

Leading Publishing House uses Everbridge to Improve its Business Continuity Strategy



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Services Director
Leading Publishing House

OVERVIEW

One of the UK's largest and most respected publishing houses wanted a highly effective mass communications platform that would fuel a streamlined, efficient business continuity strategy and enable it to communicate with employees wherever they are in the world and in any given circumstance. For this worldwide media organisation, a daily go-to publication for more than half a million readers in the UK, business continuity means more than simply keeping offices open and IT systems working.

PROBLEM

The publishing house has journalists positioned across the globe. Traditionally the focus was on ensuring the newspaper did not miss an edition, but with a rising number of mobile employees it needed a comprehensive mass notification solution to ensure the business remained functional at all times and kept employees safe.

SOLUTION

Having thoroughly evaluated the market, it chose the Everbridge mass communications platform to ensure critical communications are delivered in the event of an emergency. The comprehensive nature of the solution combined with its ease of deployment and use convinced the organisation it was the ideal partner to help deliver business continuity.

Q&A with the Services Director of the Leading Publishing House

WHAT WERE YOUR SPECIFIC NEEDS AND HOW DID YOU ENCOUNTER EVERBRIDGE?

Seven or eight years ago the Chief Executive asked me to take over business continuity. At the time, we did not have a good platform for continuity: it dealt with the first two or three days of an incident, simply to protect our product, to protect our people, protect their livelihood and to protect our reputation. It ensured that we did not miss an edition; that we could get the newspaper out regardless.

We had no way to let our staff know that there was an incident, that they needed to go somewhere else or they needed to stay at home.

Following 7/7 in London, I was aware of what worked and what did not work for us. I am also involved with the Victoria business improvement district as well as the Metropolitan police and the British Transport police – particularly related to safety and security in the Victoria area.

I knew we needed some way to be able to communicate with our people and ensure their safety and a two-way communication system was deemed to be essential. Initially I put in a contact system that was essentially a way to send a text message and say ‘call the business continuity line for an update’. However this was not sufficient in an environment where there was more uncertainty. I focused on finding the solution that would provide us with the capability to communicate primarily via text but also via other channels. I started doing research and went to some of the business continuity shows, forums and exhibitions where I was introduced to Everbridge.

HOW DID YOU SHAPE THE SPECIFIC REQUIREMENTS YOU NEEDED?

I evaluated several products which helped shape our requirements more specifically. A lot of the products that

were available at the time were put together by former employees of the military, police or security companies.

After 7/7 they realised there was a need for this but a lot of the products I saw did not go far enough.

When I saw how extensive the Everbridge product was: with two-way communications; the ability to track sent messages; to track responses; to escalate to different sources as well as all the management information to audit people who did not respond – that sealed it for me, it gave us the missing information that none of the other products were able to offer.

In our industry you have a number of specific challenges with staff on the front-line, reporting on dangerous stories.

That is a big challenge as we are dealing with journalists that travel into the areas that everyone else is running away from. Having a means to ensure that they are safe and protected in hostile and challenging environments is an essential part of our responsibility to the brave people who do this job.

HAVE YOU TESTED THE EVERBRIDGE SOLUTION?

We did do a test. Our text messages were getting 96-98% response rates, which Everbridge said at the time was astonishing. We are always actively communicating with users to educate them about what the messages look like and reminding people what they need to do.

HOW DO YOU SEE YOURSELVES USING THE EVERBRIDGE SYSTEM?

What we are looking to do is to keep the business going and keep people safe and informed in any circumstances. People need to be able to communicate with a line manager and with the people they are responsible for in the event of an emergency or an incident that prevents us from accessing the building.

Q&A with the Services Director of the Leading Publishing House

We are physically located above one of the busiest train stations in the UK, so there is a constant risk that we could be evacuated in any number of circumstances, for example an undetonated WW2 bomb was found at a building site close by and the station was evacuated. It could one day be a gas leak or a flood, an IT outage or a train strike. Whatever the circumstances, the newspaper needs to hit critical deadlines and the website needs to be updated. In an emergency the business needs to continue to function and to do so people need to communicate.

DO YOU SEE OTHER WAYS THAT EVERBRIDGE COULD HELP THE BUSINESS?

The technical department is very interested and want to use it. We were not able to do that at first because we did not want technical messages being used on the same number – in case it devalued the messages coming for business continuity.

Thanks to Everbridge we now have the ability to send from two different numbers so technical have been using it to alert, for example, the editorial department that there is an outage of an IT system. They cannot necessarily communicate by email in those circumstances so they can use the system to communicate with employees across many different modalities.

HOW WOULD YOU SUMMARISE THE EVERBRIDGE PLATFORM?

There is so much I like about the system. We recently educated our HR department because they are responsible for the communications with the company

in the event of an incident. It is very easy to use, it is very intuitive.

Our security guards take turns sending a message to our entire services team and we respond to it to ensure that they are able to use it effectively.

Essentially it does what it says it will and it is easy to use, so you cannot ask for more than that.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in 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.

