How to Talk About the Technology

Can all your stakeholders define organizational resilience? Although it's an intangible concept, its presence (or lack thereof) has very tangible consequences.

Now that you've established your organization's "Why" and your stakeholders, it's time to get into the nitty-gritty of the technology itself. To gain the buy-in of your audience, you must balance the big picture with the right amount of technical detail.
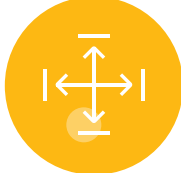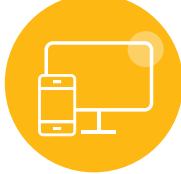
When in doubt, keep it simple.

In this chapter, we'll help you do that. It's about taking the principle (organizational resilience) and making it practical with technology that supports your objectives.

Defining Organizational Resilience

Resilient organizations successfully navigate critical events with a combination of proactive tactics and reactive abilities that aligns all departments and mitigates negative impacts before, during and after events have occurred.

An effective platform for critical event management will enable and encourage continuous improvement through the following capabilities:

Proactive risk awareness
Know about threats sooner

Cross-functional coordination and communications flows
Keep all stakeholders on the same page

Integrated technology and systems
Remove silos that thwart real progress

Post-event analysis
Learn from what went right AND what went wrong

Organizational Resilience

"The ability of an organization to anticipate, prepare for, respond and adapt to incremental change and sudden disruptions in order to survive and prosper."

PROFESSOR DAVID DENYER
CRANFIELD UNIVERSITY

READ MORE →

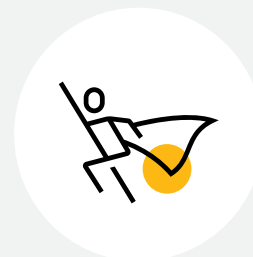# How to Explain the Technology, Simply

Technology is vital to:

Accurately identify risks

Communicate effectively

Coordinate response

To gain buy-in, make sure your stakeholders understand how both Risk Intelligence and Critical Communications work. They should be able to visualize how it will improve their areas of operation.

What Is Risk Intelligence?

A combination of artificial intelligence (AI) and machine learning algorithms that can detect, evaluate and report event data, supported by a data scientist team who continuously refines those capabilities for maximum accuracy.

AI also expedites detection and analysis, so decision-makers receive information about only what matters to their organization, in real time, to make faster, more informed decisions for improved outcomes.

Sell the Value

The onset of civil unrest coupled with the pressure of the COVID-19 pandemic made Martin Luther King, Jr. Community Hospital more vulnerable than ever to external threats. By partnering with OnSolve, they were able to get ahead of evolving risks, operate with minimal disruption, better protect their community and save lives.

"This is actionable intelligence about true risks and true threats that we need to evaluate and determine next steps. We had no idea before. Now we're able to get that intelligence, evaluate those threats and proactively determine what it is we need to do. It really is a game-changer when it comes to identifying and evaluating threats and having the visibility to be able to make decisions."

MARK REED
HOSPITAL DIRECTOR OF SUPPORT SERVICES

READ MORE →

What Is Critical Communications?

Technology that enables organizations to deliver fast, effective two-way communications for both day-to-day operations and crisis events. Time-sensitive alerts can be sent to the right people with the right information at the right time. Alerts are delivered with a click of a button, from any desktop or wireless device, and received via multiple modalities, including text, voicemail, email, desktop alert and push-notification from the app.

Sell the Value

During an increasingly active annual hurricane season, KnowBe4 needed a new solution to address the human element of security. OnSolve Critical Communications helped them keep lines of communication open with employees to ensure they were safe, informed, assured and productive.

> "In the event of an emergency, I have seconds to send an alert. There's no time to get to an office or call someone else to get the alert out. OnSolve's ease of use enables us to communicate with employees and specific groups quickly, even from a smartphone."

KEVIN POPOVICH
DIRECTOR OF PHYSICAL SECURITY

READ MORE $\longrightarrow$

Sell the Value

Research has demonstrated that organizations with highly capable critical event management capabilities are:

6.5x
more likely to have an optimized response to incidents affecting operations

4.3x
more likely to have an optimized response to financial incidents

3.4x
more likely to have an optimized response to data privacy incidents

2.6x
more likely to have an optimized response to incidents affecting customer experience

— A commissioned study conducted by Forrester Consulting on behalf of OnSolve, Oct 2021

Risk Intelligence Features Checklist

As you evaluate vendor solutions, keep these important features in mind.
Use this worksheet to take notes on what the vendors you're evaluating have to offer.

FEATURE	DESCRIPTION	NOTES ON PROPOSED VENDOR CAPABILITIES
Source Quality	Diverse, unbiased and trusted sources with rich context from human-validated information.	
Speed	Fast alerts with real-time updates, clustered into a single event profile (e.g., instead of 53 articles about a critical event, you get one event profile with 53 supporting sources).	
Focused & Correlated Alerts	50+ event types, proximity settings and integrations to your people and asset databases. Rapidly scale source data by location.	
Geographical Scope	Location — global, national, regional, local, hyper-local.	
Dynamic Location (with Privacy)	Assets can be "fixed" (e.g., a building) or "dynamic" (e.g., any asset that moves around in the physical space). This could be a traveler, a mobile user or a vehicle, like a truck. With all methods, both risk mitigation and privacy should be prioritized, including GDPR. For example, mobile users can "ghost" their locations to the city level, but still receive granular, real-time monitoring.	

Risk Intelligence Features Checklist (continued)

FEATURE	DESCRIPTION	NOTES ON PROPOSED VENDOR CAPABILITIES
Source Access	Ability to see/read the original source(s) of intelligence.	
Intelligence Services	After-hours monitoring, medical evacuations, on-call travel assistance.	
Travel Risk Management	Comprehensive native application for travel risk management (including PTA, PNR), ensuring you are getting the right information you need to monitor the safety of your people and assets.	
Administration & Control	The ability to add/modify all filters and alert rules with user roles, delivering greater flexibility.	
Integrated Critical Communications & Incident Management	Full Critical Event Management Suite, enabling the effective management of a critical event throughout the event lifecycle.	
Asset Based Risk Profiles	Ability to configure the alert based on the risk of the asset. For example, a bank has 100 branch locations in a hurricane's path and half have generators. The feature will focus your attention on the banks with generators, so you know where to direct your time.	

Critical Communications Features Checklist

As you evaluate vendor solutions, keep these important features in mind.
Use this worksheet to take notes on what the vendors you're evaluating have to offer.

FEATURE	DESCRIPTION	NOTES ON PROPOSED VENDOR CAPABILITIES
Real-Time Ability to Communicate With Team Members	Bi-directional (customized automated and manual) communication from Push to Response — based on customer preference; multi-tiered automation.	
Dynamic Group Messaging	By location, role, function, security level, etc., ensuring the right people get the right information when they need it	
Global Messaging Coverage and Reliability	The ability to send messages globally, everywhere clients need communication most to any device, including SMS, email, RSS feed and audio. Can send tens of thousands of messages a day without interruption.	
Integration Engine	Open platform methodology to allow customers to add new integrations with the tools they use; robust, rich API set; flexibility of the application to build workflows.	
Self-Service Portal and Pre-Built Templates	Pre-built templates enable ease of use and the ability to manage platform without provider interference.	

Critical Communications Features Checklist

(continued)

FEATURE	DESCRIPTION	NOTES ON PROPOSED VENDOR CAPABILITIES
Support Quality	Customer support available 24/7/365.	
Implementation and Professional Services	Dedicated team that supports a fast implementation, with professional services support.	
Combined IT and Operational Use	System is designed for all functional teams from IT, business continuity, HR, etc.	
Integrated Risk Intelligence and Incident Management	Full Critical Event Management Suite, enabling the effective management of a critical event throughout the event lifecycle.	