



Alert Management: Incident Communication is not only Messaging

M-PLIFY Presentation
« Fuel Safety and Disaster Management »

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Summary

M-PLIFY Who ?

*Communication, Communication,
Communication*

*The Pager Syndrom: Messaging is
not enough*

*Are commercial telecom operators
reliable alert channels ?*

Case Study 1: Crisis Cell Recall

*Case Study 2: Civil Alert
Notification by Local Authorities*

**Reach the
right people**

Instantaneously

**Provide
useful
information**

Who we are



Partner in the u-2010 Research Project



- Privately owned, founded in 2000
- Luxembourg based
- Competences and solutions

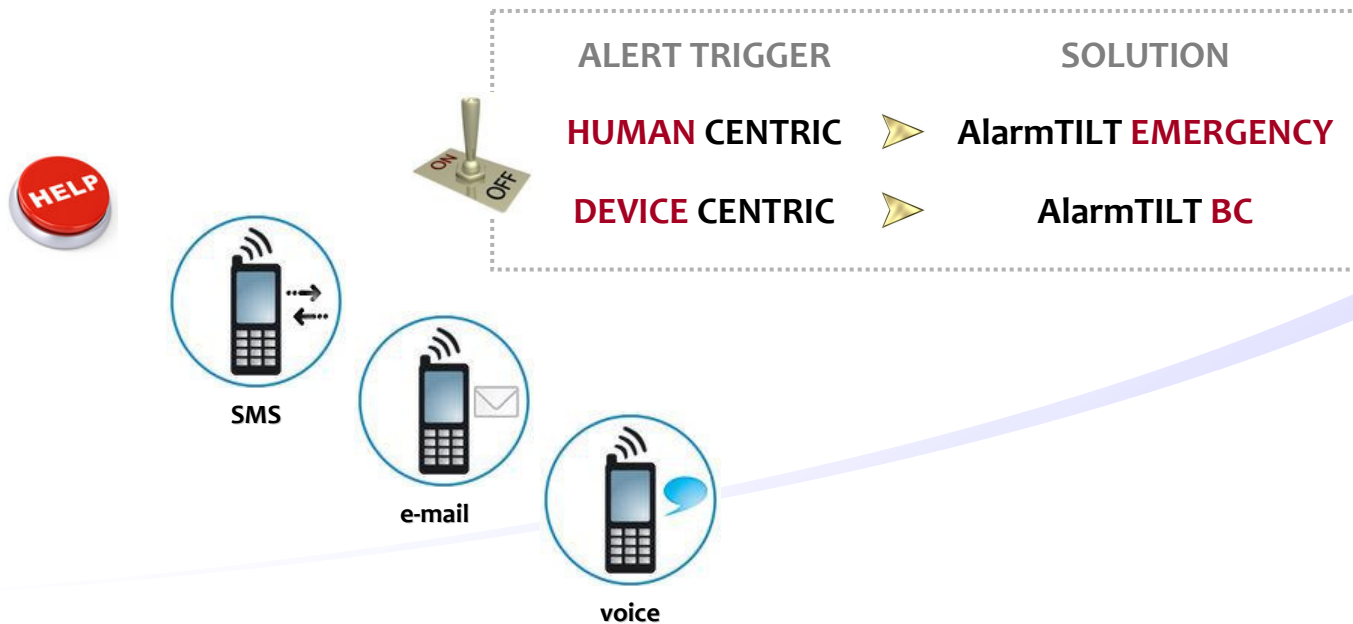


Solutions and products



- **AlarmTILT**

- Crisis and notification communication solution
 - via SMS, e-mail, voice (text-to-speech) alerts
 - on any device (PCs, laptops, mobile phones, PDA, Blackberrys, ...)



Communication in BC Planning Software

BC Planning Solution / Vendor	Risk Assessment	Plan Development and Maintenance	Emergency Communication	Incident Management	Reporting
Phoenix Disaster Recovery Planning System	Red	Green	Red	Red	Yellow
Business protector Gateway	Green	Green	Yellow	Green	Green
myCOOP	Green	Green	Yellow	Green	Green
RecoveryPMC	Green	Green	Yellow	Red	Green
eBRP Solutions Toolkit	Green	Green	Yellow	Green	Green
Shadow-Planner	Green	Green	Yellow	Green	Green
Strohl Systems	Green	Green	Yellow	Green	Green
Paragon - Sungard	Green	Green	Yellow	Green	Green
<i>Source: Forrester 2007</i>		Strong	Basic	Not available	

Business Continuity Planning

- Business Continuity is an **ongoing priority**.
- 3 main categories of solutions and measures to achieve Business Continuity:



Efficient communication
as part of Business continuity procedures is **key**
in the event of a major operational **disruption**.

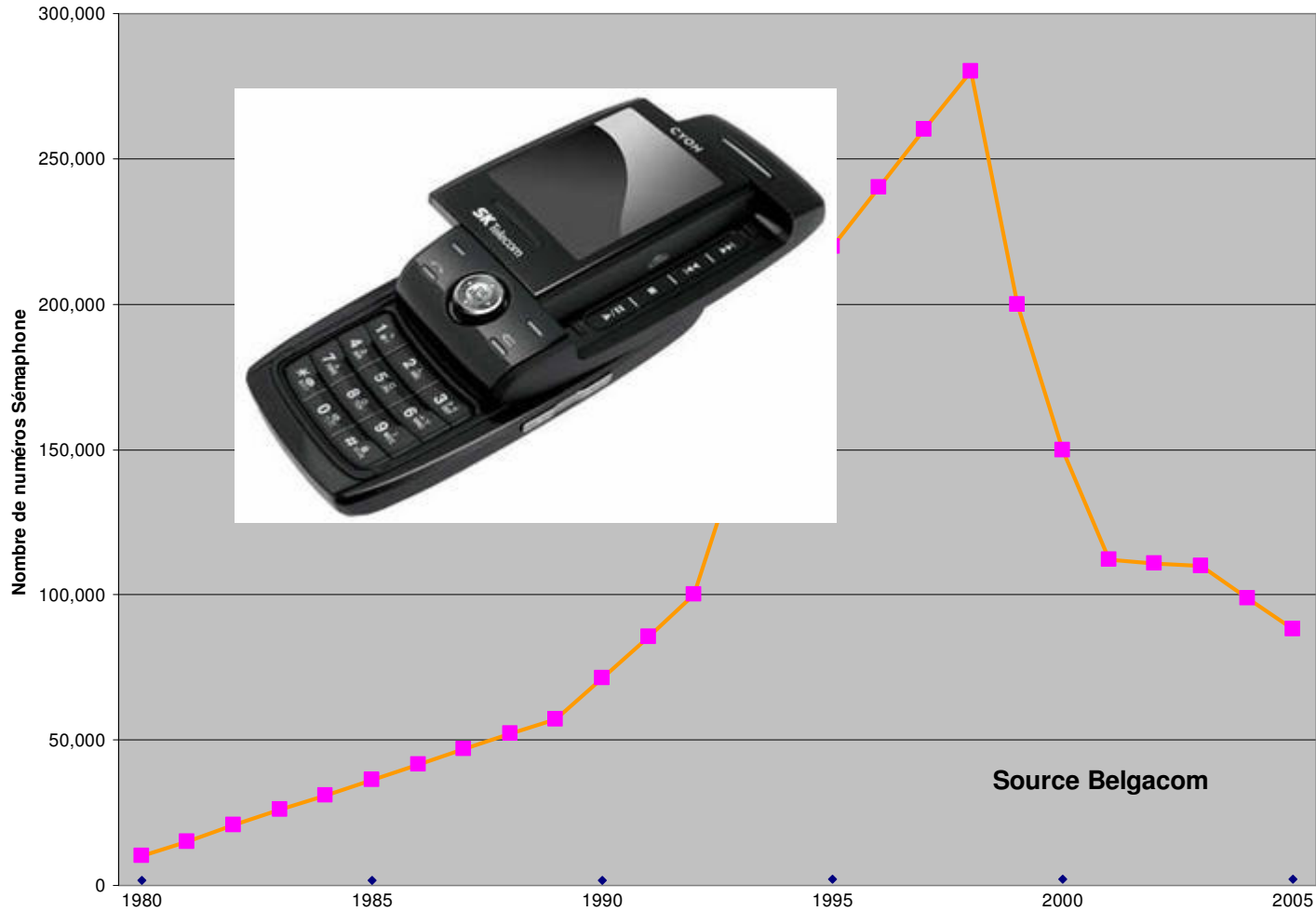
Synchronous vs Asynchronous Communication

Synchronous	Asynchronous
Telephony Audio conference Video conference	SMS E-mail Voice message
Synchronisation of agendas	No agenda synchronization needed
Interruption of ongoing tasks	Response between 2 tasks
Immediate response	Time for thinking and assessing
Just speak	Compose message
Low latency requirements	Communication still possible under bandwidth degradation
No communication trace	Communication trace with timestamps

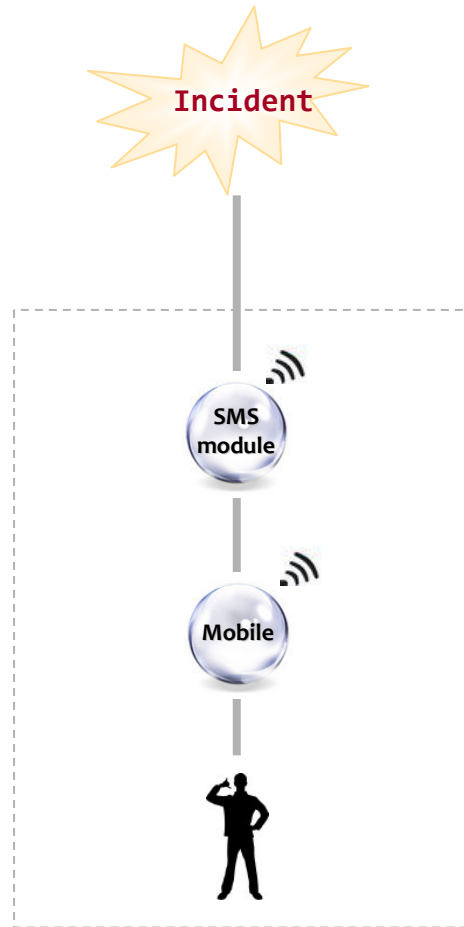
Advantages in crisis situations

Bye Bye Pager

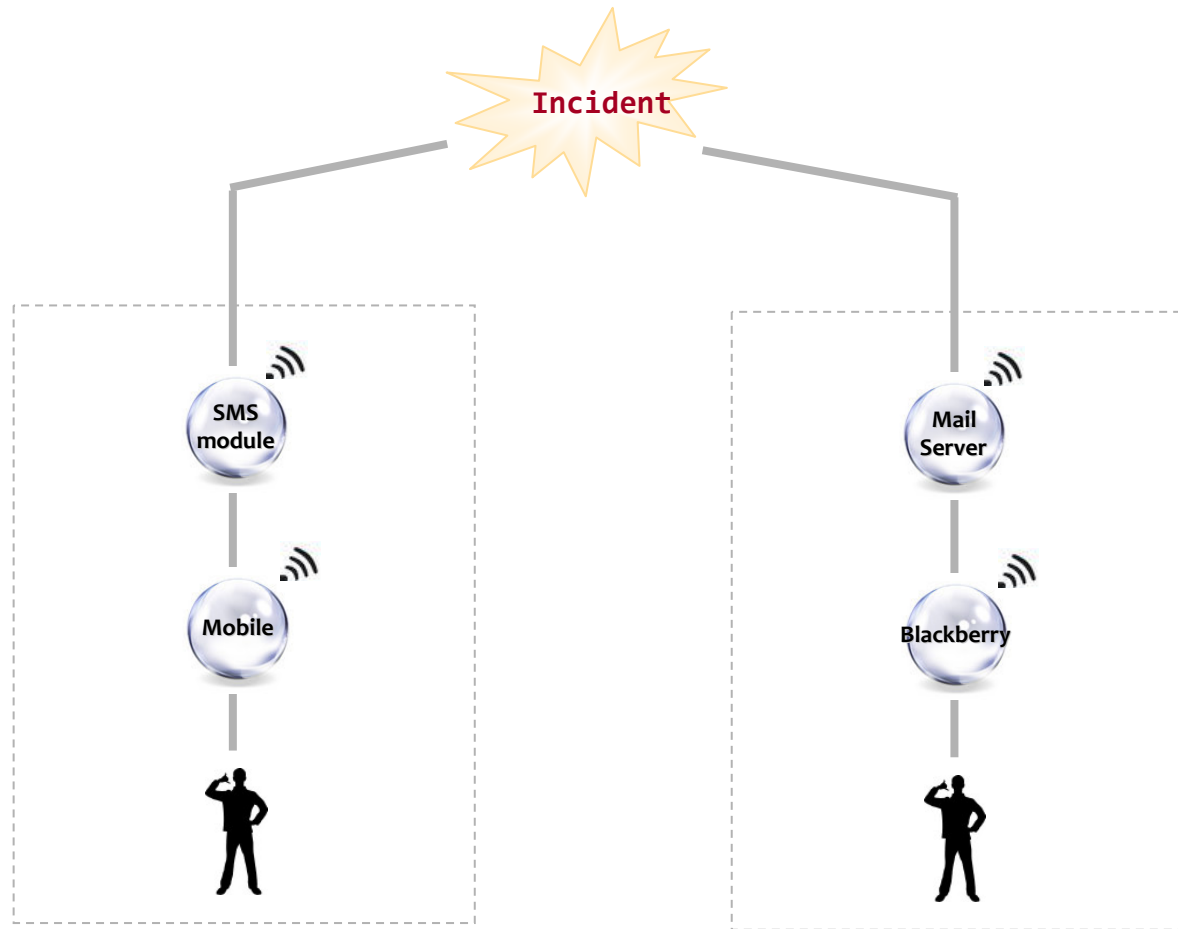
Sémaphone Customer Evolution in Belgium



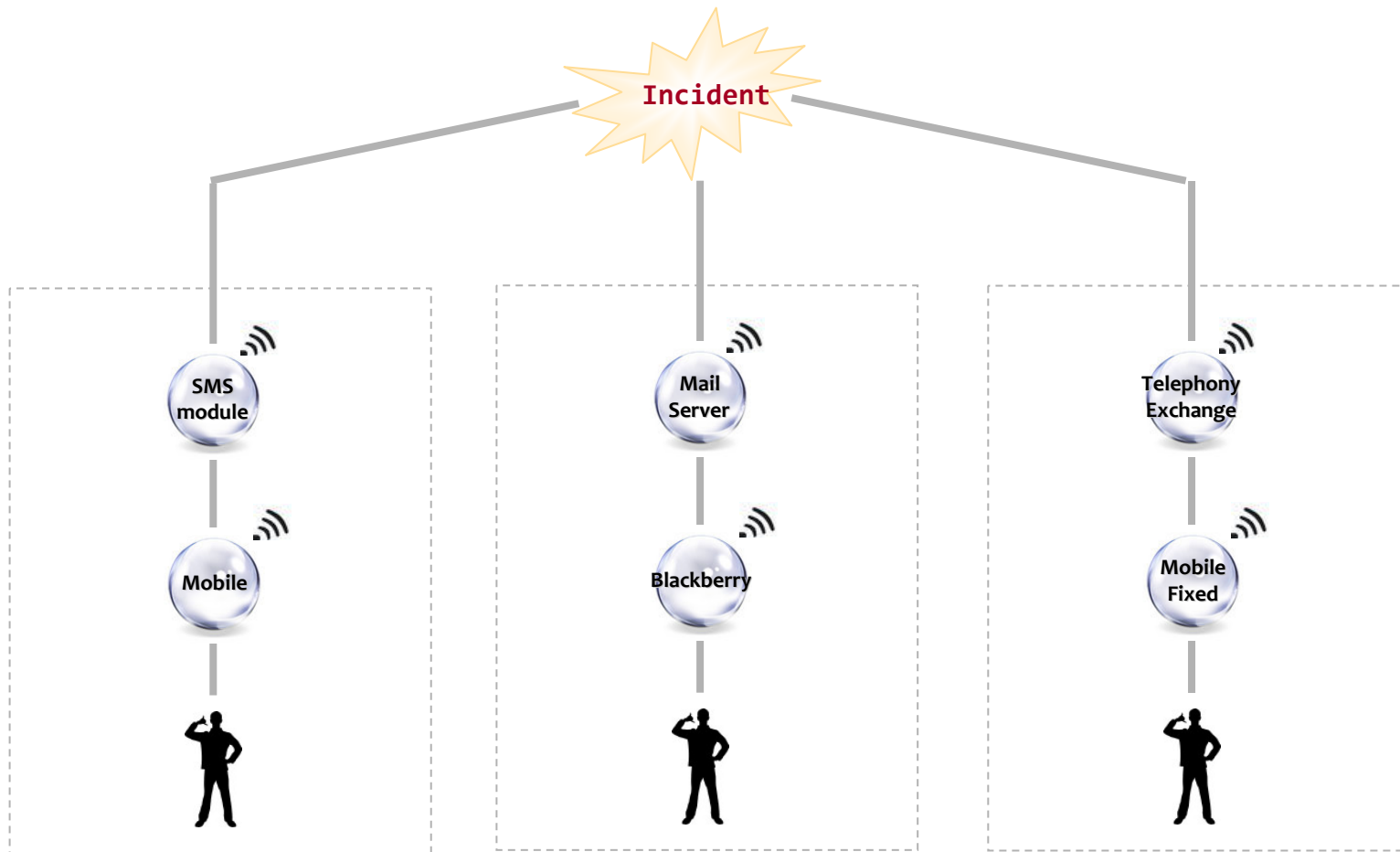
The « Pager Syndrom »



The Pager Syndrom – Enhanced Version

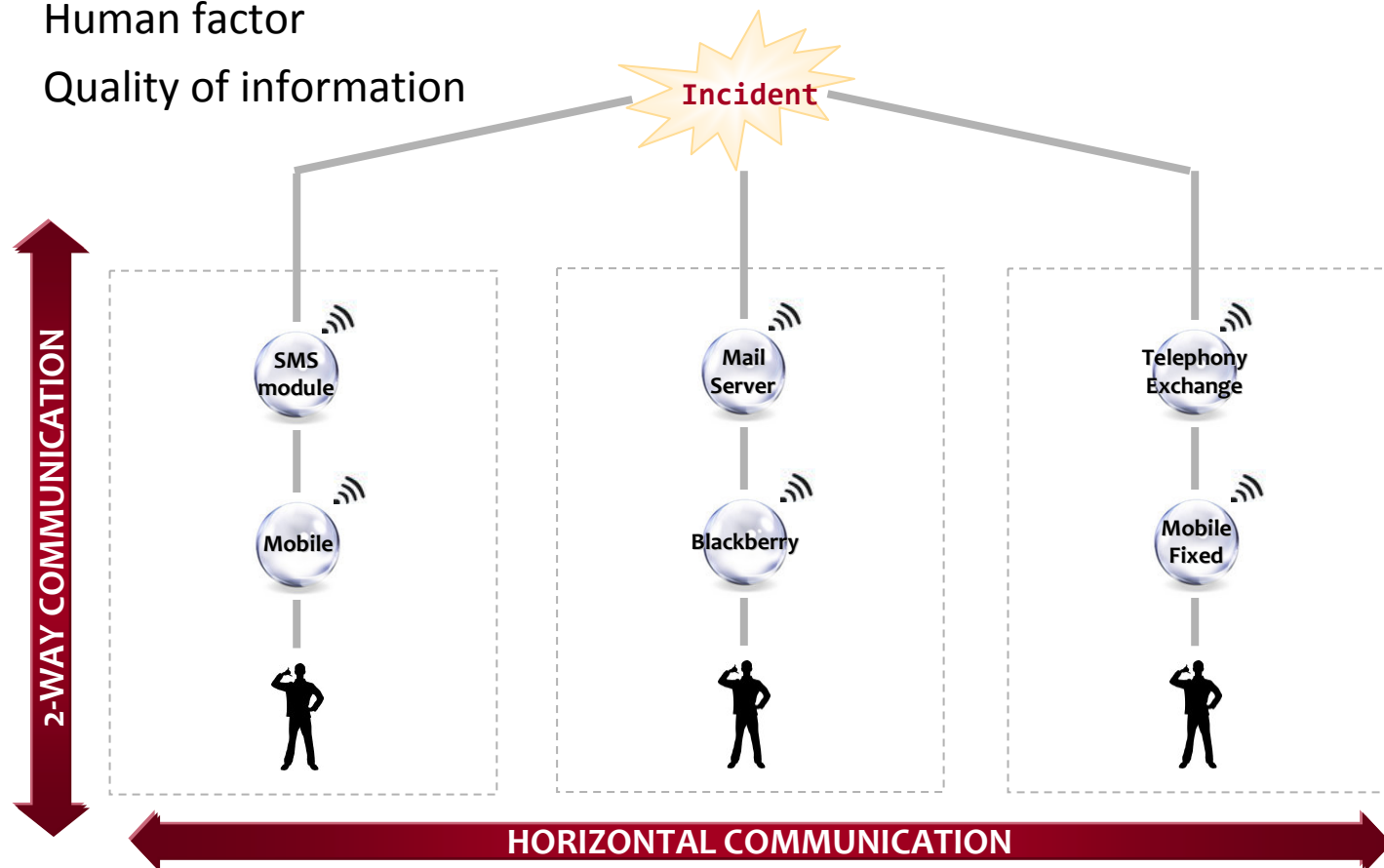


The Pager Syndrom – PRO Version



Lessons learned

- Heterogeneity - use all media/operators available
- 2-way notification – acknowledgment systems
- Think person-centric, not „device-centric“
- Human factor
- Quality of information



How reliable is SMS?

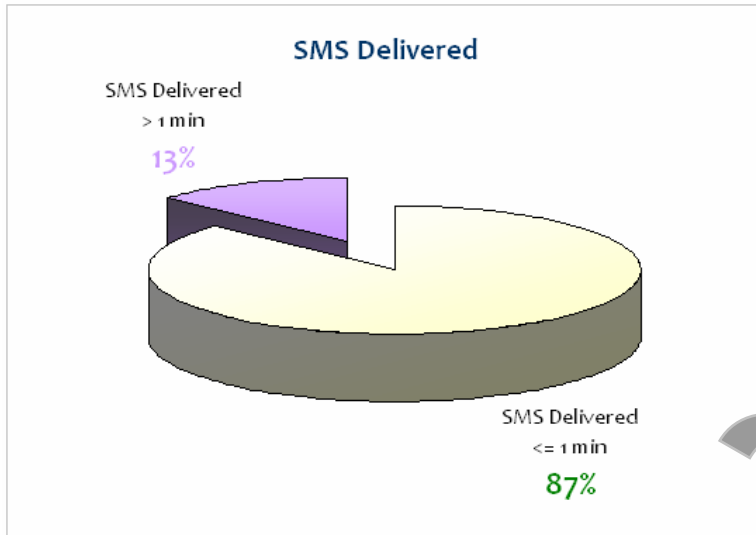


SMS

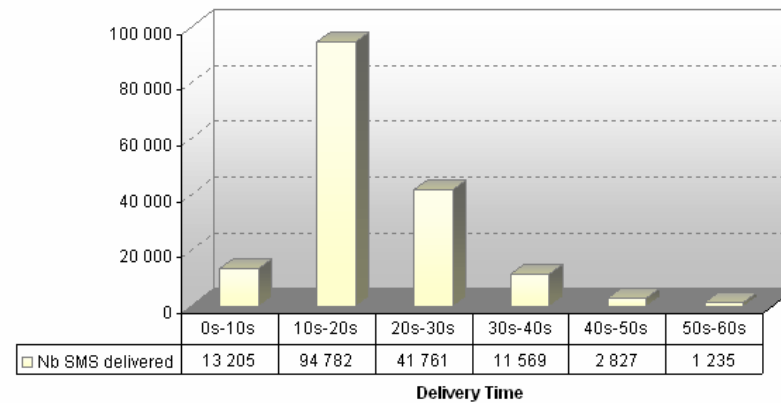
- “31st December Effect”
- No Feedback
- Connectivity Problems
- Not explicit enough
- Isolated Messages
- No Diversion



Distribution of SMS Delivered



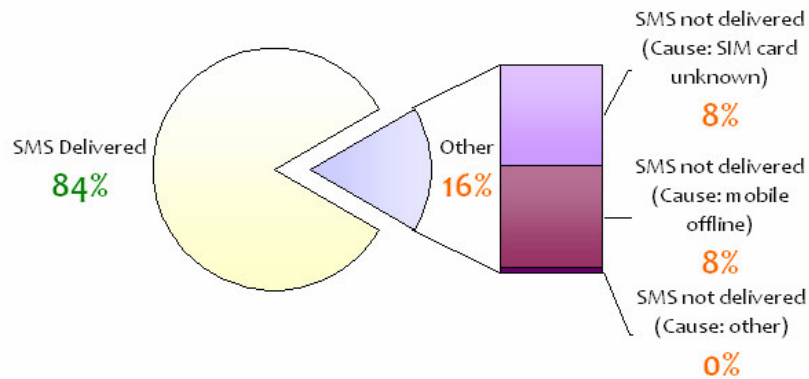
Distribution of SMS Delivered in less than 1 minute



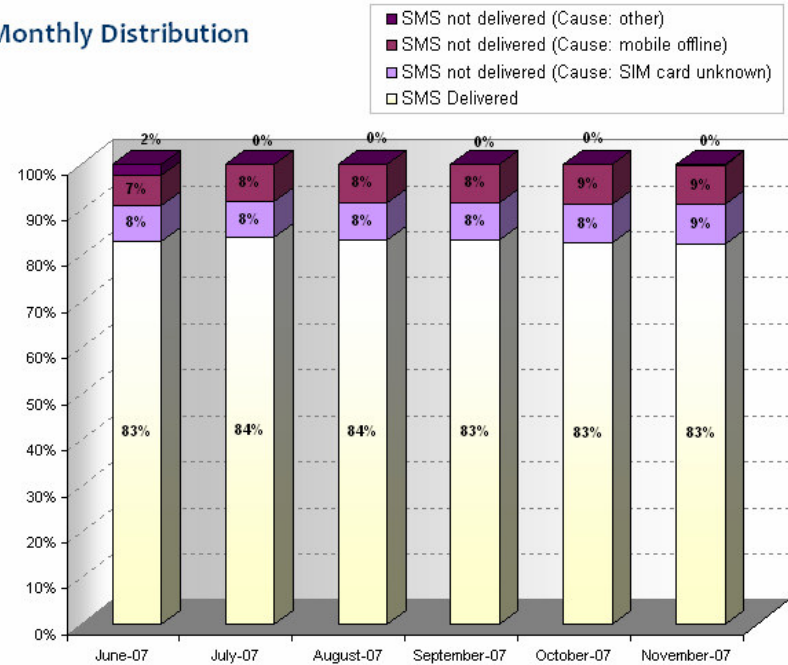
Distribution of SMS

- 'SMS Delivered' vs 'SMS Not Delivered'

Global Distribution



Monthly Distribution



How reliable are voice alerts?



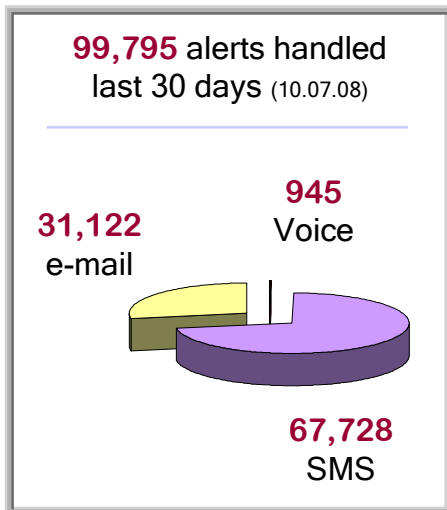
SMS

- “31st December Effect”
- No Feedback
- Connectivity Problems
- Not explicit enough
- Isolated Messages
- No Diversion



voice

- Not explicit enough
- Invasive



How reliable are emails?



SMS

- “31st December Effect”
- No Feedback
- Connectivity Problems
- Not explicit enough
- Isolated Messages
- No Diversion



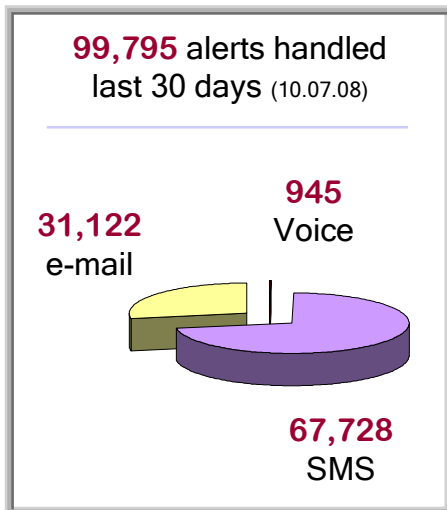
voice

- Not explicit enough
- Invasive



e-mail

- Passivity
- Spam
- Not quick enough



ALARM TILT
UNIFIED INCIDENT AND ALERT MANAGEMENT

Username:

Password:

Remember me:

Checking 'Remember me' will drop a cookie to your web-browser, so that login is done automatically the next time

login



Login over, or from phone, smartphone, PDA, Blackberry, etc

Emergencies View

Screenshot 2

The screenshot shows the AlarmTILT web application interface. At the top, there is a navigation bar with tabs for Overview, Emergency, Outgoing Alerts, Reports, and Preferences. The Emergency tab is selected. Below the navigation bar, there is a status bar showing "AT EM v4.9 / User: em_letrange / Credits Left: 472 /". A "New" button is visible. The main content area displays a table of emergencies with the following columns: Label, Scenario, Created, Launched, Ended, and State. The table contains several rows of data, including "Contrôle disponibilité du corps volontaire" (Launched) and several "Notification importante aux entreprises" (Ended) entries. A callout box with a question mark icon points to the table with the text "Global View with all emergencies launched".

	Label	Scenario	Created	Launched	Ended	State
	Contrôle disponibilité du corps volontaire	Rappel Corps de Pompiers	2008-05-02 08:47:27	2008-05-02 08:47:54		Launched
Delete	Rappel Cellule de crise 2008.04.18	Rappel Cellule de crise	2008-04-18 10:29:26	2008-04-18 10:29:59	2008-05-02 08:45:13	Ended
Delete	Notification importante aux entreprises 2008.04.18	Notification importante aux entreprises	2008-04-18 10:19:55	2008-04-18 10:23:19	2008-05-02 08:45:38	Ended
Delete	Rappel Cellule de crise 2008.04.11	Rappel Cellule de crise	2008-04-11 12:02:24	2008-04-11 12:03:03	2008-04-11 15:23:22	Ended
Delete	Notification importante aux entreprises 2008.04.10	Notification importante aux entreprises	2008-04-10 14:12:58	2008-04-10 14:13:06	2008-04-11 12:01:39	Ended
Delete	Notification importante aux entreprises 2008.03.12	Notification importante aux entreprises	2008-03-12 15:35:29	2008-03-12 15:36:22	2008-03-12 15:42:20	Ended
Delete	Notification importante aux entreprises 2008.03.11	Notification importante aux entreprises	2008-03-11 14:57:53	2008-03-11 14:58:34	2008-03-11 15:08:06	Ended
		Notification importante aux entreprises	2008-02-19 09:56:34	2008-02-19 09:59:06	2008-02-19 10:08:47	Ended
		Notification importante aux entreprises	2008-02-18 09:56:07	2008-02-18 09:56:29	2008-02-18 10:01:04	Ended
	2008.02.15	Notification importante aux entreprises	2008-02-15 09:43:43	2008-02-15 09:44:27	2008-05-02 08:46:04	Ended

Global View with all emergencies launched

Emergency Launch View

Screenshot 3



Setup | Logout

Overview

Emergency

Outgoing Alerts

Reports

Preferences

All | Waiting | Launched | Ended

AT EM v4.9 / User : em_Jettrange / Credits

Launch

Back

Emergency Data

Scenario: Rappel Cellule de crise

Id: 0

Label: (Not Set)

Creation Date:

Message Parts

Contenu du message

- Evacuation Quartier Eglise
- Evacuation Quartier Nord
- Evacuation Quartier Nord (DE)
- Evacuation Quartier Zone Industrielle
- Message important du bourgmestre
- Notification importante aux entreprises
- Notification Parents d'élèves
- Rappel Cellule de crise
- Rappel Corps de Pompiers
- Rappel Protection Civile
- Retard bus scolaire

Attachment

Browse...

Add Attachment

Alerte Rappel de personnel

Alerte interne.
. Prière confirmer disponibilité en répondant par OK.

Preview

Selected Destinations

	Label	Summary	Sms	Email
Remove destination	Groupe cellule de crise	Contact Group		



Quick Emergency scenario selection



Emergency Launch View

Screenshot 4

Overview | **Emergency** | Outgoing Alerts | Reports | Preferences

All | Waiting | Launched | Ended |

AT EM v4.9 / User : em_lettrange / Credits Left : 472 /

Launch **Back**

Emergency Data

Scenario: Notification importante aux entreprises
Label: Emanation de gaz potentiellement toxique
Id: 2653908
Creation Date: 2008-05-02 11:24:39

Message Data

Type de problème: de gaz
Cause du problème: une panne
Durée du problème: plusieurs heures
Attachment: **Add Attachment** Browse...

Message important du bourgmestre
Alerte critique de gaz. Le problème est dû à une panne. Il risque de durer plusieurs heures . Prière de confirmer bonne réception par OK.
137

Preview

Selected Destinations

	Label	Summary	Sms	Email	Voice
Remove destination	Groupe Dir. Entreprises Z.I.	Contact Group			

? Context preparation, for efficient and explicit short message

Emergency Follow up View

Screenshot 5

Alert Summary | **Alert Progress** | **Alert Details** | **Chronology**

Responses Follow-up

Global progress

11 Alerted contacts 7 have responded 4 have not responded

6 YES 1 NO 0 Others

Contacts details

Alexandrino Alex Baratto Marilyn Bourgmestre Ciglar Izidor Echevin 1

Echevin 2 Echevin 3 Ou H el ene Schumacher Hubert Tonhofer David

Toussaint Bertrand

✦ Ciglar Izidor		
SMS		
Message important du bourgmestre	2008-04-10 14:13:36	Alerte critique de gaz. Le probl�eme est d�u � une panne. Il risque de durer plusieurs heures . Pri�re de confirmer bonne r�eception par OK.
Reply	2008-04-10 14:14:25	ok
EMAIL		
Message important du bourgmestre	2008-04-10 14:13:26	Alerte critique de gaz. Le probl�eme est d�u � une panne. Il risque de durer plusieurs heures . Pri�re de confirmer bonne r�eception par OK.
Message important du bourgmestre	2008-04-10 14:15:06	non Ma voiture vient de tomber en panne!



Follow up in real time, with « yes », « no », « other » replies views (summarised, detailed, chronological)

End of Emergency Notification View

Screenshot 6



Overview

Emergency

Outgoing Alerts

Reports

All | Waiting | Launched | Ended

Confirm End Emergency

Cancel

Emergency End

Scenario: Rappel Corps de Pompiers

Id: 2653434

Label: Contrôle disponibilité du corps

Launching Date: 2008-05-02 08:47:54

End Emergency Comment :

Messages:



Possibility to send additional messages to selected destinations, or to send End of Emergency notifications

Admin View - Reporting

Screenshot 7

https://www.alarmtilt.net - AlarmTILT - Alert Management - Microsoft Internet Explorer

File Edit View Favorites Tools Help

ALARM TILT
UNIFIED INCIDENT AND ALERT MANAGEMENT

Status Messages Emergency Reports Preferences

Welcome Alex Alexandrino
Emergency 1

User : altv4_alex_em01 / Credits Left : 339 /

TIME WINDOW

All [v] Apply

Today

Last 2 days

Last 3 days

Last 4 days

Last 5 days

Last 6 days

Last week

Last 2 weeks

Last month

Last 2 months

Last 3 months

Last 6 months

Last year

All

(Custom)

Apply

EWED

Alerte Générale
- Rappel
de personnel
2006-09-07 08:00:25

Salle Réunion

Message count group by media and direction

Message count by media & direction

voice/out = 4

email/out = 35

sms/in = 28

sms/out = 110

■ sms/out ■ sms/in ■ email/out ■ voice/out

Message count group by media and direction

Active filter: All, data grouped by day

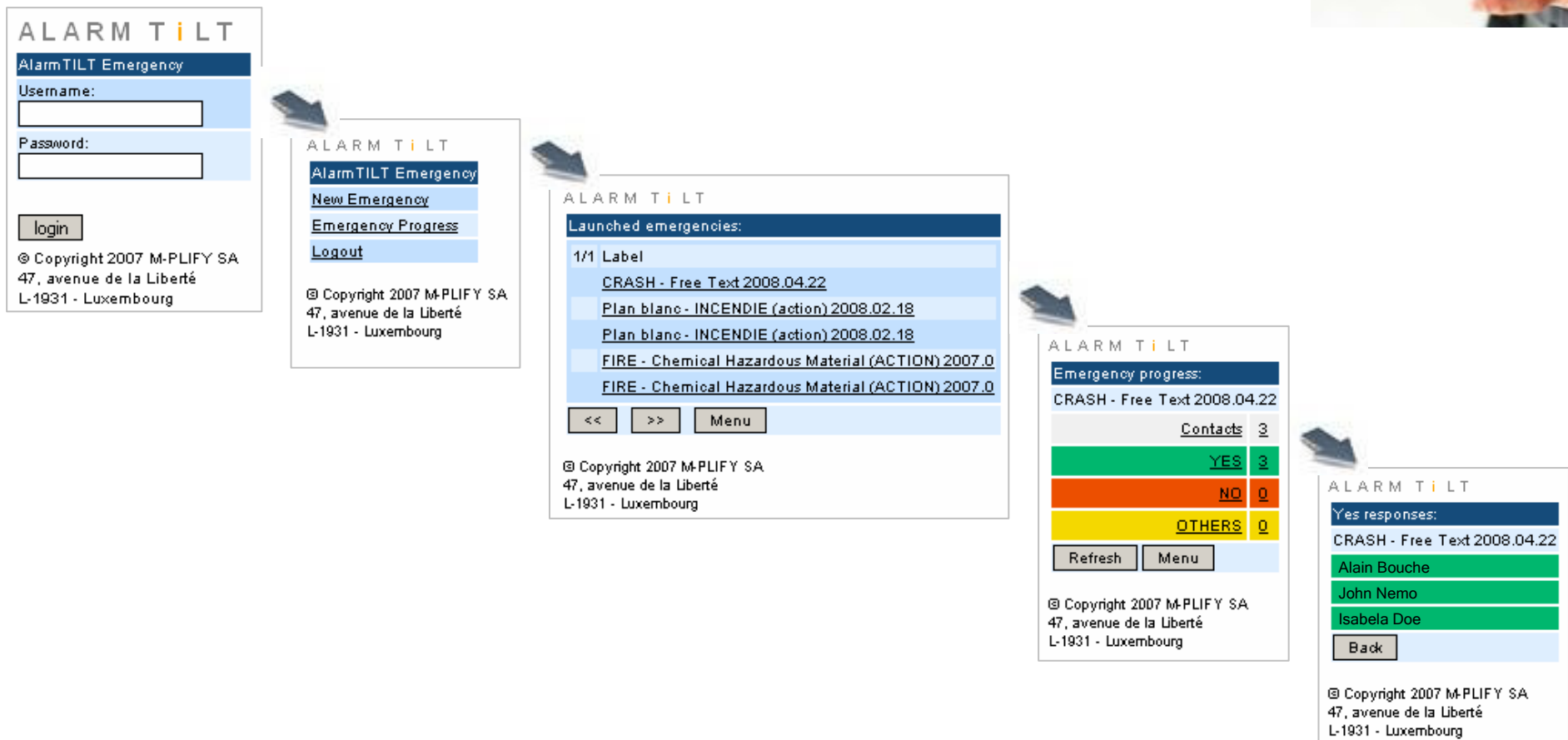
Media	Number of Messages
sms/out	32
sms/in	7
email/out	24
voice/out	2
sms/out	3
email/out	3

Clear Filter



Precise Messaging Reporting

- Possibility to launch and follow-up an emergency via a **mobile phone** or **PDA**



Civil Alert Management by Local Authorities

www.steinsel.lu

➤ Rubrique 'Service d'alerte à la population'

Commune de Steinsel
Bienvenue sur la page de souscription au service d'alertes à la population de la Commune de Steinsel. Ce service est gratuit pour tout habitant de la commune.

1. Données personnelles *

Nom Prénom
Localité/Code Postal <Sélectionner une localité> <Code Postal> Adresse <Sélectionner une rue>
SMS Pays (préfixe) P.ex. 621123456
Un code de validation sera envoyé sur ce numéro GSM. Vous devrez l'inscrire sur la page suivante, afin d'activer le service SMS sur votre GSM.
Alerte Vocale Pays (préfixe) P.ex. 87654321
Email P.ex. nom@email.lu

2. Cas d'alertes ou informations

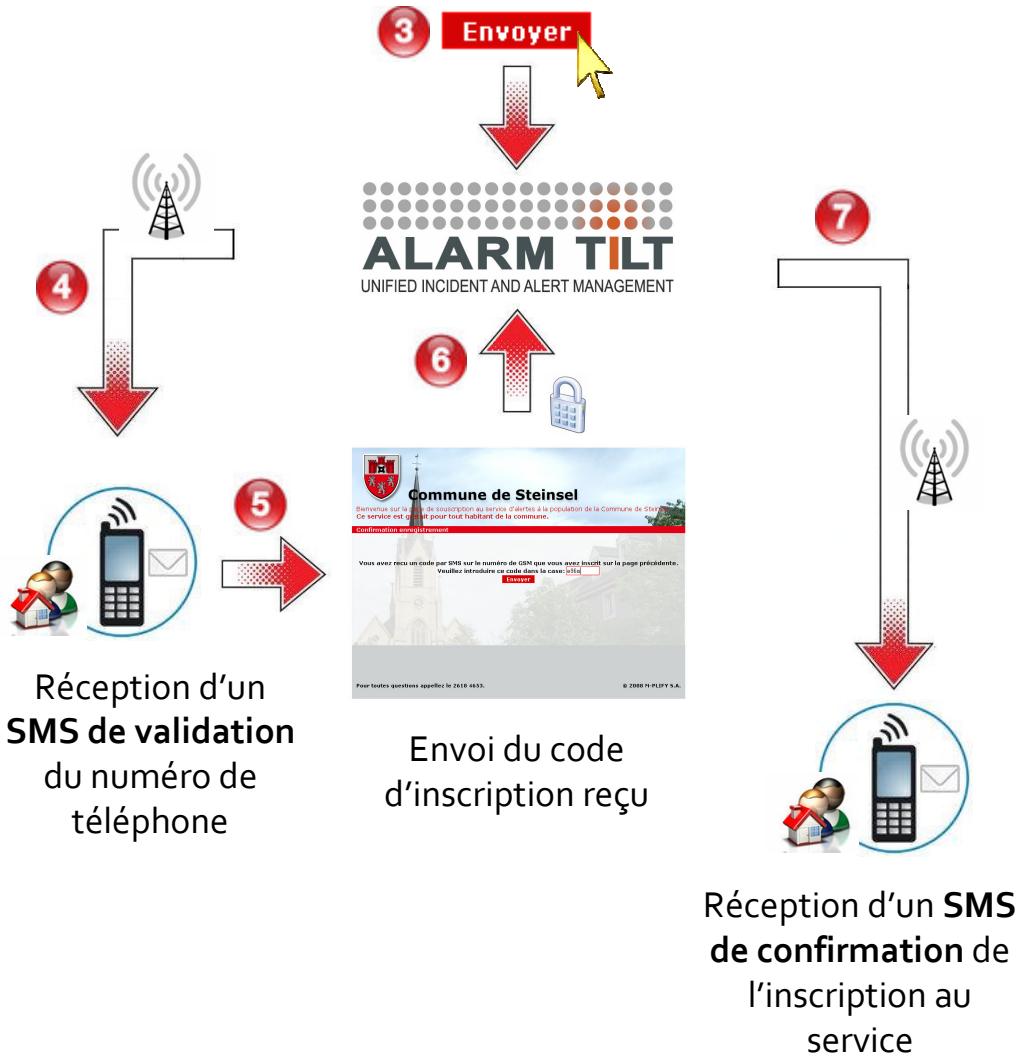
Alertes en cas de danger ou de crise (pollution d'eau, évacuation locale, catastrophe naturelle, inondation)
 Pré-alertes (cote d'alerte de l'Alzette, alerte météo, coupures de courant ..)
 Informations en cas de chantiers communaux
 Informations en cas de problèmes de distribution d'eau potable
 Toute autre situation nouvelle

Envoyer

* En souscrivant à ce service, j'autorise l'administration communale de Steinsel à utiliser mes données personnelles pour m'alerter et m'informer dans le cadre du service d'alerte à la population de la commune. L'administration communale de Steinsel peut communiquer ces données aux prestataires techniques de ce service, dans la mesure où ceci est requis pour l'exécution du service.

Pour toutes questions appelez le 33 21 39 61. Ne plus souscrire à ce service. © 2008 M-PLIFY S.A.

- 1 Saisie des coordonnées personnelles
- 2 Choix des cas d'alerte ou d'informations



Civil Alert Management by Local Authorities

<https://www.alarmtilt.net>



ALARM TILT
UNIFIED INCIDENT AND ALERT MANAGEMENT

Username:

Password:

Remember me:

Checking 'Remember me' will drop a cookie to your web-browser, so that login is done automatically the next time

1 Sélection du scénario d'alerte
(liste pré-définie)

Pollution d'eau
Evacuation locale
Inondation
Information chantiers communaux
Pb distribution eau potable
Autre situation

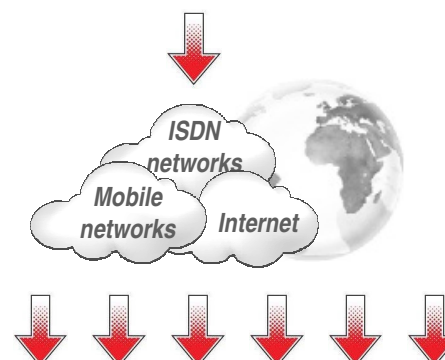
2 Personnalisation du message
(texte pré-défini)

Alerte pollution d'eau

Alerte du bourgmestre.
Contamination possible de l'eau potable.
Pour de plus amples informations, écoutez la radio ou consultez le site www.steinsel.lu

3 Sélection des citoyens à informer
(liste des destinataires pré-définie)

4 Déclenchement des alertes



Alerte du bourgmestre.
Contamination possible de l'eau potable.
Pour de plus amples informations, écoutez la radio ou consultez le site www.steinsel.lu

5 Réception du message par le citoyen



Thank you!



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