



Mass Notification's Role  
in Risk Management:  
Strategies for Today's  
Organization

E B O O K



Modern organizations face increasing risks and evolving threats. From severe weather events and natural disasters to cyberattacks, active shooters, and more, these ever-changing and growing risks demand that enterprises become even more vigilant and resilient in order to:

- Effectively manage risk and minimize the potential for negative impacts
- Keep employees safe and promote business continuity during times of crisis
- Position enterprises for continued growth and success.



Delving deeper into the current drivers and opportunities in risk management for large organizations, here is a look at the future of risk management and how emergency mass notification systems (EMNS) will play a vital role in it.

## Risk Management in 2019: Five Emerging Trends

Experts anticipate that these trends will shape the strategies, tools, and plans for organizational risk management in 2019 and beyond:

### 1. The growing recognition that some threats are unavoidable will augment risk vigilance:

One of the major risk management lessons of 2018 is that it's impossible for organizations to eliminate all their risks completely. This is particularly true when it comes to volatile and, at times, unpredictable risks, like those arising from climate change, geopolitical factors, and/or acts of terrorism. Because of this reality, many organizations will likely become more watchful of and sensitive to potential threats. Consequently, 2019 is expected to trigger a more proactive, rather than a reactive, approach to risk management.

### 2. Data management issues and compliance concerns will spur more cloud-based deployments:

The rising risks of data breaches, the growing complexities of cyberattacks, and the emergence of new regulations (like the California Consumer Privacy Act and the General Data Protection Regulation) will spark a move towards more cloud-based solutions for managing, storing, and protecting data. While this will improve operational efficiency and enhance data accessibility, it will also be crucial to mitigating the risks of ransomware, cryptojacking, and data breaches while bolstering disaster recovery plans and tools.

### 3. Behavioral science will become increasingly integrated with risk management:

Implementing the methods and analysis of psychology and cognitive science, more organizations will turn to and incorporate behavioral science in their risk management strategies and plans. The expectation is that behavioral science will become a more central tool used to identify, address, and mitigate risk. Behavioral science is expected to play an important role in recognizing and reducing decision bias when it comes to making risk management choices.



An increasing number of organizations will likely rely on behavioral science to assess potentially high-risk individuals, as well as to determine the best ways to communicate with staff (and/or others) in times of crisis in order to reduce panic and generate an optimal response.

**4. Technology will be the key to detecting and automatically responding to risks and crises:** Technological innovations will be increasingly relied on to unmask threats and immediately respond to them, especially when threats give rise to emergencies. Critically, trends point to growing deployment of technology to evaluate and mitigate risks associated with large amounts of data, as well as sensitive and high-risk situations, where current protocols lack efficacy. At the forefront of this technology will be automation and artificial intelligence. Some experts also forecast the growing use of technology for gaining critical insights in the aftermath of crises so that organizations can continue to improve upon their risk management and emergency response plans.

**5. Smart devices will play a more significant role in real-time risk management:** The prevalence and power of smart devices will be more heavily relied on to monitor risks and send real-time alerts. This trend is expected to take the strongest hold in organizations that have multiple locations and/or an off-site workforce, as well as enterprises entrusted with sensitive data and/or matters related to any aspect of public safety.

Recognizing and addressing the evolving risks that threaten organizations—and embracing the emerging trends surrounding those risks—will be pivotal to setting organizations up to:

- Protect their assets
- Achieve their goals
- Minimize the potential impact of crises when they do occur.

## Four Ways Emergency Mass Notifications Systems Can Improve Risk Management

Given the above predictions, it's clear that dynamic, innovative technologies will play a vital role in organizations' ability to manage and mitigate risks in 2019 and beyond. Among these key technologies are emergency mass notification systems, which can revolutionize and advance organizations' risk management plans, strategies, and tools.

Explaining more about the integral role of EMNS, here are four ways emergency mass notification systems can improve modern organization's risk management activities:

**1. Emergency mass notification systems clarify risks and amplify risk awareness:** When the possibility of a triggering event is looming, EMNS can clearly explain the risks to all affected parties and/or authorities, regardless of their location. Additionally, EMNS can provide essential details about when and where a risk could potentially spark an emergency. Consequently, emergency notification systems can be crucial to taking a proactive approach to risk management.

**2. Emergency mass notification systems can help stop threats before they become crises:** With EMNS clearly communicating possible threats to those who may be impacted by them, these systems can empower people to recognize impending risks and take prompt action to disarm them. As a result, emergency mass notification systems can be vital to stopping risks from snowballing into emergencies.

**3. Emergency mass notification systems immediately disseminate critical information upon any triggering event:** When emergencies arise, EMNS can automatically send alerts through various channels, like text (SMS), email, phone, social media, and more without delay. In addition, EMNS can provide for two-way communications. This robust feature can be vital to coordinating response efforts, monitoring evolving threats, and enhancing everyone's safety in the midst of an emergency.

**4. Emergency mass notification systems provide key instructions on how to respond in times of crises:** Going beyond warnings and two-way communications, EMNS can also send out crucial information regarding what to do and where to go (or where not to go) during crises. Capable of sending links and attachments, EMNS can immediately provide people with all the details they need to protect themselves in times of emergencies. Utilizing an EMNS can reduce panic and disinformation, both of which have the potential to escalate crises.

## Modern Risk Management and Emergency Mass Notification Systems: The Bottom Line

When it comes to organizational risk management in modern times, the bottom line is that:

- Businesses are facing increasingly complex threats on many fronts
- The sooner organizations recognize impending threats, the better equipped they will be to avoid or mitigate them

- One of the single most powerful ways to support organizational risk management and fend off the ever-present threats endangering businesses is using proven emergency mass notification systems
- When crises do happen, emergency mass notification systems can be pivotal to supporting and protecting organizations, providing crucial assistance in any disaster recovery plan

## Optimize Your Risk Management Plan and Emergency Notification System with OnSolve

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**Whether you are in risk management or disaster recovery for a private or a public organization, you can rely on OnSolve's advanced solutions for invaluable support when it's time to quickly, reliably send critical alerts to various parties through a multitude of channels.**

For more key insights about risk management, mass notification systems, disaster recovery, and OnSolve's game-changing solutions request a free, no obligations demo of our software solutions.

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