

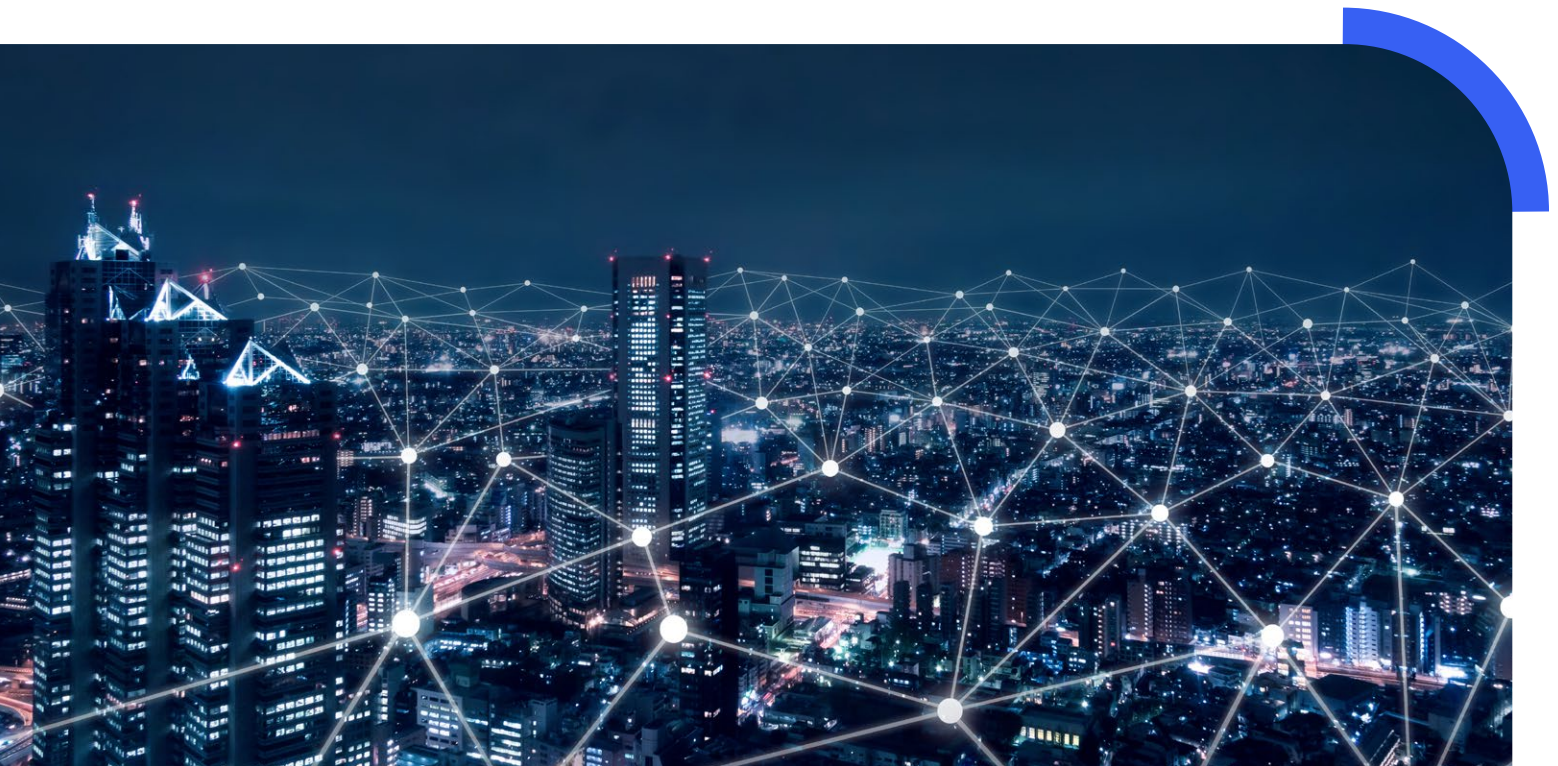


How Dentsu International revolutionized critical event management

Dentsu International (dentsu) is a leading global advertising and digital marketing organization. Passionate about making the world a safer place, it is a member of RE100, a global initiative bringing together the world's most influential businesses committed to 100% renewable electricity. Dentsu achieved this goal for all their global offices in 2020.

Dentsu puts its people at the core of its future success and their safety at the core of its security strategy.

- Over 46,000 dedicated specialists
- Delivering services in more than 145 countries
- Best-in-class services and solutions in Media, CXM and Creative
- 40+ global brands in its portfolio



Challenges

Communicating with people in all locations & protecting assets

Navigating an increasingly volatile and uncertain global threat landscape, dentsu needed capabilities to consistently communicate with people and protect assets across its global operations when critical events occurred.

Incidents such as terrorist attacks in London, civil unrest in Hong Kong, and natural disasters in Australia, the Philippines, and South America highlight the growing need to protect people in all locations. Existing tools were used to send communications to employees, but were missing enhanced capabilities such as:

- Holistic reporting capabilities to show whether messages were being received and responded to;
- Distinct emergency communications distinguishable from 'ordinary' communication tools;
- Internal collaboration tools to give security teams a holistic risk picture and plan the correct response;
- Streamlined structures and processes in place to help reduce the time of incident response.

Furthermore, there was a requirement to not only provide risk intelligence, but to automate the validation of hyper-localized incident alerts and their issuing. When it came to wider security incidents, there was a desire to introduce further automation and efficiencies in escalation.

Solutions

Everbridge Mass Notification, Safety Connection, and Risk Center

Dentsu International deployed Everbridge to provide a step change to its critical event management capabilities. With Everbridge, Dentsu began leveraging tools that provided effective communication capabilities, robust visibility, operational efficiency, and real-time intelligence, including:

- 20+ new incident templates to prepare for the most likely critical events, such as extreme weather, natural disaster, contagious diseases, terrorist attack, and IT incidents;
- Streamlined processes across email, voice messaging, SMS, and the Everbridge app, starting from least intrusive/personal to most - sending 3 cycles in 4 hours to maximize the potential for employee response;
- Internal collaboration and reporting tools for a proactive resilience practice - when incidents occur within a 1-mile radius of a business location, automated alerts sent via the Everbridge platform inform the appropriate local responder to assess the danger, act, and communicate back, while informing a central team;
- Wider security alerts and communications to the appropriate regional security teams, escalating through to the leadership team as required - resulting in a mean time to respond (MTTR) to alerts of near-guaranteed minutes.

20+

new incident templates to prepare for the most likely critical events, such as extreme weather, natural disaster, contagious diseases, terrorist attack, and IT incidents.

Adam Barrett

Resilience Director at Dentsu

“We maintain an internal benchmark of reaching 90% of staff and securing a 70% response rate when a critical event occurs. On average our emergency communications reach 99% of staff and secure over an 80% response rate - typically within 10 to 20 minutes. This has greatly aided our response to a wide array of critical events including earthquakes and severe weather.”



Dentsu launched the service with an extensive internal staff awareness campaign which included direct communications from its leadership teams, and utilized everything from townhalls and digital posters to pop-up games and competitions. The campaign familiarized employees with the service, how to update their contact details and reaffirmed their control of their personal data. The campaign raised awareness of the new security procedures, why they're important and what staff should do when they receive an emergency communication.

Everbridge implementation and deployment took only two weeks.