



# Crisis & Risk Communication Management System CrCm.eu



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# CRCM

## INTRODUCTION

- Online Crisis Management Handbook
- Personal role manual for rights-management
- Professional control of all processes
- Public Relation tools
- Realtime crisis monitoring
- Support Training and live simulations

Everything in one pack

Streamlined workflow



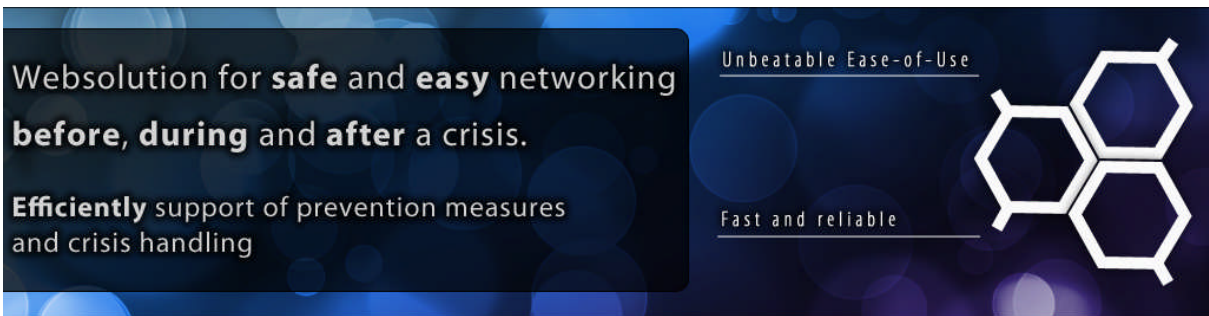
**Your company could be tomorrow in the whirl of a Crisis. Be prepared and able to act properly!**

Whether your company just starts with define the crisis scenarios or want to improve its process to crisis management we offer solutions to help ensure your information is accurate, timely and enriched with insight.

The web-based data management and communication system transforms our information into an instrument for understanding and managing your organization's crisis communication environment and media impacts. Designed by specialists of crisis management, the full web solution is uniquely positioned to help your company successfully integrate management of disruptive event and crisis into the core of your organization.



Incident and crisis communication management web solution



**Our full web solution support companies and consultant to design and implement suitable crisis management system and manage it efficiently!**

**Be prepared for crisis time! Well trained and up to date.**

1. Define, crisis scenarios, issue cases, crisis role procedure in an online management Handbook
2. Inform and distribute individual personal handling procedures, pocket card and check list
3. Simulate a disruptive event escalating to a crisis and train your personal to communicate

**Manage your crisis efficiently! Anytime and from anywhere.**

4. Report incident and manage escalation risks
5. Define your Crisis Management Team and alert the members by a simple click
6. Monitor collaborative information about crisis evolution
7. Manage decision and tasks progress

**Communicate quickly with your audience!**

8. Create, release and send mailing to the stakeholder audiences
9. Use predefine text module that are already checked by experts
10. Assure that the correct wording is used from press speaker to call center

**Analyse and improve your management!**

11. Analyze crisis course and improve processes and training plan
12. Review your management system



© www.crcm.eu Crisis & Risk Communication Management software

## E-HANDBOOK CRISIS MANAGEMENT

The module **e-Handbook** helps companies and consultant to create, distribute and actualize in easy way necessary procedure for each Issue Cases that could be relevant in case of a Disruptive Event or a Crisis! These web documents are building the “crisis communication e-handbook” that is available online for each user depending on their roles.

The e-handbook is fully customizable in order to suit to existing management systems, corporate design requirements and organization structures of the company.



E-handbook crisis communication



Procedure & check list

## CRISIS ROLE MANUAL

Every user is **aware and self-trained** regarding what he should do if a Crisis event is identified. Depending on the kind of Issue case and the crisis role the system display the right procedure at the right time and the necessary amount of information and always available in their valid version, everywhere in the world and on any kind of internet browser and terminal equipment.

The crisis role manual is fully customizable and can also integrate information from other information systems of the company.



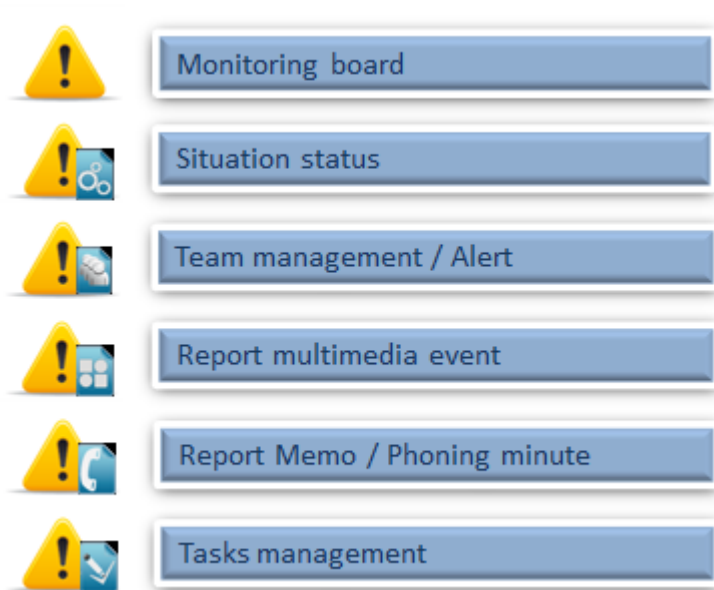
My-Manual / crisis role

## CRISIS MANAGEMENT

The module crisis management helps companies and groups to manage a Disruptive Event or a Crisis by following in real time the evolution of the crisis!

A crisis cockpit displays in real time the different events related to the crisis and allows all crisis team members to have an overview of the crisis' progress through posted information – also multimedia- from all allowed users, independently where they are and 24 hours a day. The Crisis director can take decision, share information and dispatch tasks. Internal information is dispatched in the company network or sent per secured mail system.

Information is fully customizable through dynamical templates in order to suit to the type of disruptive event / crisis and collect information in a fast way.

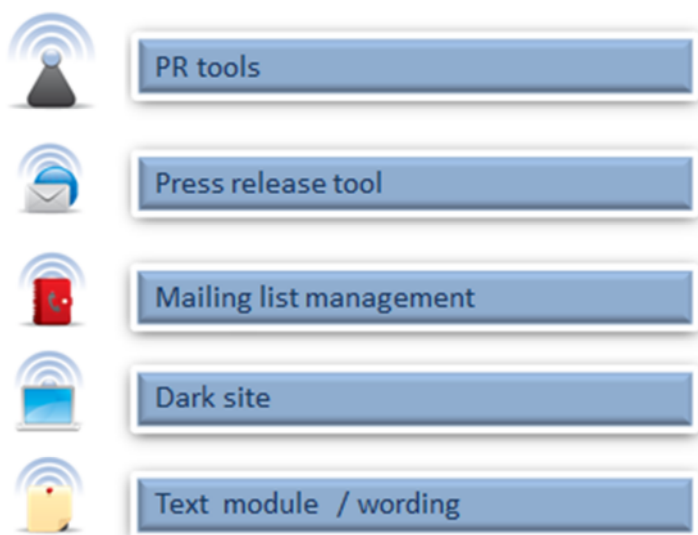


## CRISIS PR-TOOLS

The aim of the Public Relations in case of disruptive event or crisis is to avoid loss of image of the company through a strategic prevent scale, content and operationally efficient business communication. Press release are publish with PR-Tools in very short time using pre-define templates and text modules that are inter-coordinate with internal and external experts.

The wording used toward the public target is so consistency information and could also be released for the dark site.

Mailing address list are imported in the system very easily or can be triggered from external databases.



## CRISIS MONITORING

The module **Crisis monitoring** helps companies and consultant to evaluate the development of a crisis and review organization and procedures.

The crisis log displays the history of all events from beginning to end of each disruptive event. The Data situation could be rebuild minute for minute. After closing disruptive event information related are delivered as archive file to the customer and deleted from the file server.



Crisis log book

## CRISIS SIMULATION TRAINING

The **simulation module** provides a safe environment to simulate various scenarios of disruptive events or Crisis and to train the staff in dealing with escalation situations. This simulation tools are most combine with life crisis communication training to enhance the reality feeling. All functionalities of the system as well as current content from the customized platform are available for simulation



Crisis simulation / Training

## CRISIS WEB 2.0

The module **Media monitoring** provides a monitoring released articles and multimedia information on the web. Thanks web 2.0 technologies the information concerning crisis topics are monitored in real time.



Social media monitoring

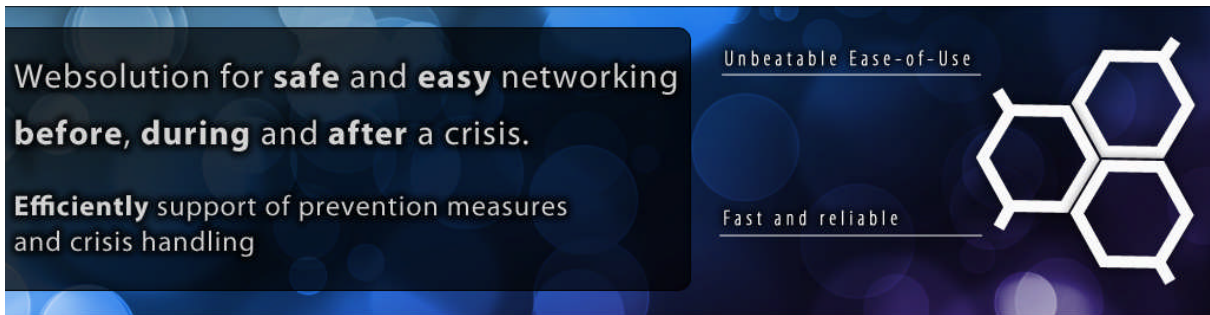
## CRISIS TRACKING APPS

The module **CrCm Apps** provides on iPhone, Androids and tablets the monitoring of the crisis evolution and interaction with other crisis team members.



CrCm APPS

## FEATURE



## GENERAL FEATURE

SAAS, **Software as a Service** (no software download, no installation required)

Hosting on shared or **dedicated Server** external from company server farm

**Web-based application** (simply use web browser Firefox, Internet Explorer, Safari,...)

Hosted, maintained solution by our partner one & one under **high security standards**

Application available theoretically **24 hours a day**, 7 days a week

**Multilingual** version available

(**LDAP**) and single sign on possible (**SSO**)

All databases are stored on two different Servers with **mirrored system**

## FURTHER FEATURE

Data can be published by the authorized persons or ready for print from a **single auditable source**.

Adaptable parameters reflect **business processes** or business changes.

Automatic collation ensures access to accurate, **real-time data** at any role level.

**W2.0 technologies** and community tools are included as company private and secure environment.

**IPhone** and **Android** compatibility

**Real-time response processing** for optimal assessment of the available resources: Edition features gives you total control over the content in an easy way, optimized for tracking evolution of crisis situation.

**Advanced Administration Features** gives you total control over access to use. Your designated administrator can create and delete users, modify their access at any time, reset user password, and limit access all within a secure hosted environment.

**Role Based Access System** (RBAS) controlling access to data and functions: The advanced rights management system allows monitoring **several organizations**, which see only their concerned information.

The **advanced email information engine** allows several customized workflow (release documents, alarm crisis member, emailing, invitation to online survey, send login to user, E-mail alerts and responses ...)

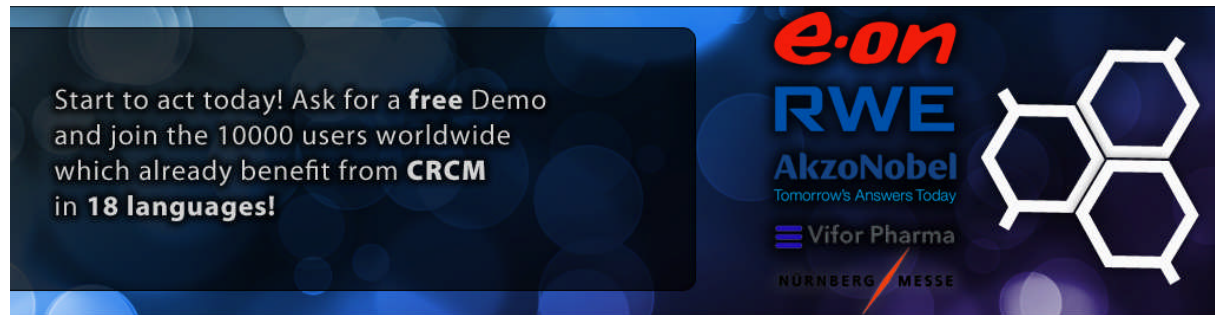
Data **import & Export** functions (contacts, Users, Procedures...)

Reports generated in real-time in **several formats** (PDF, Excel, CSV etc.)

The solution is **quickly up and running**, within a time ranging from one to several weeks.

A wide range of **consulting and support** services let you implement a praxis oriented solution.

## TARGET GROUPS / CUSTOMERS



Start to act today! Ask for a **free** Demo and join the 10000 users worldwide which already benefit from **CRCM** in **18 languages!**

**e-on**  
**RWE**  
**AkzoNobel**  
Tomorrow's Answers Today  
**Vifor Pharma**  
NURNBERG MESSE

## APPLICATION SECTORS

### BRANCHS

Industries	Services	Public sector
Environment	Finance / Business	Transportation
Energy	Healthcare	Food
Chemistry	Logistic	Distribution

### CONSULTANCY

The system has been created with and for external consultants and project managers that need to deploy practical solution with limited resources. It supports a step by step introducing of crisis management systems.

Consultants for risk management and crisis communication can speed up their project using the system starting with redaction of the procedures and validation through the customers' team using integrated online validation workflows.

## CUSTOMERS CONVIS

Convis solutions have been chosen by major organisations to perform their communication and reporting management systems.

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### CASE STUDIES:

**Online crisis handbook:** Manual and instruction for crisis communication are available all over the world, 24/24 on tablets, blackberry, Iphone... with read confirmation of documents and pocket cards for emergency cases.

**Crisis unit convocation:** Bring together the right people based on their skills or other specific criteria

**Information during an emergency:** Rapid distribution of information per mail, with the possibility of targeting a specific group.

**Mobilising information sources:** Optimize the collection of information concerning the crisis evolution through service team on site that are reporting about crisis evolution in one central system.

**Product recall:** Disseminate information on changes to those concerned to the distributors.

**Business partner alert:** Notification of a group of business partner of major risks, in order to anticipate and take the necessary precautions.

**Crisis team distribute tasks:** All events regarding a crisis are monitored continuously and tasks are send per mail in a few seconds. Receiver actualizes tasks status from their device and the crisis situation is actualized in real time.

**Online Surveys** help to collect information to identify the crisis potential.

Crisis manager create **event categories adapted to the kind of crisis:** the information needed from the crisis team are pre-defined as short questionnaire simply to use.

An employee working on a production site abroad send to the crisis team **photos of accident:** The crisis team can use instantly the information to take decision, distribute tasks or actualize press release using multimedia materials.

## IS CRCM SUITABLE FOR MY PROJECT?

The application is suitable for your company if following points are part of your crisis prevention strategy:

	Yes	No
A crisis management handbook with handling procedures and clear role distribution is necessary.		
Several persons can be involved in a crisis.		
Persons involved in a crisis are not at the same site at the same time.		
Depending on the kind of issue case the crisis team should be different.		
Training and crisis simulation are necessary to be prepared in case of serious disruptive event and escalation.		
Incident Relevant information regarding incident and issue cases should be collected centrally.		
Decisions have to be taken from the crisis team leader involving experts.		
Distributed tasks and their advancement should be monitored centralized.		
Workflow for publication of information must be clearly defined and automatically checked.		

The application will be a great help to support your strategy if you agree with more than 5/10 statements.

## BENEFITS OF OUR SOLUTION

### Up-to-date information

The crisis management handbook is always up-to-date. The one visible to users is the only valid version. The e-Handbook is built to cover risk management and crisis communication on the same framework.

### Individuality

The system filter content in accordance to the situation and displays always the right scope and scale, which can be specified depending on the rule: from comprehensive text module, which serves as a reference work in the 'preparedness mode', to a 'pocket card' for crisis or checklist in an emergency case. The function My-Manual is used to individually compile precisely the content previously defined as relevant.

### Practicality

The screen design and menu controls are based on familiar elements from other business software. The system can therefore be operated largely intuitively.

### Scalability

The system is able to handle growing amounts of documents, users, companies and sites,... and connecting other information sources from other information systems.

### **Adaptability**

The system can be customized for company requirement (user rights, mailing list, issue cases list and procedures, design, template for press release, release workflow, mail workflow,...)

### **Security**

Web-based software put confidential information on Internet. A single security breach has significant legal consequences. Crisis relevant data is an attractive target and needs to be actively protected. Securing web-based crisis data is a much larger security problem than securing the district's public web site.

With hosted services, you have the advantage of a professional technology company managing security. Our hosted service partner has the incentive to develop deep and expensive network security expertise. They implement high security techniques like restrictive firewalls, server hardening, access restriction, intrusion detection, etc. They also have employee processes and policies designed to safeguard user data.

With installed software, the responsibility for security falls squarely on the IT department. While most districts are familiar with basic network security techniques, very few have expertise to implement the high security techniques justified by the value of data being published to the Internet. The cost of intrusion typically requires a district to recruit/retain/consult a network security expert to minimize the risk of a security breach.

### **High Availability**

High availability is an important concern for any Web-based software. It is also an absolute necessity for a hosted services company. Historically our solution has achieved 99.9% availability.

### **Minimal Impact on Technology Staff**

With a hosted service, we take care of the technology. This allows your IT department to provide services to your users with little impact on the IT staff.

With installed software, the IT department needs to budget staff to manage their new application. This maintenance includes installation, applying security patches regularly, doing security audits, running backups, scheduling of staff responsible if downtime occurs, upgrading servers regularly, end user support, etc. Ongoing IT staff expense is often neglected when calculating total cost of ownership, and can be MORE than the cost of software maintenance.

## SERVICES

- Online Crisis Management Handbook
- Personal role manual for rights-management
- Professional control of all processes
- Public Relation tools
- Realtime crisis monitoring
- Support Training and live simulations

Everything in one pack

Streamlined workflow



## HOTLINE

For every questions and according support level agreement our hotline is available every working day from 9:00 to 18:00 GMT. A special full support service during crisis time can be booked worldwide.

## INHOUSE-TRAINING

We organize training for crisis team that combine correct handling with the tools and simulation of disruptive event with escalation scenarios on a dedicated training platform that reflect exactly the content and system in service.

Advance training for system administrator and project manager are also available.

For consultant, advisor and person in charge of conception and deployment of risk management system as well as crisis communication we provide several training module that and webinar sessions.

Trainers are providing training in English, French, German and Chinese.

## SELF-TRAINING

Users involved in crisis management systems are where the organizations are implanted. We supply an integrated self-training module for managers that are not able to participate to in-house training.

BASIC 1: 5 Minutes to use the knowledge base, e-Handbook efficiently.

BASIC 2: 5 Minutes to be ready to collaborate in case of Disruptive Event / Crisis.

ADVANCE 1: 30 Minutes to be ready to actualize the knowledge base and management system.

ADVANCE 2: 30 Minutes to be ready to start and coordinate a Disruptive Event / Crisis.

Convis provides on demand online test module and a reporting of training level reach for each participant.

## ACTUALISATION OF CONTENT, CONTACT DATAS, ...

### COLLECT INFORMATION ABOUT RISK POTENTIAL

Convis runs for you email campaign to collect actual information by your stakeholder or internal and refresh your database automatically. We assure the design of Feedback form, that could be actualized

online or per mail answer. Our software checks automatically if new data should be registered or simply actualized.

### **CRISIS ANALYSIS**

After each crisis a log file with all events is delivered for analysis. Convis analyses the collected data and using business intelligence tools produce reports on demand.

### **DESIGN SUITABLE E-MANUAL**

On demand Convis configure your application in order to suit with your organization model (crisis role, wording used, issue cases, workflows, aso,...)

### **CONSULTING**

Convis provides with Partner all necessary consulting to design your management system regarding crisis communication and risk management.

### **DEVELOPMENT**

Convis Develops customized functionalities to integrate your data or connect the system to your information systems that are already implemented.

## **FAQ**

Here are the most commonly asked questions. If the question you are looking for is not here please [info@crcm.eu](mailto:info@crcm.eu).

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### **WHAT DOES THE APPLICATION LOOK LIKE?**

The application has a very user-friendly interface. It reflects your organisation's branding and is intuitive to use. Simple 'tree' structures allow users to navigate and select the piece of data that they wish to edit or view. Because of the fully customizable rights and views management every users get only information that he contextually need. For an overview of screen shots go to **See screenshots...**

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### **HOW MUCH TRAINING IS REQUIRED TO USE IT?**

Because the interface is so intuitive, the training requirement is minimal. We suggest just an hour for those who will be using the data interface only, and 4 hours for those who will be administrating the system. We provide also specific one day training for consultant and expert to know how to build a crisis communication management system. Most trainings are of course also available online. Our partners are also providing training for crisis communication and live crisis simulation by using the application.

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### **WHERE IS STOCKED YOUR DATA?**

All data is held in a central database on our servers in Mannheim / Germany. The servers are very secure and organisations can only access to their data with secure login and password

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### **WHO OWNS THE DATA?**

Convis owns the software, which we license to our customer to use, but our customers have complete ownership of their data.

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## HOW LONG DOES IT TAKE TO SET UP AND WHAT IS INVOLVED?

If an issue / crisis / disruptive event management system already exists in the company it will be easier. In any case remind that every system takes time to implement. It could be helpful to book some consulting days to customize in an efficient way the system or the suitable training course. This will speed up the implementation process.

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## WHAT IF I HAVE A PROBLEM – WHO CAN I CALL?

General problems can be reported during German office hours (9 am to 5.30 pm) to [support@crcm.eu](mailto:support@crcm.eu) or call +49308904169-0.

Urgent problems during a crisis can be reported 24 hours a day to a priority mail address.

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## HOW MANY PEOPLE IN MY ORGANISATION CAN ACCESS THE APPLICATION?

The license fee covers 50 users, but additional blocks of users can be purchased for a small fee. How can I find out more?

Get in touch with us! [contact@crcm.eu](mailto:contact@crcm.eu) or per phone +49308904169-0. You can also fill in our contact form in order to help you easier.

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## COMPANY

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### CONVIS

CONVIS develops and operates, in cooperation with consultants and experts since 2001 practical and highly secure web applications for business management. In order to develop high added value and further to ensure practical relevance of our software solutions, we combine the know-how of our engineers, IT consultants, project managers, communications professionals, software developers and web designers in the conception of the framework [WebToolBox®](#). From the project emerged out diverse environment solutions that are used in management processes. CONVIS relies exclusively on technologies that meet the stringent requirements for performance, scalability and maintainability while meeting the need of the economy. Through years of cooperation with our partners, we have appropriated an extensive know-how relating to risk and crisis communication. These experiences were incorporated into the web application CrCm.

Convis' quality management system for software development is certified since 2001.



## WEBTOOLBOX

### Webtoolbox

To minimize the development effort and to ensure the scalability of our web application, our team has developed a framework: ConvisWebtoolBox. This framework is constantly evolving and provides consultants and companies to configure a customized solution. Using this framework we greatly reduce development effort and thus minimize the development and maintenance efforts and our customer take advantage of a personalized solution with consequently economical benefits. The framework merge functionalities together like

Content management system

Document management system

Online handbook & manual

Online survey & check lists

Online editor

Online advanced right management

E-mailing

## CONTACT US

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