CASE STUDY: NetApp

NetApp

How NetApp Uses Send Word Now to Keep Employees Safe Around the World

Net App, a proprietary computer storage and data management company, creates innovative products that help customers around the world store, manage, protect and retain one of their most precious corporate assets: their data. The company is recognized throughout its industry for continually pushing the limits of modern technology, so that its customers never have to choose between saving money and acquiring the capabilities they need to be successful.

Although the company is headquartered in Sunnyvale, California, its employees work at over 150 sites worldwide. This makes keeping those staff members safe, secure, and well-informed during emergencies particularly challenging. In order to keep this task simple, fast, and effective, NetApp uses Send Word Now's automated notification and response system to communicate with thousands of employees at once, via multiple channels, with just the click of a button.

Emergency Communication Made Easy

Chris Naraval, Safety and Security Data Systems Administrator at NetApp, manages the Send Word Now platform, which is used primarily by analysts based out of Sunnyvale, North Carolina, and Bangalore. During emergencies such as tornadoes, extreme weather, or terrorist threats, the analysts use the alerting system to communicate with security teams and to let employees know how to stay safe.

"We have over 19,000 contacts in the system," explains Naraval, "and we can use Send Word Now to reach them all – almost instantly – whenever something goes wrong. If we need to locate employees to determine whether or not they need assistance, we use the Get Word Back feature to receive responses from them in real time. This allows our teams to know what is going on at each site around the world and to allocate resources where they are most needed."

Additionally, during medical events, NetApp uses Send Word Now to distribute short messages via SMS to its Emergency Response Team (ERT). These messages include the event type, location, and short instructions regarding who should respond. "We use the system to get those messages out quickly," says Naraval, "so that our ERT can respond as soon as possible."

Send Word Now Put To The Test

In March of 2011, when a powerful tsunami struck off the coast of Japan, NetApp used Send Word Now to locate all of its employees in Japan and to make sure that they were safe. As soon as the team received word of the disaster, it sent out a message with several Get Word Back response options to the hundreds of NetApp employees based in Japan. Within a short time, all employees had been located and accounted for.

"We received really good feedback after the event," Naraval adds. "Our employees really appreciated that we had this outreach system in place, and that we went above and beyond to try to help them as best we could during that difficult time."

When NetApp's Shanghai office was hit by a typhoon later that year, analysts used Send Word Now to reach out to employees once again. "Since we had the experience of the tsunami," says Naraval, "we were able to respond even more quickly and effectively to that crisis."

Employee Satisfaction

Before selecting Send Word Now, NetApp did not have a process to communicate with employees in a quick and secure manner. "This system has truly transformed our emergency communication efforts," Naraval says.

"It is great to be able to stay in touch with all of our staff members in real time, through one centralized interface."

"Our employees have benefited immensely from Send Word Now, and they tell us so," he continues. "We use email as backup, but this is our primary emergency notification tool, and it helps us keep things very simple. It gets to the point and it has helped us tremendously with emergency response and catastrophic assistance."

Why Send Word Now

Naraval notes that the Send Word Now platform is universal, and that all of the company's business units are able to use it. "It's versatile and easy to use, it allows you to pre-populate messages ahead of time, and it can send out thousands of alerts in less than a minute," he explains. "The more we use the service, the more uses we find for it. Our use of the system is constantly evolving and expanding."

NetApp also selected Send Word Now for its professionalism and best-in-class customer support. "The outreach from Send Word Now customer service and account management has been great," Naraval says, concluding, "We are very satisfied with both the company and the service."

The Send Word Now Advantage

For business operating in today's complex international markets, the need for effective and reliable communication solutions has never been greater. By tailoring its services to the needs of its customers worldwide, Send Word Now consistently provides innovative notification solutions that outmatch its competitors' offerings. Through its smartphone integration and unique features such as multi-lingual alerts, customers can take advantage of Send Word Now's customizable platform to maximize their communication efforts. And on top of its robust software features, Send Word Now offers best-in-class customer support services that just can't be beat.

"The more we use the service, the more uses we find for it,"

-Chris Naraval
Safety and Security Data Systems Administrator, NetApp

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including

many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.