

How We Save \$27,000 Per Minute with Everbridge IT Alerting



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Gregg B.
Manager, Data Center Operations



OUR CHALLENGES

This large American hospitality holding corporation currently franchises more than 6,300 hotels, representing more than 500,000 rooms, in more than 35 countries and territories. The company's Data Center Operations team oversees 24x7 IT monitoring and alerting for critical business systems, including the hotel chain's Reservation System. If an IT outage occurred, impacting this system, **the business faced revenue losses that could total over approximately \$27,000 per every minute of downtime.** In order to reduce this downtime, the organization sought an alerting and escalation system that effectively engaged the right on-call responders to collaborate and address IT incidents as quickly as possible.

WHAT WE'VE DONE

The hospitality holding corporation selected Everbridge's IT Alerting solution to reduce the amount of time it took to reach IT staff and coordinate response activities around system outages. With IT Alerting, the IT department can now notify key, on-call personnel as soon as an incident occurs by delivering messages to multiple contact paths and devices with the action to join a conference bridge. Prior to IT Alerting, it would take the team approximately 20-30 minutes to get the right IT experts on a conference bridge. **Today, it takes less than 5 minutes, improving the process by an average of 80%.**

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SO EASY TO USE:

“Within 15 days of starting with Everbridge, we had set the tool set up and were ready to roll it out without any additional help. It’s that intuitive.”

IMPROVING TEAM COLLABORATION:

“Everbridge IT Alerting helps to mitigate the financial impact of our IT and reservation system downtime by helping us reach the right IT staff at the right time. By reducing the time it takes to coordinate our staff and activities by over 20 minutes, we have a better sense for how to resolve the issue, and this means we can solve it faster.”

REDUCING IT INCIDENT RESOLUTION TIME:

“Each time there is an incident, **with IT Alerting, we have reduced our MTTR by over 30 minutes**, saving us thousands of dollars of lost revenue.”

BEYOND CRITICAL INCIDENTS: GIVING IT ALERTING A DAY JOB

“We have continued to expand the use of IT Alerting and now use it not only for critical situations, but also for simple high priority issues where we need to engage a single on-call person from a specific group. The manager of each group takes care of their own on-call schedule and the Operations department simply uses the tool to call whoever is on-call. We no longer have to take the time to look up who that should be and then call the four different numbers they have to try and get them. Now, not only are we reducing our MTTR, but we are also responding quicker so we are able to prevent downtime in the first place!”

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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CALL +1-818-230-9700