Arup

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>
> Mark Voon
> **Arup**

OVERVIEW

Arup is an independent firm of designers, planners, engineers, consultants, and technical specialists offering a broad range of professional services. Bringing together professionals from diverse disciplines and with complementary skills allows Arup to take on complex, strategic projects that no other firm could deliver. The Queens Quay Waterfront revitalisation in Toronto, Canada gave Arup a multidisciplinary role in several aspects of the project, including transit planning, traffic engineering, civil engineering for road improvements and storm water management, structural engineering advice related to pedestrian bridges and marine structures, and sustainability advice. From the 1950s until completion in 1973 Arup's engineers worked on the design and build of the iconic Sydney Opera House. From the pioneering use of computers to model the roof and analyse its structure to the design and construction of the building's enormous, pre-cast concrete shells, Arup expertise has played a significant role in the Sydney Opera House, and continues to do so by partnering it's custodians in the care and maintenance of the building.

PROBLEM

Arup's CTOs across the world have signed up to a disaster recovery strategy to deliver a near real-time response for first line support across the globe. One key challenge was to find a solution/dashboard that can complement the strategy by offering a unified communication platform across the group.

SOLUTION

The Everbridge platform has been trialed and tested in Arup's Americas' market both in simulated and actual events. It is now being implemented in the UK, with a view towards group-wide adoption covering EMEA, East Asia and Australasia regions.

A unified communication platform across the group can give us a 'competitive' advantage over the event because any support team anywhere in the world can detect and alert on behalf of the impacted region, thereby positioning us towards 'near real-time' response capability.

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HOW HAS EVERBRIDGE PERFORMED SINCE ITS IMPLEMENTATION?

From a UK perspective we do not have any data available yet as we are not finished onboarding the solution. However, in the Americas Everbridge is already embedded into our operational response capability, and plays a crucial role in the business continuity coordination and execution. In the recent storms Joaquin and Jonas, we used Everbridge as the platform for critical event communication and threat management.

I believe Everbridge can be a strategic partner in helping us deliver our business continuity assurance across Arup's international foot-print.

IS THERE ANY SPECIFIC FEATURE OF EVERBRIDGE THAT STANDS OUT FOR ADDING VALUE?

Two specific features come to mind, ease of integration and the IT Alerting module.

The ease of integration is a big sell for us when we strive for group-wide adoption of the Everbridge platform. Ease of integration makes it conducive for knowledge transfer and reusability, which in turn contributes towards building a 'common language' across our global foot-print for message consistency.

The Everbridge's IT Alerting feature has the potential to help us automate our event management processes sensibly into ServiceNow (our ISMS platform). Sensible automation in turn reduces people dependencies and human errors to help us build competitive advantage, not so much against our competitors, but against the event itself by reducing latency between event trigger and event response.

YOU ARE USING THE MASS NOTIFICATION PLATFORM, IS THIS FOR OPERATIONAL BUSINESS CONTINUITY PURPOSES?

Yes, and more importantly, it is a continuity solution championed by the business, for the business at Arup. This is a differentiator because it supports the right climate to 'organically' embed Everbridge into our enterprise communication processes and fosters cohesion across business and IT response.

DO YOU ENVISAGE ANY OTHER USES FOR EVERBRIDGE IN THE FUTURE?

I believe we are just scraping the surface at the moment but we are starting to look at the advanced features. We have lone resource, operating in very remote areas; to have a panic button capability will be excellent. We don't see Everbridge as a one-way solution. We want our staff to be able to send distress/emergency notifications to the company for the right level of follow-up, as well as us sending them out to staff/stakeholders.

WHEN YOU TALK ABOUT EVERBRIDGE TO YOUR STAKEHOLDERS, WHAT IS YOUR KEY MESSAGE?

Everbridge is a proven and credible strategic partner to reliably and responsibly 'enable the business'

FINALLY, WOULD YOU SUM UP YOUR OPINION OF EVERBRIDGE IN ONE SENTENCE?

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About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

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