



Solutions for Unified Critical Communications



8 Best Practices for IT Incident Management

With Dan Barthelemy, Endurance International Group

Agenda

Webinar with Endurance International Group

- + Introduction and housekeeping
- + Daniel Barthelemy presents **8 Best Practices for IT Incident Management**
- + Claudia Dent presents **Everbridge for IT Communications**
- + Audience Q&A



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@ENDURANCEINTL

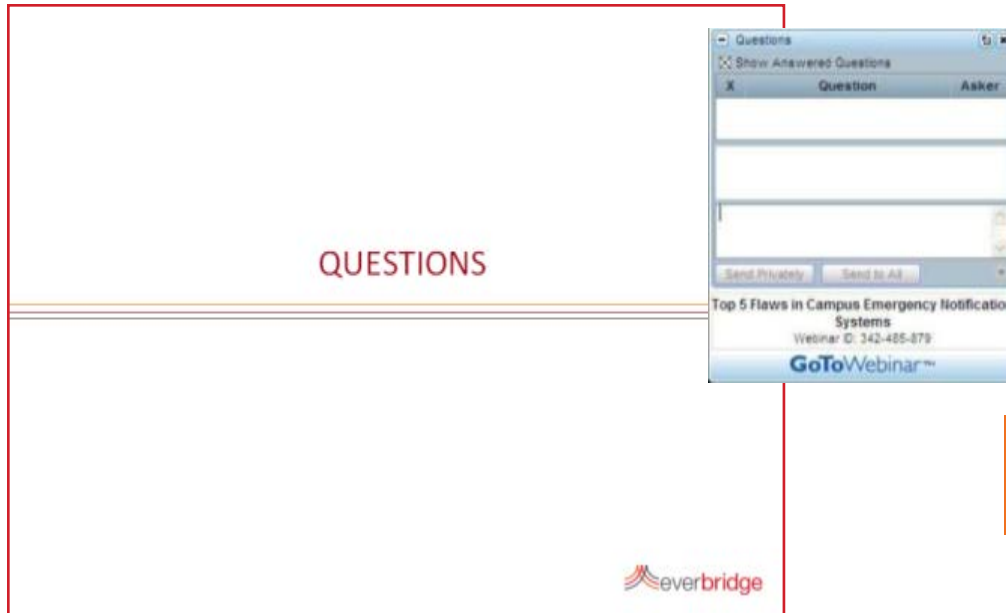


JOIN OUR EVERBRIDGE INCIDENT MANAGEMENT
PROFESSIONALS GROUP ON LINKEDIN



Housekeeping

Webinar Functions



USE THE Q&A FUNCTION TO SUBMIT QUESTIONS

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Introduction

The Presenters



Daniel Barthelemy

Lead Incident Manager, Endurance International



Claudia Dent

Senior Vice President, Operations &
Product Technology, Everbridge



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About Dan Barthelmy



- Lead Incident Manager
- Command Center/NOC/SOC
- Central nerve center for communications
- Manages incident lifecycle
- Drives rapid problem identification, isolation and restoration of service to minimize impact on customers and the business.



**YOUR IDEA
DELIVERED.**



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ENDURANCE

International Group



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Products/Brands

- web hosting
- domain registration
- email
- cloud services
- design services



Business On Tapp is a community of startups and entrepreneurs sharing awesome ideas around advertising, marketing, videos, blogs, content, social media, sales, strategy, productivity, ecommerce, technology, websites, design, search engine optimization and more



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bluehost



iPage



DOMAIN.COM

IPOWER



Typepad

StartLogic



resellerclub

MOJO Marketplace

justcloud.com

homestead

BIGROCK
Domains, Websites and more...

Our Customers



- Small & Medium-sized Businesses
- Clubs and Organizations
- Charities
- Individuals



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Customer IT Capability



- The majority of our customers *have no IT department*. We are their first and last line of defense.
- Clients are totally reliant on Endurance for IT troubleshooting to resolve IT incidents.



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ELG Command Center



Command Center Purpose:

Identify significant incidents and drive rapid problem identification, isolation, and restoration of service to minimize impact on our customers and our business.

The Command Center provides these services to all Endurance business units and brands:

- Incident Management
- Change Management
- Escalation Contacts
- After Incident Reporting
- Post-Mortems
- Service Desk



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8 Best Practices for IT Incident Management

- A review and analysis of the ITIL Incident Management core framework
- Real world insights and use cases
- Importance of technology and communications
- Customizing best practices—every organization and process is different

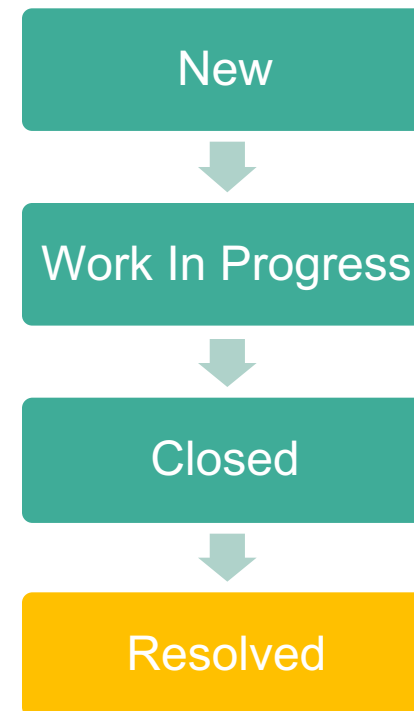


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1: Manage an Incident Through the Entire Lifecycle

Status determined by two pieces of information:

- The current resolution state of the incident (Incident Status)
- How important it is to resolve the incident relative to other incidents (Priority)



2: Enforce Standardized Methods and Procedures to Ensure Efficient Handling of all Incidents



Service Owner



Process Owner



Process Manager



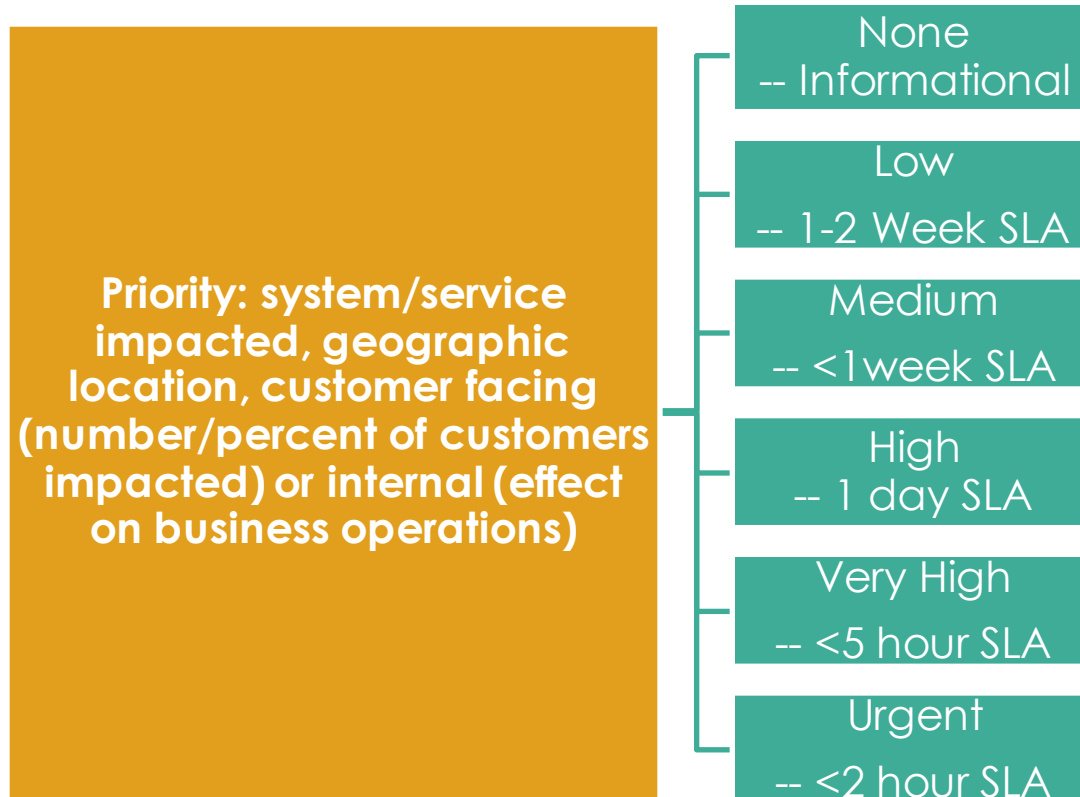
Process Practitioner

- ✓ ***Hold each role accountable to standardize the incident management process – ensuring services are delivered and optimized as required***



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3: Classify and Prioritize Incidents



4: Automate Communication and Escalation

Escalation by Priorities:

None
Low

- Broad outreach, could be as simple as contacting an email distribution list, but with no escalation required.

Medium

- Automate escalations and reach out to the business unit that will be impacted. Stakeholders should be engaged to resolve the incident within one week.

High
Very High
Urgent

- Priority with action required. Ensure predefined escalation paths. Engage stakeholder to resolve incident within 24 hours.



5: Effective Communication: Deliver the Incident Information to Internal & External Stakeholders in Real-Time

Automated communication is critical to keep all relevant stakeholders updated in real-time throughout the lifecycle of an incident

- Good communication, conference bridge, internal chatrooms etc.
- Effective alerting system
- Effective communication to customers – status page, email



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6: Optimize Access to Allow Users to Track Status

Optimizing access for users to request and track incident status so users know exactly where to go to check status

- Effective ticket system for customers
- Having established roles in place for these external communications
- Who is the person who will translate the technical jargon to the customers
- Social media experts
- Update status pages



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7: Integrate with Other Processes and Systems

- Ticketing systems
- Monitoring systems
- Knowledge base
- Situational intelligence (weather, social, threat intelligence)



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8: Implement Continuous Improvement Through Reporting of KPIs

Organizations cannot stay static in their requirements

- Review performance and identify improvement opportunities
- Ensure continued development of higher-quality, lower-cost services in line with business
- Monitoring and reporting of KPIs (key performance indicators)

Establish KPIs

- Customer contact volume
- Server load
- MTTR (Mean Time to Resolve)



Key Takeaways and Summary

- Define a process that works for YOUR company
- Continually improve and realign process
- Ensure organizational alignment around incident management process
- Have a plan before and after an incident happens
- Communicate, Communicate, Communicate
- Is there a step in the process taking too long?
Integrate and Automate!



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Solutions for Unified Critical Communications

A background image showing three hands holding smartphones, with a large, semi-transparent red circular graphic overlaid on the right side of the image.

Everbridge for IT Communications

100



Inform
Executives & Stakeholders

Notify
Key
Customers

IT Alerting Evolution

MANUAL PROCESS



- Painfully slow and time consuming
- No way to escalate issues to the right teams
- Can't quickly bridge people on a conference call

LEGACY SYSTEMS



- On premise or home grown
- Responders ignore messages due to "alert fatigue"
- Can't reach people globally in key areas

EVERBRIDGE



CLOUD BASED

FULLY
AUTOMATED

IT ALERTING
COMMUNICATIONS



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Everbridge IT Alerting: Automated Communications

Predefined templates automate the communication workflow

WHAT
To alert?

Low Impact
Routine Event

Degradation of
IT Service

Major
Application
Outage

Massive Cyber
Security Attack

WHO
Needs to know?



RESPONDERS



STAKEHOLDERS



CUSTOMERS

HOW
To reach them?



HOW
To collaborate?



ONE CLICK
CONFERENCE BRIDGE



ESCALATE
BASED ON RULES

Are You?
1. Available?
2. Busy with other issue?

POLLING

Everbridge IT Alerting: Helpdesk Integration

Help Desk Single “Pane of Glass”

The screenshot shows the ServiceNow ITIL User interface. The left sidebar contains navigation links for Self-Service, Live Feed, Homepage, Service Catalog, Knowledge, Help the Help Desk, My Task Boards, Incidents, Watched Incidents, My Requests, Requested Items, Watched Requested Items, My Profile, Take Survey, My Assessments & Surveys, My Assets, and Service Desk. The main content area displays incident details for INC0000018. Fields include: Number (INC0000018), Caller (Taylor Vreeland), Location (755 Hank Aaron Dr SW, Atlanta GA), Category (Hardware), Subcategory (None), Configuration item, Impact (1 - High), Urgency (1 - High), Priority (1 - Critical), and Short description (Sales forecast spreadsheet is READ ONLY). The right sidebar shows incident metadata: Opened (2014-04-15 18:42:46), Opened by (System Administrator), Contact type (Phone), State (New), Assignment group, and Assigned to (ITIL User).

Everbridge IT Alerting automates communication behind the scenes...

Key incident details, e.g.:

- Ticket #
- Description?
- Details?
- Affected systems?
- Location?
- ...

Alerting status info:

- To whom did we reach out?
- Via which paths?
- Who responded? When?
- Who didn't respond? How often did we try?
- Was this escalated?
- ...

...and reports back to the help desk application

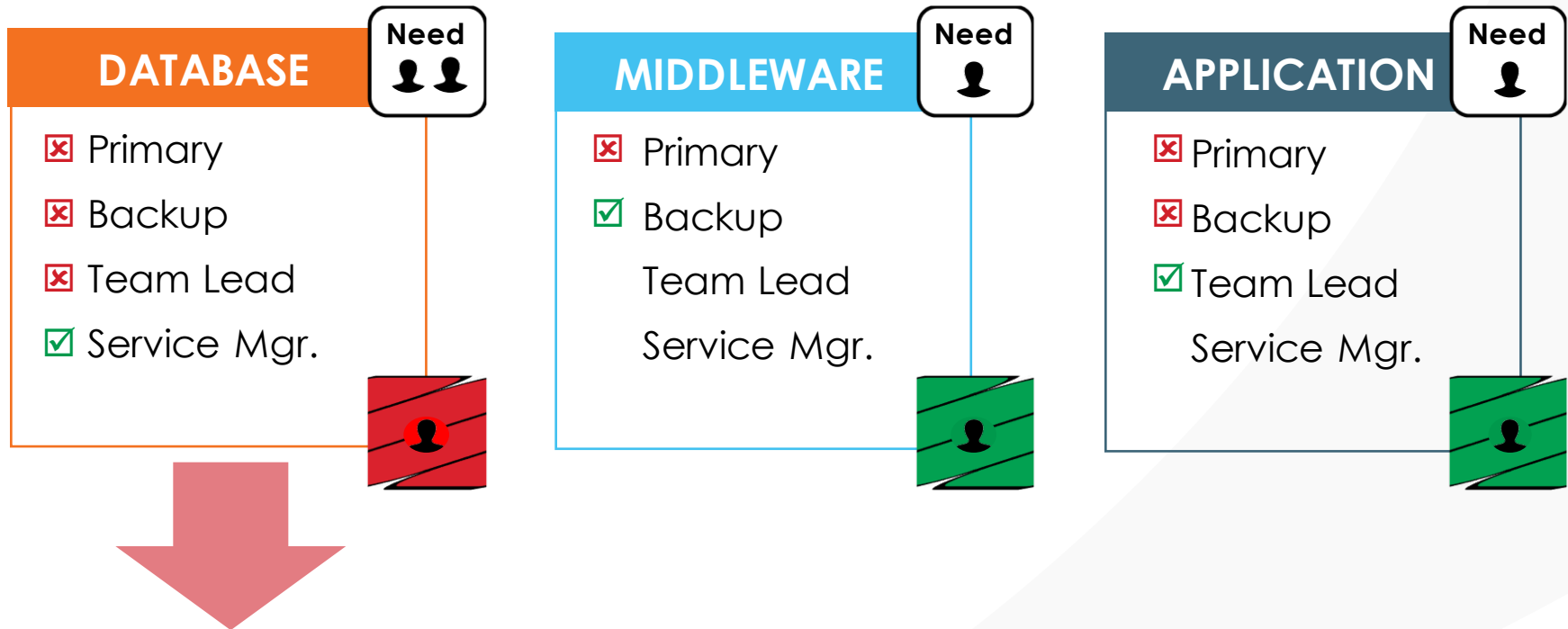


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The screenshot shows the Everbridge IT - Email Outage alerting interface. The left sidebar lists various IT Operations: Emergency Change Management Approval, IT - Email Outage, IT - Server Outage Company-wide Notification, IT - Server Outage Outage Response Team, IT - Server Outage Response Team Additional Resources, Network Outage, IT Security, and Security. The main content area displays the IT - Email Outage form. Fields include: Severity (Critical), Servers (dns-234global), Incident Owner (Imad Mouline), Current Time (19:31:07), and Today's Date (10-21-2014). A Next > button is at the bottom right.

Advanced Multi-threaded Escalation

LEVEL 1: If Total Quota not filled in 15 minutes escalate



LEVEL 2: If Quota not filled in 20 minutes move to LEVEL 3



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ON CALL MANAGERS

Customer and Stakeholder Notifications

Keep customers and stakeholders informed

- Severity
- Likely duration
- Next update

Use their preferred contact paths!

Users Subscribe to Apps that matter to them











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Request a demo:
everbridge.com/request-demo

Measure Your Progress for Continual Process Improvement




 Dashboard Universe Notifications** Incidents** Contacts Reports Settings

Incidents > Notification Details ?

OPEN IT - Critical Outage for CRM 

[<Return to incident details](#)

NOTIFICATION DETAILS:

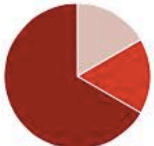
SENT IT - Critical Outage for CRM  Escalated Notification ID:884011643959371

[Escalation Summary](#) Confirmed Responses Needed: **2** [Escalation Summary](#)

Escalation Name	Status	Sent	Confirmed	Not Confirmed	Start Time	End Time	Notification ID
1) Primary Contacts	Sent	6	1	4	2015-11-03 17:12:47 EST	2015-11-03 18:12:47 EST	884011643959371
2) Escalation Level 1	Sent	1	0	1	2015-11-03 17:27:50 EST	2015-11-03 18:27:50 EST	2216619736611790

Status

Method



Confirmed: 1

Confirmed Late: 0

Unreachable: 1

Not Confirmed: 4

Details

Message

Notification Type: Conference

Priority Greeting: No

Customized Email: [View](#)

Sent From: Web Manager Portal

Start: 2015-11-03 17:12:47 EST

End: 2015-11-03 18:12:47 EST

Sent by: Claudia Dent

IT - Critical Outage for CRM

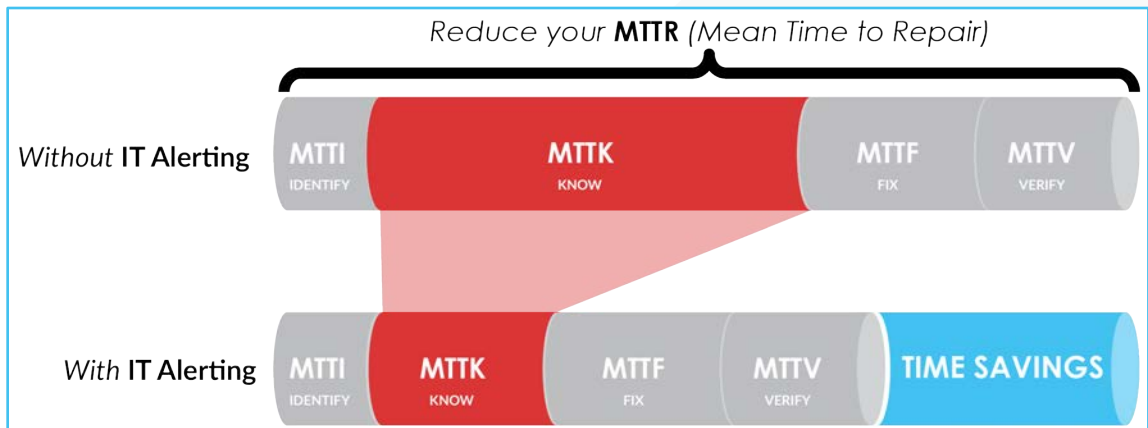
As of 17:11:50 there is an application outage impacting CRM. Global region is impacted. Please join the conference bridge to help solve the problem.

Complete Audit Trail

- Who responded
- When they responded
- How they responded
- Escalations

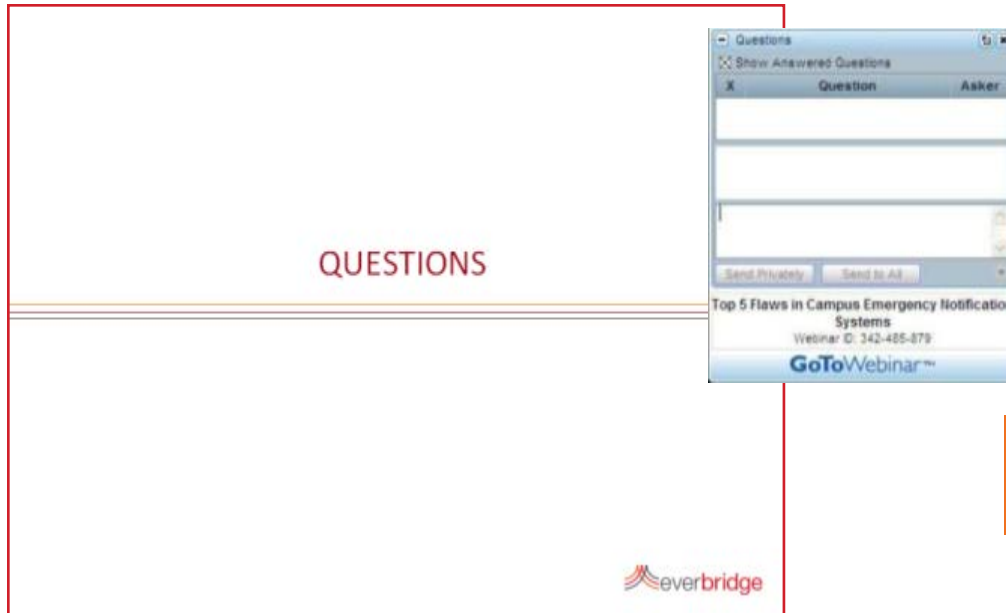


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Contact Us:

Everbridge

marketing@everbridge.com

818-230-9700

USE THE Q&A FUNCTION TO SUBMIT QUESTIONS



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Thank you for joining us today!

Resources and Downloads:



- **13 Steps to Guide I&O Leaders Through a Major Incident**

- <http://bit.ly/gartner-i-o>

Gartner



- **From Routine to Crisis: Handling an Escalating IT Incident**

- <http://bit.ly/from-routine-to-crisis>



- **10 Reasons Your IT Incidents Aren't Resolved Faster**

- <http://bit.ly/10-reasons-it>

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