

CASE STUDY



PROJET

INCREASES PEACE OF MIND BY SENDING ACCURATE & IMMEDIATE NOTIFICATIONS DURING EMERGENCIES



CLIENT: ProJet

LOCATION: Leesburg, VA

PERSONNEL: 28 employees; thousands of clients.

CHALLENGE: When a threat to regular operations occurs, ProJet has to reach many geographically dispersed people simultaneously and instantaneously with a well-crafted, accurate, and informative message.

SOLUTION: Omnilert

RESULTS: Reduced employee stress during emergencies and increased peace of mind for those responsible for safety.

Dulles Technology Corridor, and Virginia's Horse & Wine Country. Founded in 2007 as a partnership between former airline pilot entrepreneur Shye Gilad, and noted entrepreneur and philanthropist Sheila C. Johnson, Founder & CEO of Salamander Hotels and Resorts, ProJet's "aviation hospitality" mindset combines the operational integrity of the world's best airlines with the refined service of a world class resort. ProJet's numerous accolades include annual recognition as one of the top FBOs in the country in the fltplan.com Pilots' Choice Awards, a Washington Business Journal Best Place to Work, and an Inc. 5000 Fastest Growing Company.

As an employer to nearly 30 people serving thousands of clients, ProJet is a lot like many small businesses across America. They worry about profit and loss, creating an atmosphere that's fulfilling for employees, and creating an experience for their clients that's second to none. The last thing ProJet wants to worry about is how they'll respond when an emergency happens.

"My background is in airline operation, leadership, and training," says Shye Gilad, Co-founder and CEO of ProJet. "We set out to build a company with a very intentional and proactive safety culture from day one, and we rely on our systems, training, and tools to make sure our staff is ready for any contingency that may arise in a 24x7, 365 days/year operation. Omnilert has become an integral part of our safety management system, and has allowed us to respond and communicate rapidly and easily when irregular or emergency operations happen."

THE CHALLENGE

Like any twenty-first century business, ProJet's operations have many moving parts: staff members are constantly on the move. The airport terminal is a hub of activity. In addition to the tens of thousands of customers arriving and departing each year, there are hundreds of customers and employees of businesses based at Leesburg Executive Airport who

No business is immune to disaster. Weather events, workplace violence, fires – these types of emergencies can affect any type of business at any time, without warning. It's enough to keep an operations manager or an executive up at night, worrying about what could go wrong. But what if, in your business, a one-ton steel aircraft carrying a handful of souls and thousands of gallons of jet fuel, lands or takes off from your property more than 200 times per day? How does THAT business leader sleep?

Better than you think, according to Julie O'Brien, GM and Marketing Director for ProJet Aviation, a private aviation company that serves metro Washington, DC out of Leesburg Executive Airport in Leesburg, Virginia. Safety management is a critical component to ProJet's success, and Omnilert has been a key partner in streamlining irregular and emergency notifications to hundreds of key stakeholders at a moment's notice.

ProJet provides a world-class flight support and Fixed Base Operator (FBO) experience including arrival and departure services, fueling, and aviation facilities leasing at Leesburg Executive Airport (KJYO), the private aviation gateway to Washington, DC, the

rely on ProJet to provide notification and guidance on any severe weather hazards, FAA airspace notifications, runway closures, and other irregular operations/emergencies. In those critical first few seconds after a threat to regular operations occurs, ProJet has to reach many geographically dispersed people simultaneously and instantaneously.

Prior to implementing Omnilert's solution, O'Brien says they accomplished emergency notification with the duct tape and staples of communication: manual texting. This presented many of the same challenges that other businesses face: they could not be certain that the contact information on file was up-to-date. They did not have time to continuously audit and update personnel and customer files, so there was no way to be certain that everyone would receive their messages. Most importantly, they were concerned about their employees being able to carefully craft an informative, reassuring message tailored to the current situation and audience, under the stressful and dynamic conditions of irregular or emergency operations.

THE SOLUTION

ProJet realized that a world class aviation operation needed a world class emergency notification system, and they found that in Omnilert.

ProJet invested in Omnilert's solution in 2014 to:

- Take the prep work out of emergency communications.
- Assure notifications reached their audiences without error.
- Help mitigate risk and maintain peace of mind.

To prepare for a strategic implementation of the new system, O'Brien and staff reviewed the many scenarios they have prepared for in the company's Emergency Response Plan, from the more common, a cancellation

About Omnilert

At Omnilert, we believe no one should ever die or get seriously injured due to lack of timely and accurate information. Our suite of emergency notification and critical communication solutions empowers organizations to keep their people informed and their operations viable during the most challenging times. We transform the way those responsible communicate with their people to rapidly disseminate critical information, automate emergency communications, accelerate emergency response, ensure business continuity, and recover quickly from a crisis. Our people and technology, together, help ensure successful outcomes for our customers.

"It gives me peace of mind that the right message will be sent for the situation at hand, so our team can focus on what they do best - taking care of our customers."

due to snow or ice; to the least common, an aircraft crash.

Together with the airport manager, who handles the NOTAMs (A Notice to Airmen to alert aircraft pilots of potential hazards along a flight route or at a location that could affect the safety of the flight), they drafted

the customized scripts they would likely need in each scenario, for each audience, so that when the time comes to respond, they can alert all the appropriate audiences quickly and focus completely on the operations response.

THE RESULTS

O'Brien says, "You can't prevent the unpredictable, but you can prevent those events from becoming disasters through proper planning and a smart, reliable emergency notification system that doesn't just help us alert our staff and customers, but also helps us protect them."

ProJet measures success using Omnilert in several ways:

- Everyone who needs the message receives it.
- The message gives precise direction and correct information.
- They are able to send the message from wherever they are.
- They have the information ready to go.

"What surprised me the most is that Omnilert has become a major customer service enhancement," says Gilad. "Many customers have told me that they have rarely received so much timely and accurate information from an airport operator. Our employees love it because it reduces their stress when bad things happen, and I love it because it gives me peace of mind that the right message will be sent for the situation at hand, so our team can focus on what they do best - taking care of our customers."

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