



# Building an Effective Crisis Management Strategy

Crisis management goes beyond simply planning how one will manage a crisis. True crisis management is most effective when a communication strategy is fully integrated within your organizational infrastructure.

[www.hiplink.com](http://www.hiplink.com)



# WIRELESS NOTIFICATIONS

Organizations today face an unprecedented array of business disruption issues. Crisis management is a vital component of corporate life: ensuring employee safety, company reputation, safety of corporate assets, as well as future financial results.

All large organizations develop contingency plans to deal with a multitude of emergency situations. The first step should always be wireless communication as this is the core element to effectively communicate in a crisis situation. The proper deployment of wireless communications ensures that, no matter what time of day or night, the right people are notified at the right time. This enables team members to work together and respond effectively when an emergency occurs.

**This eBook will outline the significance of advanced wireless notification in disaster response by illustrating:**

**The Requirements of an Effective Alert Notification Solution**

**Proven, Effective Solutions for Crisis Management**

**Role played by HipLink in all Phases of Business Crisis Management**



## Requirements of an Effective Alert Notification Solution

If you share responsibility for your organization's critical communication plans, you must be 100% confident in your communication system. How effectively an organization responds in the first 24 hours of an emergency has a significant impact on minimizing risks and containing costs associated with the disruption.

In reviewing various approaches to emergency response, be sure that the system you select meets each one of these vital requirements:

- Accelerates flow of information to the precisely correct set of responders and key decision makers
- Covers all carriers and all communication protocols
- Ensures that all units across locations function in collaboration
- Provides real-time status of resources
- Leverages existing infrastructure by seamlessly integrating into existing applications
- Offers scalability, adopting to the needs of a dynamic organization
- Provides two-way capabilities, enabling fast response and remote action



# WIRELESS INFRASTRUCTURE CHALLENGES

## SUPPORT & IMPROVE

The world-wide wireless infrastructure continues to change with many carriers using various protocols. One thing is certain, there will never be a single, all – inclusive wireless device used by everyone within an organization, and this can be an advantage. The number and type of devices will be as diverse as a company's workforce. The solution is to make these disparate devices work together.

### BEFORE

#### Prepare Better

- Launch drills to test plans and improve results
- Identify individuals and assign specific responsibilities for action
- Analyze results from drills to identify areas for improvement
- Test carrier efficiency
- Create custom mobile applications to fill in the blanks

### DURING

#### Respond Faster

- Send the most robust alert notifications to all devices
- See real-time status of resources
- Execute response plan from devices
- Execute remote applications from devices

### AFTER

#### Recover Sooner

- Perform detailed analysis
  - o Personnel response
  - o Carrier efficiency
  - o System performance
- Fine tune your plan for a better, faster response in future scenarios

A wireless messaging software that provides corporations, law enforcement, fire departments, utilities, and emergency dispatch centers text and voice messaging capabilities to any mobile device and carrier worldwide is your solution. HipLink Software can work as a stand-alone messaging system, or integrate with virtually any software including computer dispatch systems, PBXs or other software as the wireless notification component.

**“HipLink is secure, fast, and loaded with features that will make sure your critical messages are delivered on time, every time”**

Pamela LaPine, CEO and President





# HIPLINK FEATURES

With HipLink, you have tools that define an unlimited number of scenarios and create a group or set of groups of each. For example, you can have a group for natural disasters by region that are a real threat to your organization. You can also create groups such as terrorist threat, security breach, hazardous materials spill, flu pandemic, etc. Any scenario that you have already created a contingency plan for, you could create one or more groups in HipLink for that scenario. In some cases you may divide your organization by region or location and then assign specific individuals to the appropriate response.

As a platform, HipLink provides a robust, secure, and highly scalable wireless communications software solution designed to meet the critical messaging needs of a major enterprise.

HipLink communicates with any data or voice enabled wireless device supporting numeric, alpha numeric or voice transmission of critical data and remote access to corporate systems.

Any solution needs to include the ability for both voice delivery of messages and Interactive Voice Response (IVR) functions. HipLink has advanced features for both in its platform.

## Departmental Delegation Functions

Even the most powerful solution can be inadequate if the administration and upkeep is dependent on one unit of the organization. HipLink's department feature allows for unlimited degrees of permissions to be assigned so that the distribution of administration and the user hierarchy functions can be delegated down, while preserving control.

## Grouping Functions

HipLink Software's grouping feature insures that the right messages or tasks are assigned to the right individuals all the time, at any time. The types include:

- Broadcast Groups
- On- duty Groups
- Rotation Groups
- Escalation Groups
- Subscription Groups
- Follow Me Groups



# HIPLINK AS A SOLUTION

## Maximum Reliability with System Failover, Device and Protocol

In addition to supporting multiple wireless protocols, HipLink has built in failover functionality at the carrier and the receiver level that assures message delivery even if the primary delivery method should fail.

## Confirmation & Two-way Messaging

Two way messaging empowers employees to confirm messages, send instructions or request additional resources. Status of message delivery to the carrier and to the receiver are recorded by the system and reflected in a robust reporting facility.

## Real time Reports

Reports are generated in real time with detailed statistics and message status. Reports are personalized by the User to fit their specific needs.

## Easy Deployment & Integration

HipLink successfully integrates into hundreds of software applications, including dispatch, network tools or Help Desk applications both premise and cloud based.

## BENEFITS

Easy to use web-based interface for access anywhere

Send messages fast to any size group

Assign unlimited levels of permission for increased security

Supports all text & voice devices and carriers

Receive messages simultaneously on multiple devices

Track all messages and monitor effectiveness of your messaging system

Robust message escalation capabilities ensure that critical messages are never missed

Administrators can quickly respond to 3rd party system outages, reducing application downtime

Employees can easily update their device information, facilitating accurate delivery

Create maximum reliability with built in failover functionality at the carrier and receiver level to assure message delivery even if the primary delivery method should fail



## ABOUT HIPLINK

HipLink Software was founded in 1993 with its corporate headquarters in the heart of Silicon Valley California. As stable, profitable, woman owned business, HipLink continues to demonstrate a high commitment to its customers, while introducing numerous technological innovations. HipLink Software has been the premier provider of software for mobile text and voice communication to global organizations of all sizes for over 25 years.

The first implementation of HipLink was in 1995 and since then, HipLink Software has grown to serve hundreds of customer organizations while benefiting millions of people. Successfully deployed across multiple verticals, HipLink is meeting needs for IT alerting, alarm management, emergency response, mass notification and business continuity.

Customers include Premium Bankcard, Unisys, Allina Healthcare, EPA, St. John Medical Center, SEPTA, Cablevision, Government of Alberta Canada, Calgary Police, Westchester County, to mention a few.

Whether enabling emergency messaging to thousands of people in cities and universities, insuring hospitals, fire departments, airports, and other institutions can quickly notify responders and volunteers, or integrating with help desk and other business software for wireless notification to insure customer service levels, millions of people have benefited from HipLink.

**When the Message HAS to get there!**

