



NC4 RISK CENTER™ IN ACTION

Real-Time Situational Awareness

NC4's relationship with each of its customers is unique, and nowhere is this better demonstrated than in Massachusetts, where the Massachusetts Emergency Management Agency (MEMA) has been using the NC4 Risk Center™ solution for several years.

What's unusual in this case is that MEMA is not just pulling information down from NC4; they're pushing information up to NC4 as well.

MEMA's proactive approach to emergency management

MEMA is an active, aggressive agency with a proactive approach to monitoring and preparing for crises. MEMA strives to run an efficient and effective system to protect its citizens. For several years, MEMA has had in place a partnership to share information with companies operating in the state, representing 16 sectors, from utilities to insurance to transportation to food services.

"The NC4 Risk Center gives us real-time situational awareness. It's a two way street and a win-win situation."

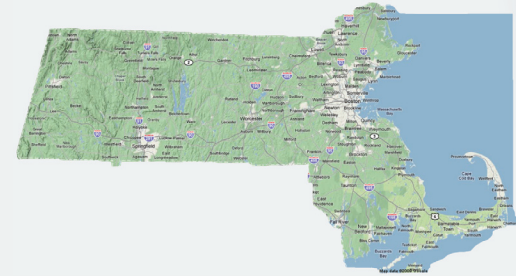
– John Tommaney, MEMA
Response and Recovery
Branch Chief

Spreading the information net

But even with this active approach, the difficulties inherent in managing major events such as the Democratic National Convention of 2004 made it clear to them that they could do better. In particular, they did not have a wide enough net to capture all the information that they wanted. And in fact, they discovered later that there were a few holes in the net they had. As a small state that borders five different states and the Atlantic Ocean, and that contains a prominent international city in Boston, Massachusetts could not afford simply to use a net that would only cover their own patch.

So MEMA and NC4 arrived at an agreement: MEMA would have access to the information NC4 gathers and would reciprocate by sharing information with NC4.

Situational Readiness



Massachusetts EMA

Challenge:

To run an efficient and effective system to protect its citizens.

Solution:

Implement the NC4 Risk Center solution, allowing them to proactively monitor and prepare for crises.

Benefits:

- ☰ Access to NC4's expansive resources and information about major incidents, security threats, weather alerts, transportation incidents and other developments taking place outside their state
- ☰ Ability to tailor their information requirements by selecting geographic, incident type and severity

Tapping into NC4's expansive information sources

As a result, MEMA now has access to NC4's expansive resources and information about major incidents, security threats, weather alerts, transportation incidents and other developments taking place outside their state. Even if they already have information about a particular incident, the NC4 system provides confirmation.

Complete, real-time situational awareness

It provides, in the words of Response Recovery Branch Chief John Tommaney, "complete, real-time situational awareness."

"The real utility of the NC4 system is that it allows customers to tailor their information requirements by selecting geographic, incident type and severity," Tommaney said. "It allows for 'follow-me' notification, so that users can always remain informed of situations they need to know about. This includes being notified via email, pager, and other short messaging. Plus, the NC4 portal is an excellent outlet for additional detail on any of the alerts."

Lateral thinking

MEMA even takes note of information that may not immediately seem relevant to them and considers how it can be applied within their borders. For example, NC4 provided MEMA with situational awareness of the discovery of hand grenades found near Wall Street, and Massachusetts Commonwealth agencies were able to respond with proactive measures within Boston's own financial center.

MEMA has also used news of planned protests in other parts of the U.S. relating to immigrant labor issues. The extensive data helped guide MEMA's own emergency preparations. And as a result of MEMA's feedback, NC4 changed the way they provided information on these planned protests to other users by consolidating disparate reports into one master notification. In short, NC4 listened to the customer and used the feedback to improve the service.

Reciprocating the data sharing

The flow of information goes both ways. Every day, MEMA draws from its own sources within the state and sends information to NC4 via a special paging system. The content includes information such as transportation incidents, highway closures, and Massachusetts state government announcements.

A win-win situation

This sharing of information benefits everyone who uses Massachusetts's Emergency Management Agency system. Among other advantages, the data from Massachusetts provides diversity and confirmation to NC4's already extensive list of sources.

The result is a mutually beneficial arrangement. "It's a win-win situation," said Tommaney.

Situational Readiness

More about NC4

NC4's Situational Readiness solutions are a suite of integrated applications that revolutionize how government and businesses collect, manage, share and disseminate information to mitigate risks, manage incidents, and securely communicate and collaborate with one another. Aggregating and integrating information from public and private sources, NC4 leverages its cutting-edge technologies to bring users a highly customized presentation of relevant information in a single, easy to use console.

NC4 has a number of solutions that address the specific needs of corporate security, business continuity, enterprise risk management, supply chain management, travel management, crisis management, emergency management, intelligence fusion and law enforcement, as well as for federal agencies with a need to share critical information across organizational boundaries.

To learn more about how NC4 can benefit your organization, visit www.NC4.us or call 877-624-4999.



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