



# CEM 101 for Enterprise Security Leaders:

Leverage modern critical event management to create better outcomes for your organization



## Looking back on 2020, this much is crystal-clear:

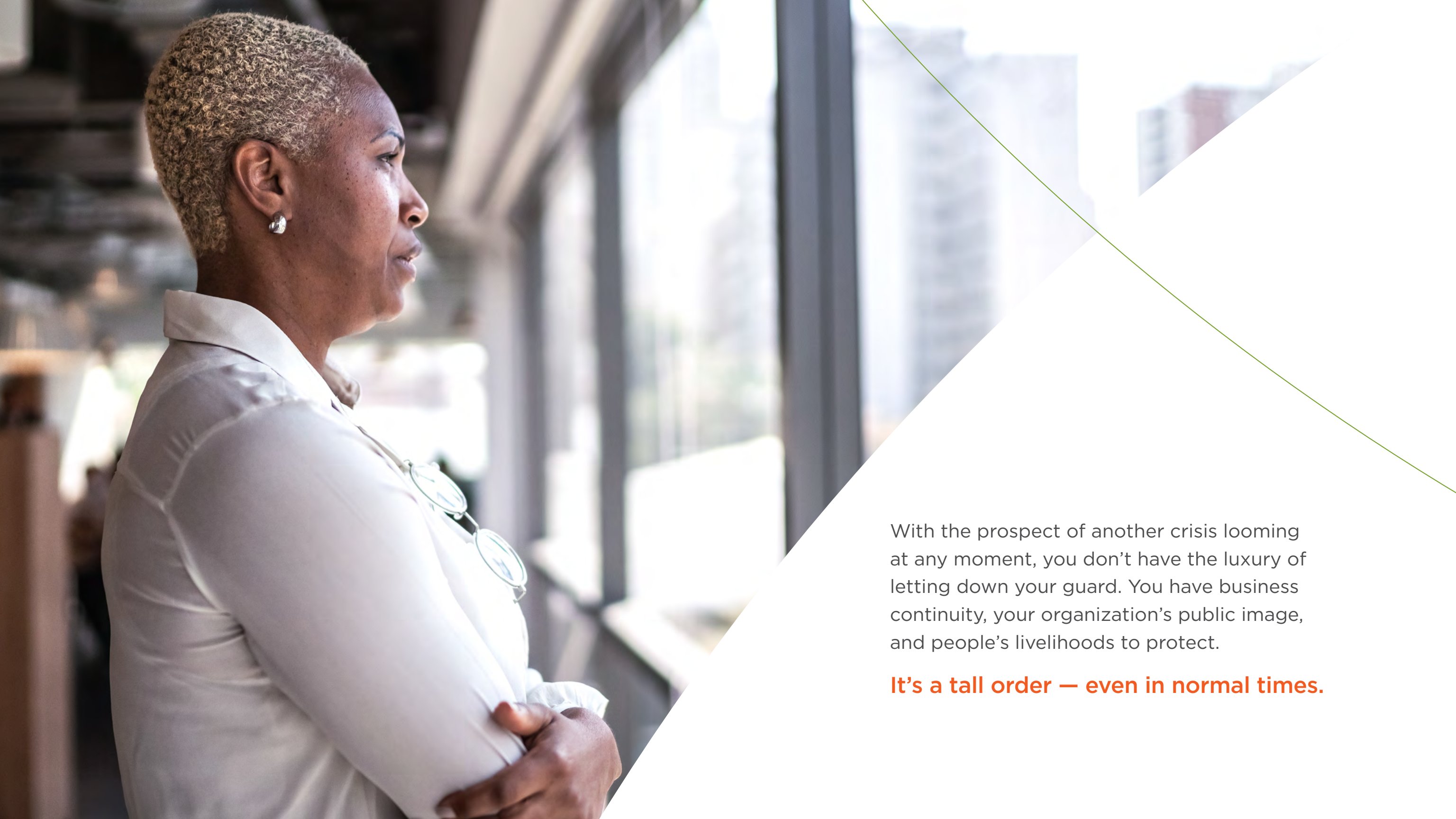
Last year raised the stakes on your job to the stuff of science fiction. The pandemic affected every aspect of your organization, plus every other crisis in its path. While it may be in the rearview mirror, it's still producing aftershocks. The question now is how to move forward.

**The answer:** Focused teamwork and fail-safe technology.



“41% of CEOs, risk managers and other industry experts cite business interruption as their biggest risk.”

— Allianz Risk Barometer 2021



With the prospect of another crisis looming at any moment, you don't have the luxury of letting down your guard. You have business continuity, your organization's public image, and people's livelihoods to protect.

**It's a tall order — even in normal times.**



# Top 10 Business Risks of 2021

1. Business interruption
2. Pandemic outbreak
3. Cyber incidents
4. Market developments
5. Changes in legislation and regulation
6. Natural catastrophes
7. Fire/explosion
8. Macroeconomic developments
9. Climate change
10. Political risks and violence

Allianz Risk Barometer 2021

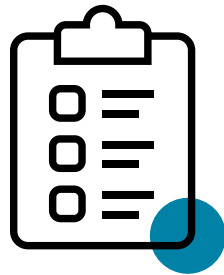




## What is modern critical event management?

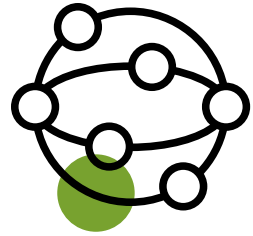
Critical event management (CEM) gives an organization or emergency management team the capabilities to manage critical events — and protect people, places and property.





A modern CEM platform consists of **three key** capabilities.

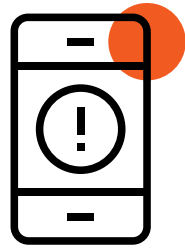




## ① AI-Powered Risk Intelligence

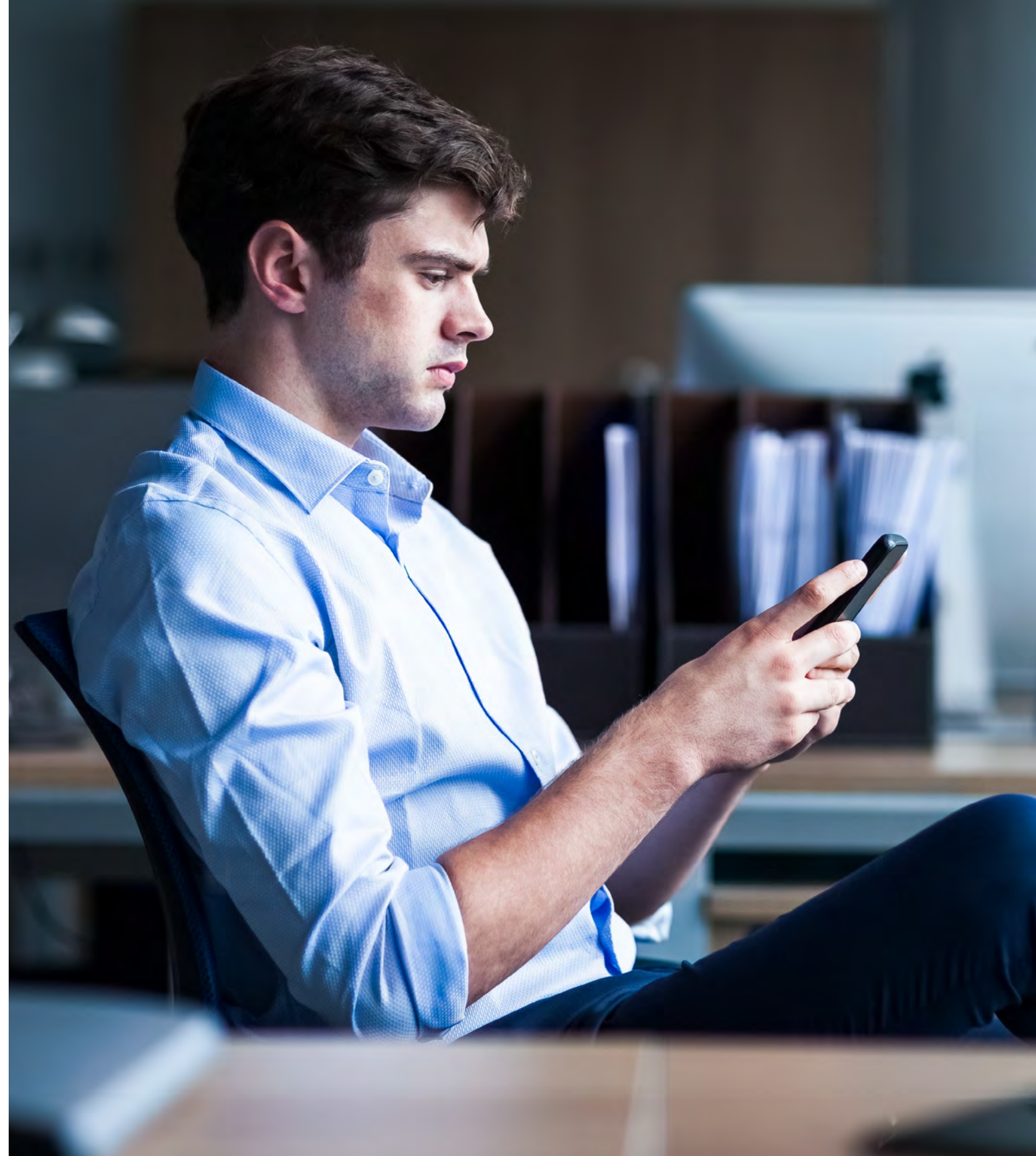
The ability to aggregate complex data on any given critical event, tracking feeds from thousands of sources, sorting through the noise and then synthesizing and distributing the data so employees can act on it — in real time.





## ② Critical Communications

Critical communications let response teams send targeted, time-sensitive notifications to every person they need to reach. It can deliver geo-targeted, multi-language messages via phone, email, SMS, desktop alerts, voice and more, ensuring your message is received and understood.





### ③ Incident Management

Advanced incident management systems are mobile-centric and allow response teams to jump into immediate action via real-time visibility and targeted coordination. They provide secure, interactive crisis plans that are easy to update and distribute. They also feature a chronological audit trail of every action taken before, during and after an event.



## Why Modern CEM is Essential for Your Enterprise:

- Faster and more accurate response to critical events
- Optimizes basic capabilities to keep up with a more dispersed and mobile world, a steady rise in the frequency and intensity of critical events, and an explosion of data sources
- Adds a powerful layer of artificial intelligence to risk intelligence that sifts through the noise of critical events and identifies only those relevant to your enterprise
- Builds on a strong foundation of critical communications and incident management, and fuels your communications with more accurate data
- Allows security teams, travel teams and executives to respond proactively to critical events throughout the entire business resiliency lifecycle





Often, organizations begin their search for a critical event management platform for one of these reasons:

- Recent critical event that caused a server failure
- Unhappy with their current vendor's service
- Pressure on their department to be more strategic
- Communication failure

**Sound familiar?**



It's time to look for a critical event management platform with these features:

1. Uses AI to deliver actionable intelligence
2. Fast, easy and reliable user experience
3. Flexible and customizable
4. Robust reporting capabilities
5. Responsiveness to customer feedback
6. Knowledgeable customer support and true partnership



You have the expertise to keep  
your organization **safe and secure.**

Now you just need the right technology partner.

**Learn more about the OnSolve Platform for Critical Event Management. >**

