World Leading Premium Drinks Company

> ❝ The ease of sending a message from Everbridge is one thing that we value, it is so simple to use. We've also only recently recognized the ability to send a voice message – it's actually brilliant because it gives a more personal touch, and you can send in any language you want which is extremely beneficial when you have employees in 180 countries. So that has been a big benefit."
>
> **Head of Physical and Supply Chain Security and Business Continuity**

OVERVIEW

This world leading premium drinks business has a collection of beverage alcohol brands across spirits, beer and wine. With more than 28,000 employees, close to 120 production sites and 230 offices in 180 countries, it is truly an international company.

PROBLEM

The company needed a new critical communication system that allowed it to quickly and efficiently notify employees of any potential threats or dangers without having to follow manual call trees. It also needed an up-to-date system that allowed for secure communications and collaboration in times of need.

SOLUTION

Everbridge provided a flexible, easy-to-use solution that could be quickly scaled as sites and employees are added around the world. The solution enables the business to immediately notify employees and executives of emergencies and offer real-time updates as the situation unfolds.

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Q&A with the Head of Physical and Supply Chain Security and Business Continuity

TELL US ABOUT YOUR ROLE AND WHY THE COMPANY PURSUED THE PURCHASE OF A NEW NOTIFICATION SYSTEM?

I'm part of a small, central corporate security department - only 10 people - and we are a subset of the legal function so we are not physically in charge of location sites, we sit at a more strategic level. We set standards and policies, we create business community plans, and we help up with roll-out and execution of said plans.

When I took on the business continuity role, I assumed responsibility for our mass notification system. I found our contact data was almost two years out of date and the method of updating the data was a lengthy, manual process. Additionally, only about 50% of the company used the system. I knew it was time for a change.

HOW DID YOU DECIDE ON EVERBRIDGE AND WHY IS IT THE SOLUTION YOU NEEDED?

Interestingly enough, my exposure to Everbridge came in the form of a meeting I was invited to - we were given a presentation on Everbridge. When I listened to the presentation, migrating to a new system became a no brainer because Everbridge offered better functionality and I knew it would help us in the long run.

Everbridge gives each of our 21 diverse markets the ability to contact staff in large numbers – they do not have to spend a lot of time creating manual call trees. And because Everbridge is a single, unified platform which everyone can use, we do expect it to save us money as time goes on.

WHAT INTEGRATION CHALLENGES CAN YOU SHARE THAT MIGHT HELP OTHERS IN YOUR FIELD OF WORK?

Well first off, at the same time we were migrating to Everbridge, we also created a single global platform onto which all our HR data was kept. The challenge for us was actually getting the existing employee data into a format that could be uploaded into Everbridge. This effort took quite a bit of coordination and training on my part but I learned a lot about the system along the way.

We've also encountered challenges in user adoption. Because the Everbridge system is so new, employees are unaware of the source of the message and consequently many notifications go ignored. At times, close to 50% of people were not responding. To close the gap, I started to run a wide communications program telling the whole company, "We've got the system. This is what it looks like. This is what it does." We haven't hit all of our markets yet but eventually we will get there.

TELL US ABOUT THE VALUE OF THE EVERBRIDGE PLATFORM

The ease of sending a message from Everbridge is one thing that we value, it is so simple to use. We've also only recently recognized the ability to send a voice message – it's actually brilliant because it gives a more personal touch, and you can send in any language you want which is extremely beneficial when you have employees in 180 countries.

We also appreciate the fact that when dealing with a crisis, we are able to give the chairperson or the team an up-to-date, minute-by-minute breakdown of who has been notified, so that they know where we are in the mitigation process. The ability to get data and metrics on message delivery and confirmation is certainly helpful too.

WHAT'S NEXT? IS THERE ANYTHING ELSE YOU'D LIKE TO EXPLORE?

The app is something that we're going to roll out, with a specific focus on Asia because of the high percentage of smartphones and because the people there tend to use apps much more than other places in the world.

Additionally, we're looking at the incident management system. At the moment we don't have a global incident management system, so that's being actively researched. Lastly, our team is also interested in using the system for communicating with our executives specifically because of the security benefits that it offers. We only have 22 executives and allowing them to communicate securely would improve both efficiency and collaboration.

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