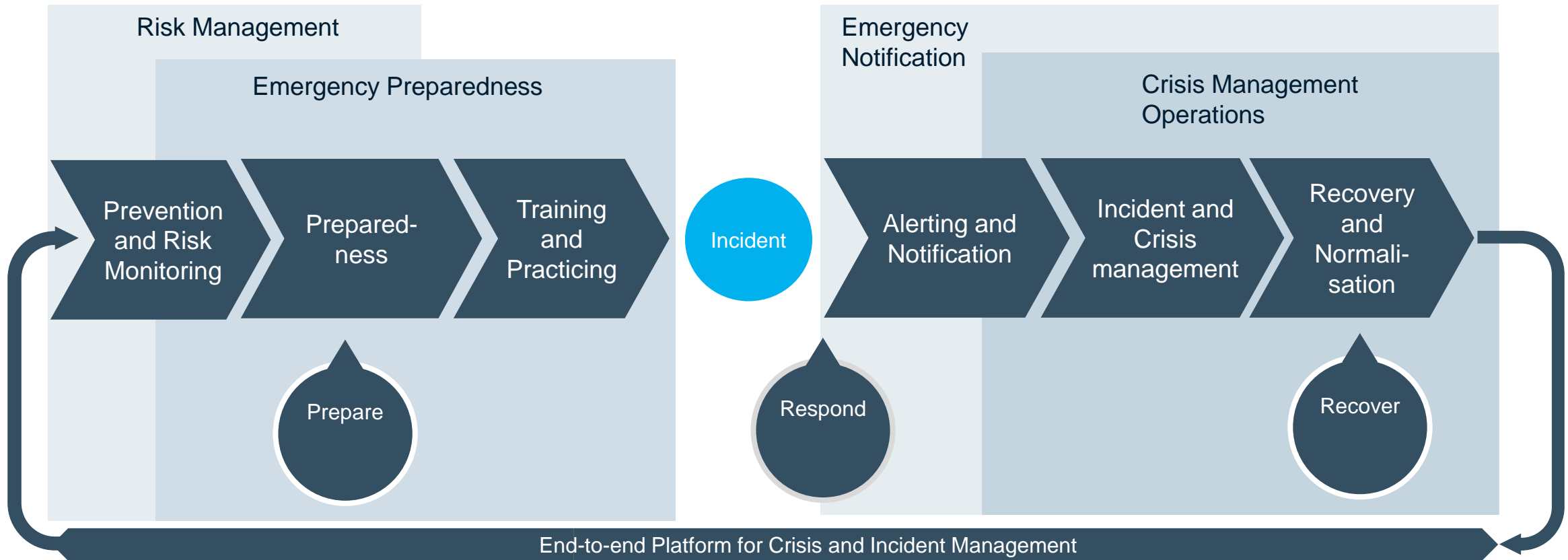


Document everything  
audit compliantly





# Support a holistic approach before, during and after an incident.



# Visit our stand

Attend a Live-Demo with an emergency plan activated within 5 minutes



Receive the BCI Emergency and Crisis Communication Report 2022





**Questions?**



# Thank you very much for your attention !

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