



What's your plan?

# **Making the Business Case for Emergency Management Technology for your Company**



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The number and intensity of natural and human-caused disasters is steadily increasing, and businesses are finding that to remain competitive they need to find more efficient and effective processes for managing preparedness and response to emergencies and crises, large and small.







The COVID-19 pandemic affected businesses more than any event in recent years, causing the several-month shutdown of many different types of businesses and industries and underscoring the need to reevaluate emergency response processes throughout the business world to protect health and safety of employees, customers, and business partners.

Natural disasters have increasingly taken a major toll on businesses. Record hurricane seasons in recent years brought numerous tropical storms and hurricanes from the Atlantic, threatening or impacting the Atlantic and Gulf coasts and spawning tornadoes and bringing heavy rain and flooding in inland areas. In the west, wildfires have dramatically increased year after year in number and size, burning hundreds of thousands of acres, damaging or destroying homes and other structures, closing roads and highways, causing unsafe air quality, and prompting evacuations in communities, and temporarily closing schools, businesses, and other organizations.

But there are dozens of other types of natural and human-caused disasters, as well as infrastructure-related incidents that can impact business continuity and the safety of employees, customers, and business partners. Businesses need complete preparedness and response capabilities to be ready for any crisis or disaster.

## Impact of Critical Incidents on Business

According to a recent study by research organization Forrester, every company they surveyed suffered **at least 1 critical event in the past 24 months**. The vast majority of companies, in fact, said they experienced multiple events in that 2-year span, with 96% of respondents saying they had between 4 and 10 critical incidents.

In addition to natural disasters and weather-related emergencies, businesses responding to the Forrester study also cited experiencing incidents including theft of physical/intellectual property, IT failure, cyberattack, utility outages, executive protection threats, brand reputation threats, supply chain disruptions, acts of terrorism, and active shooter situations.

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## Importance of Comprehensive Preparedness and Response Capabilities

It's proven that the faster a company can respond to a critical incident, the less costly the disruption will be. So, better processes for responding to a crisis makes good financial business sense.

To prepare adequately and respond effectively, businesses and corporations need Emergency Management technology that provides centralized, accurate, and timely situational awareness across multiple locations, an effective means of tracking important information and data, and strong communications capabilities that facilitate collaboration with employees, leadership, and local, state, and federal emergency management response agencies.

Unfortunately, studies have shown that many businesses do not have sufficient capabilities to respond effectively to critical incidents. Improving these processes represents a significant opportunity to reduce the financial impact of operational disruptions, mitigate damage to property, sustain supply chain operations, protect brand reputation, and ultimately, save lives.



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## Making the Business Case for Emergency Management Technology

Naturally, there are always other business needs with varying levels of importance competing for funding and leadership buy-in. The health and safety of employees and customers is obviously a compelling reason for upgrading your company's emergency management capabilities. But how do you make the case to your company's leadership, who might feel current processes are "good enough"? You need hard-hitting facts and data that illustrate logistical, operational, and financial justifications for a comprehensive emergency management platform.

## Here are 5 key questions and points to consider in making your case for a comprehensive emergency management platform:

### **1** What are your goals?

You've identified emergency management capabilities as an area where your business could improve. So, what do you hope to achieve? What outcomes would be meaningful to you, to other stakeholders or departments, and across your entire company? How would you measure success in these areas?

To create a more efficient and safer workplace company-wide, emergency managers and safety and security teams at the corporate level need technology that provides greater situational awareness, enhanced communications and collaboration capabilities, automated workflows, and integration with local emergency responders and healthcare facilities. Addressing these needs can help create a more efficient and safer workplace.

Some of the key aspects of emergency preparedness and response that many business leaders identify as areas of improvement include:

- + Preparedness planning and procedures
- + Communication and collaboration
- + Response and situational awareness capabilities
- + Critical incident training and exercises
- + Recovery and mitigation processes

What are the top goals for improving your company's emergency management processes? How does your current process align with these goals? How would new processes improve alignment?

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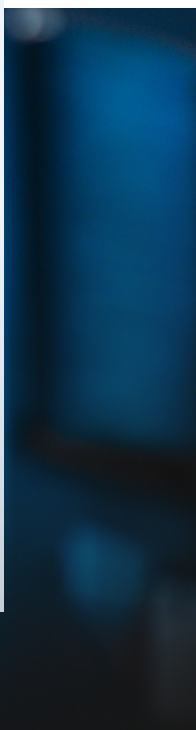
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## **2** What business problems does an emergency management platform solve? What are your company's needs?

Are your current emergency management processes adequate? Even if they are, is "adequate" good enough? Many organizations assume that the processes they've always used will still be sufficient when a crisis occurs. Many are still using pen and paper, emails, phone trees, and spreadsheets. How could the shortcomings of your current system impact your business in the short term or in the long term?

With the increase in the number and frequency of critical incidents that affect safety, business continuity, and brand, are you prepared to respond decisively? Many businesses have outgrown their current processes and could vastly improve preparedness and response capabilities, enable faster and more effective decision making, and provide more stability to operations.

How will a comprehensive emergency management platform solve existing problems? What can't you do now, that you would be able to do with a new system or processes?

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### 3 What specific emergency management processes need to be addressed or improved?

The best way to assess your current capabilities is to review response actions during a previous crisis or disaster and evaluate what aspects of that response could be improved.

An effective, comprehensive critical incident platform replaces inefficient and impractical manual processes to give businesses and corporations the tools they need to standardize emergency preparedness and response processes as well as day-to-day incidents or activities, giving company leadership, safety and security teams, and emergency management teams the capabilities to plan and respond to:

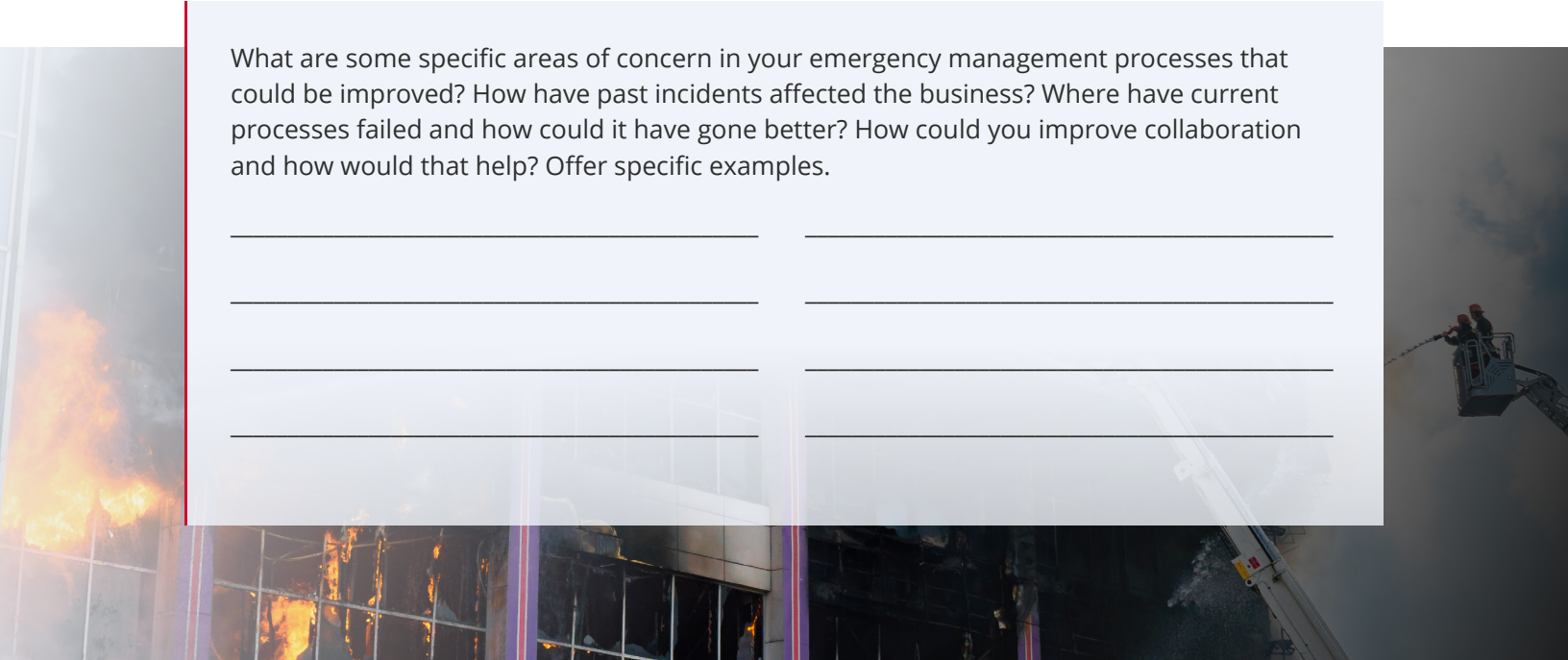
- + Severe weather, including storms, hurricanes, tornadoes, winter storms, flooding, and wildfires
- + Active shooter incidents
- + Workplace violence and terror-related incidents
- + Cybersecurity and other IT-related incidents
- + Workplace safety and security activities
- + Compliance with the applicable OSHA, Department of Labor or other regulatory mandates
- + Corporate-wide activities, including travel, meetings, conventions, and other events
- + Facilities safety and operational status

An effective critical incident management platform allows organizations of all sizes to maintain complete situational awareness of actual or potential incidents, and to respond effectively and recover quickly.

Do you have capabilities that give you a common operating picture with real-time comprehensive views of data pertaining to critical incidences and occurrences? Do you have automated workflows to track information, make critical decisions, request necessary supplies and aid? Do you have standardized communication tools to maintain contact with employees, partners, and other stakeholders? Are you able to schedule, perform, and track training exercises with everyone who would be impacted by a critical incident?

What are some specific areas of concern in your emergency management processes that could be improved? How have past incidents affected the business? Where have current processes failed and how could it have gone better? How could you improve collaboration and how would that help? Offer specific examples.

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## How does an emergency management platform provide a return on investment?

Studies have shown that downtime from critical infrastructure incidents, natural disasters, cyberattacks, and workplace violence can cost a company as much as \$336,000 per hour. So, a flood, power outage, gas leak, cyberattack or other incident lasting only 8 hours, or one workday, could still cost your company over \$3 million. A longer outage, or several incidents over the course of a year could be even more costly. A Gartner study calculated that downtime incidents on average can reach 87 hours per year, which equates to almost \$30 million in losses from downtime per year.

How do these types of incidents affect your business in the short term and long term? Explore potential risks or limitations and areas where inefficiency, inaccurate data, or ineffective collaboration could affect your company.

Effective emergency management processes often have the effect of enhancing revenue by reducing or eliminating errors, hours spent on manual tasks, and potential disruption costs.

What is the financial cost for your company for past incidents causing operational disruption, or damage to facilities, equipment, infrastructure, or brand reputation? How could more effective and efficient processes reduce, mitigate, or eliminate these costs, and make your company more competitive? What are some specific measurements that you could show to illustrate these improvements?

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## 5 Putting it all together

So much is on the line when considering an upgrade to your emergency management processes. You need to have plenty of supporting information and documentation, and the support of colleagues and key stakeholders.

Most importantly, you need to be able to clearly illustrate the need for comprehensive emergency management technology and how it will improve the company's capabilities to respond in any incident or on a daily basis for all types of activities, incidents, or events.

While effective emergency management technology makes good sense financially by mitigating the impact of operational disruption, the human aspect and benefit is that it helps safeguard the health and safety of people, an outcome that is immeasurable in strictly financial terms.

What are your company's goals and vision in terms of its commitment to employees, customers, and business partners? How does protecting health and safety align with your company's philosophy? This is the more intangible and esoteric but vital and persuasive quality that should be included in any business case for emergency management process and technology upgrades.

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## Emergency management technology makes good business sense.

A Critical Incident Management solution is an investment in your organization's future, protecting your people, property, facilities, operation, and brand from catastrophic results in the event of a natural or man-made disaster.

### Juware works with businesses and organizations to help them Prepare, Connect, and Respond

At Juware, our mission is to strengthen and optimize information sharing to empower preparedness and response – to protect people, property, and brands.

Thousands of corporations, healthcare facilities, higher education institutions, and government agencies rely on Juware solutions every day to provide situational awareness and improve communications as well as information management before, during, and after all types of critical incidents.

Our emergency management experts are here to help you unlock the information, data, and resources you need to make the case for solutions that will help your company avoid disruption and keep people safe.

TALK WITH US

