

Solutions for immediate mass communications in a crisis

Critical Incident Management Conference
Sydney, 27 April 2006

Be ResponseREADY™ in any crisis

Reduce Risk

ResponseREADY™ - who are we?

- Dennis Benjamin - Executive Chairman
- Alain Grossbard - Manager, ResponseREADY™
- Jeff Wise - General Manager, Informatel
- Anthony McNamara, NSW Sales Director
- Jonathan Ivanyi - Victorian Sales Director
- Ray Ashton - BDM, ResponseREADY™
- Richard Lazar - Principal, PPR

Informatel

Australian leader in mission critical services delivery.

ResponseREADY™

Specialised product of Informatel

- Facilitates mass communications
in a crisis.

Crisis management

Is your organisation prepared?

ITS 5AM...

THE CEO HAS JUST RECEIVED A CALL...

FROM A TV NEWS PRODUCER...

Consequences of *not* managing risks

- Loss of reputation
- Financial - revenue, credit rating
- Reactive management
- Stakeholders' trust
- Regulatory
- Corporate governance
- Litigation - Who isn't going to sue?

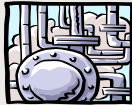


An organisation's exposure

- Not being able to respond immediately to stakeholders & changes
- Not having
 - Capacity
 - Monitoring &
 - Auditing.
- ResponseREADY™ has a customised solution.

Case Study: Victorian Gas Crisis

Major state-wide crisis that affected all Victorian homes supplied with natural gas.



- Call centre couldn't cope.
- Informatel brought in until problem resolved to
 - Managed calls
 - Provided multi-lingual support

Case Study: Pan Pharmaceuticals

Largest volume of products recalled in Australia.

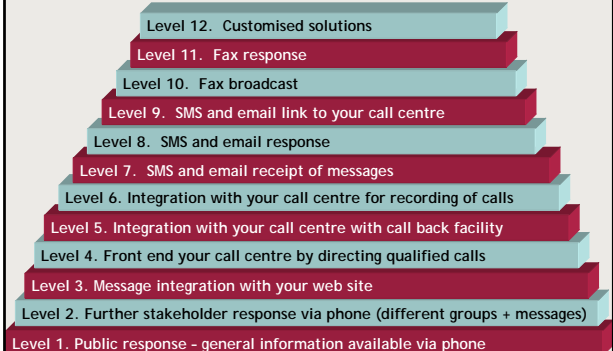
Informatel brought in for several weeks to support:

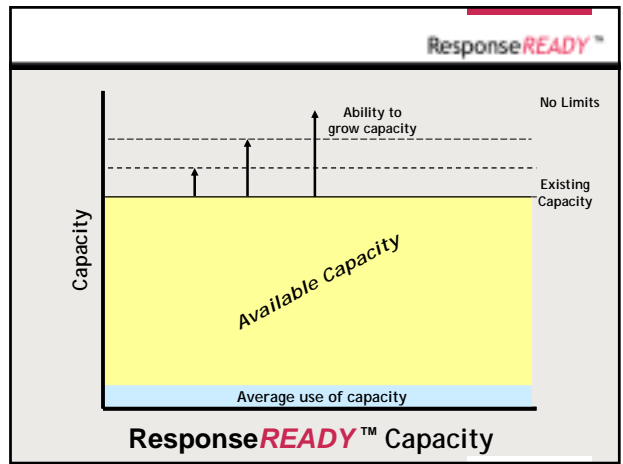
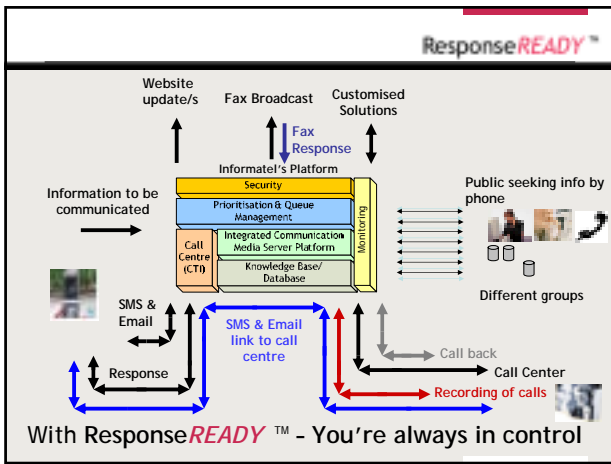
- Call centre that couldn't cope
- Regulator insisted on a crisis communication solution.



Lessons learnt from case studies

- Readiness
- Planning essential
- Delays costly
- "On the go" unsettling.





ResponseREADY™

Benefits of ResponseREADY™

Planning ensures

- Immediacy
- Compliance
- Aversion to risks
- Corporate governance
- Protection of reputation
- Potential other gains.

ResponseREADY™

ResponseREADY™ has the infrastructure platform

- Planning in advance
- Multiple communications channels
- Audit trail
- Capacity to cope
- Monitoring.

ResponseREADY™

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informatel