

Critical Event Mitigation



Summary Results | April 2020

SURVEY SUMMARY

Between January and March 2020, Gatepoint Research invited selected logistics and supply chain executives to participate in a survey themed *Critical Event Mitigation*.

- ▶ Candidates were invited via email and 100 executives have participated to date.
- ▶ Management levels represented are all senior decision makers: 6% hold the title CxO, 25% are VPs, 53% are Directors, and 16% are Managers.
- ▶ Survey participants represent firms from a wide variety of industries including business services, consumer services, financial services, healthcare, manufacturing (general, primary and high tech), retail trade, telecom services, transportation, utilities, and wholesale trade.
- ▶ Responders work for firms with a wide range of revenue levels:
 - 73% work in Fortune 1000 companies with revenues over \$1.5 billion;
 - 14% work in mid-market or large firms whose revenues are between \$250 million and \$1.5 billion;
 - 13% work in small companies with less than \$250 million in revenues.
- ▶ 100% of responders participated voluntarily; none were engaged using telemarketing



EXECUTIVE OVERVIEW

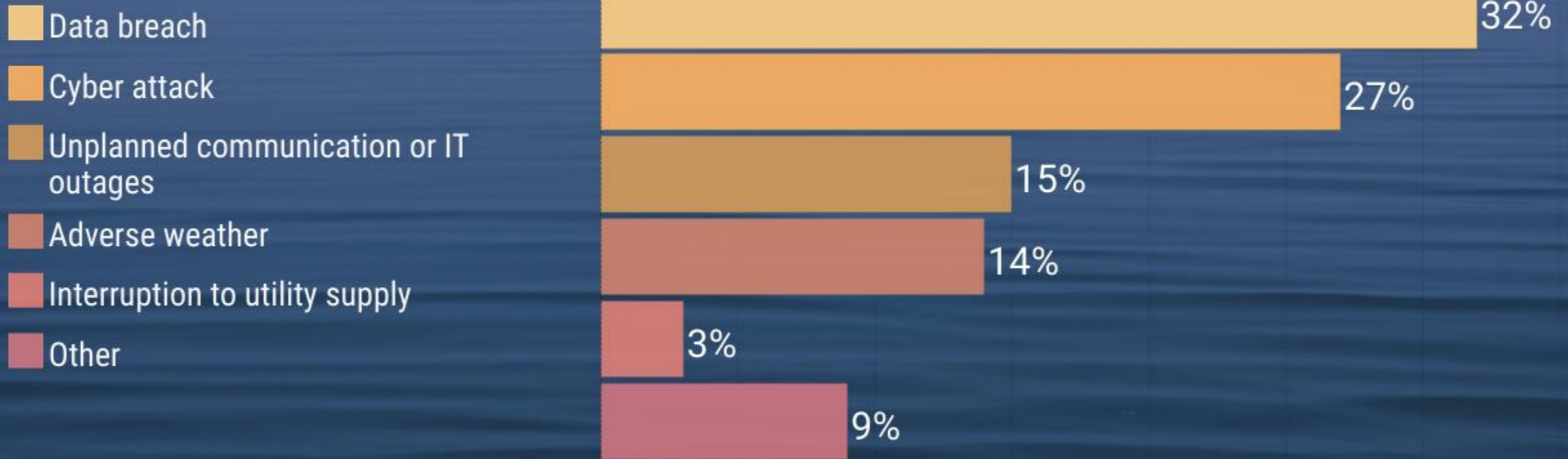


When a disruptive or potentially disastrous event threatens, an organization can't be responding on the fly. An easy-to-execute, strategic plan has to be ready to go. Which types of risks or threats are companies concerned about - and how do they plan to deal with them?

This survey asks respondents to report:

- **What threats are they concerned with? How do they find out about potential threats now?**
- **What operational risk groups do they have in place? Do they use a standardized escalation system across the enterprise?**
- **What would make their organization more secure during a business interruption or critical event? ?**

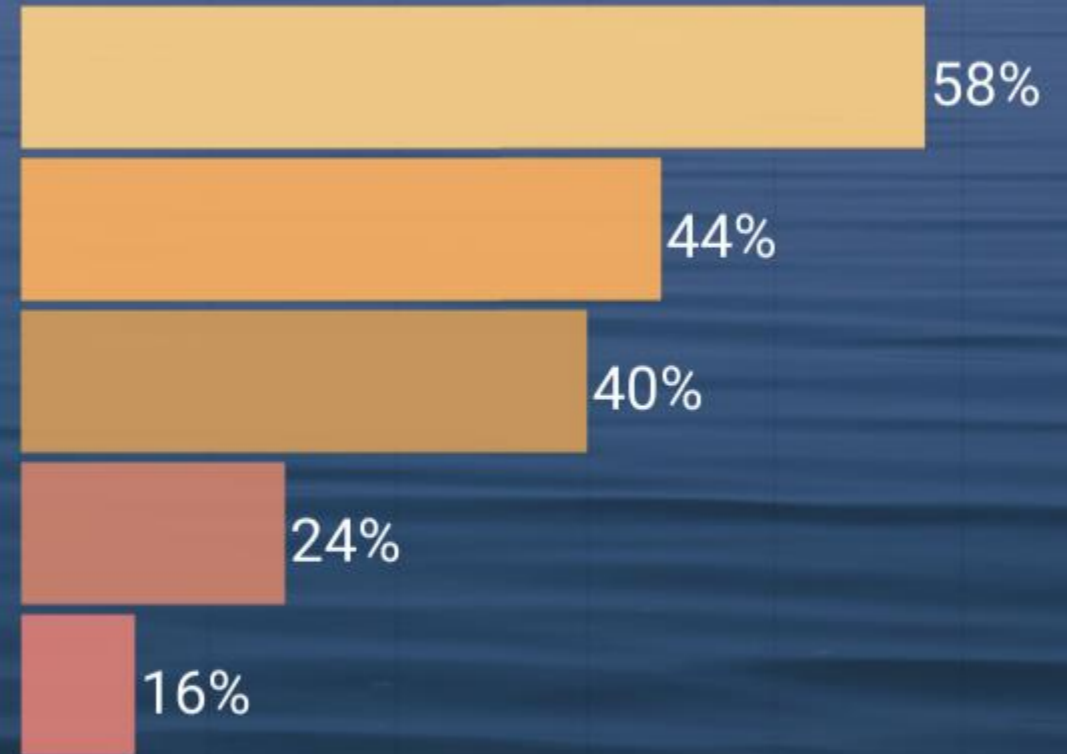
What type of threat to company operations concerns you the most?



Asked to pick their top threat, nearly a third of respondents (32%) cited a data breach, closely followed by those fearing a cyber attack (27%). Both are significantly more common concerns than the risk of an IT/communication outage or adverse weather. Under "Other" category, the most common threats cited: pandemic and supply chain disruption.

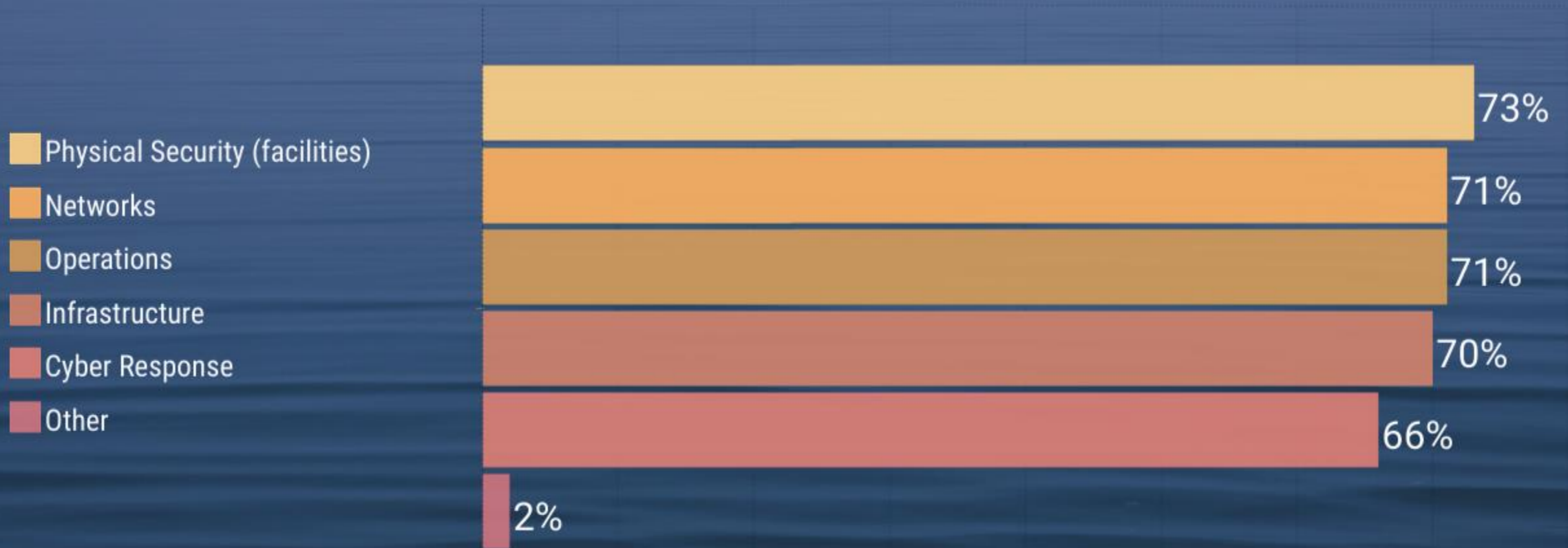
How does your organization find out about risk events/threats?

- We compile risk data from public and private sources and integrate it into a unified security management system.
- We rely on regional or local employees with a protocol to report risk events/threats.
- We are fully reliant upon inbound communication from external sources, e.g., news reports or social media.
- We use key words on free data feeds, such as Google Alerts or Twitter.
- We purchase data feeds targeting locations and specific interests, e.g., weather, fire, earthquakes.



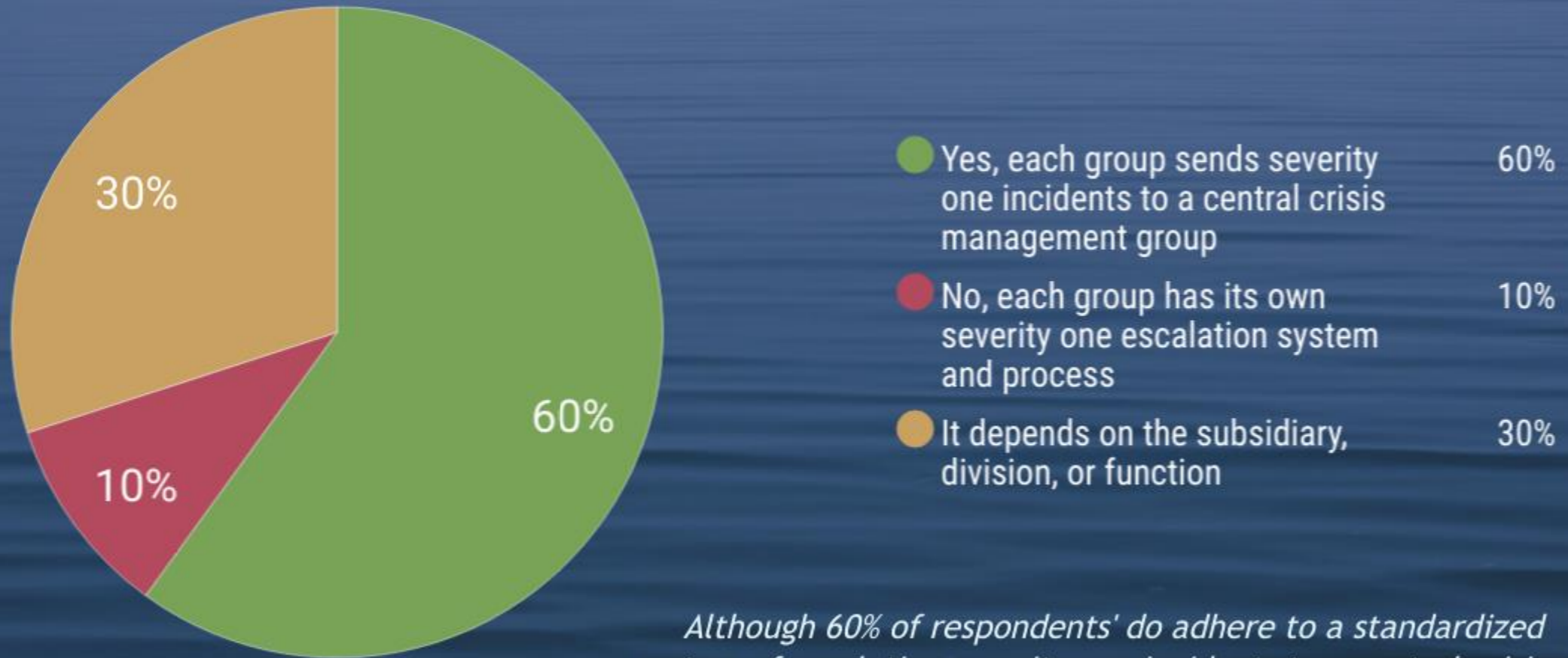
Organizations surveyed most commonly assess threats by pulling risk data from a variety of sources into their security management system.

What operational risk groups do you have in place?



Most respondents report having active operational risk groups in place across the enterprise.

When responding to severity one incidents, do your operational risk groups use a standardized escalation system and process across the enterprise?

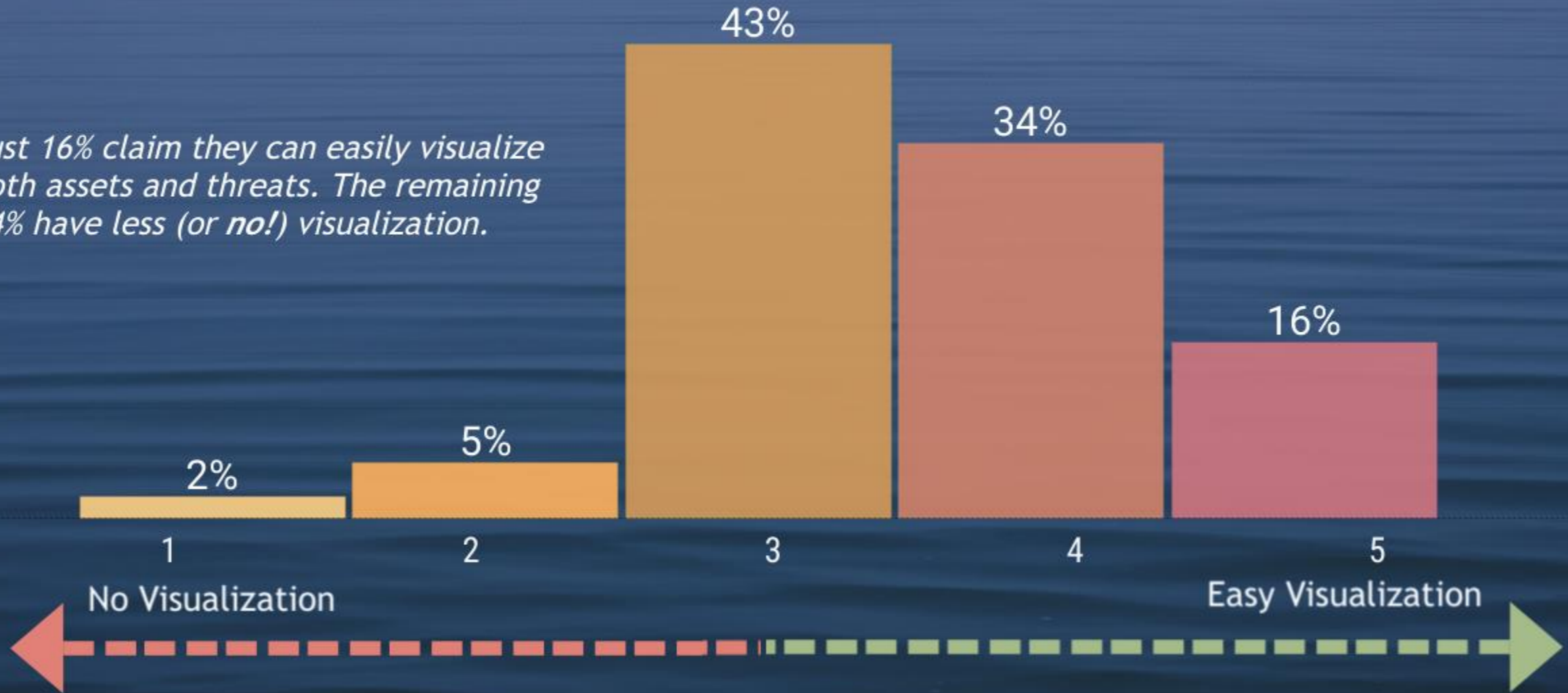


Although 60% of respondents' do adhere to a standardized system of escalating severity one incidents to a central crisis management group, 10% say their escalation processes are siloed within each risk group - and 30% report the response process varies, depending on the subdivision or function.

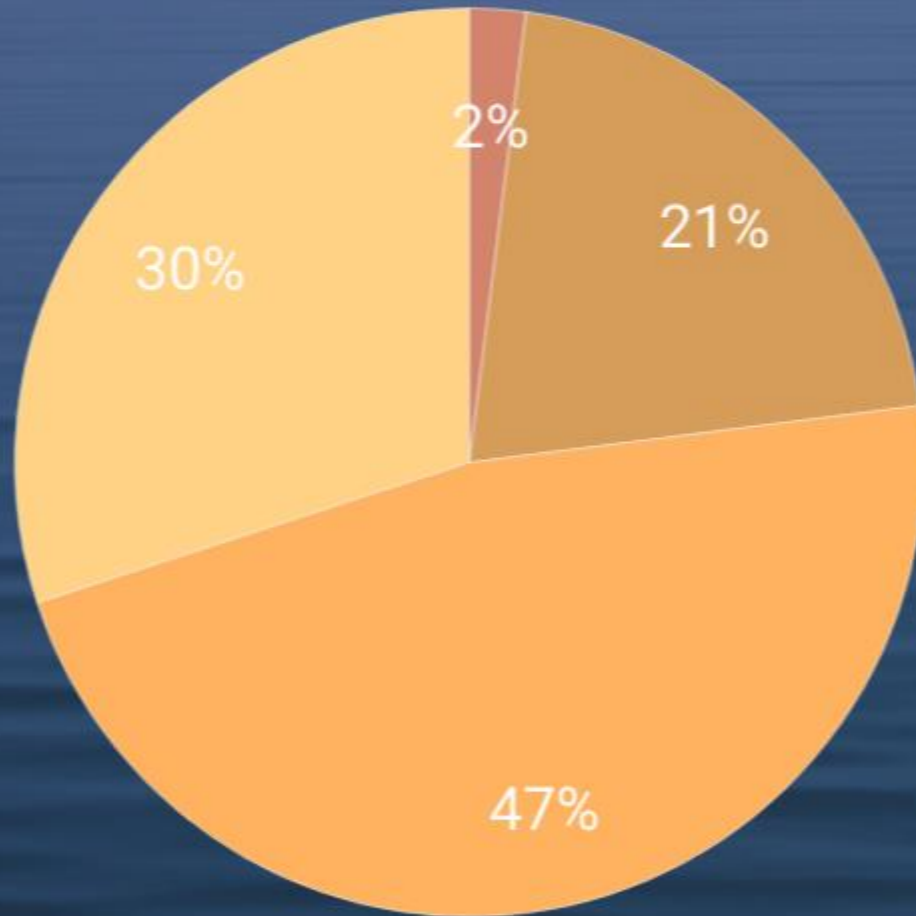
How easily can you visualize both assets and threats to those assets?

(Rate 1 to 5, 1=We have no visualization of either, 5=We can easily visualize both assets and threats)

Just 16% claim they can easily visualize both assets and threats. The remaining 84% have less (or no!) visualization.



To what extent is your organization leveraging metrics to improve critical event responses?

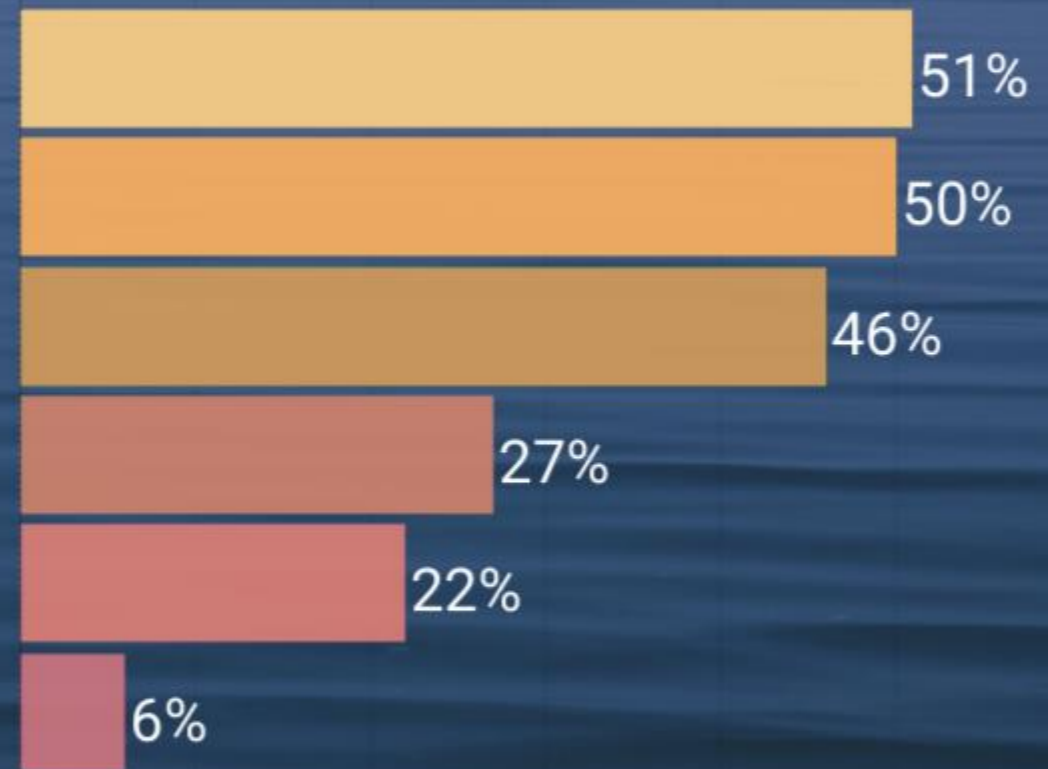


- Not at all: We're not collecting data for that purpose. 2%
- To very limited extent: We only use data to improve a limited number of specific tasks. 21%
- To some extent: We use metrics to improve critical event responses. 47%
- To great extent: We use metrics to improve critical event responses, continuity planning, and SOPs. 30%

The application of metrics in critical event response varies widely by organization; 30% say they use it "to a great extent," while 23% use it to a limited extent or not at all.

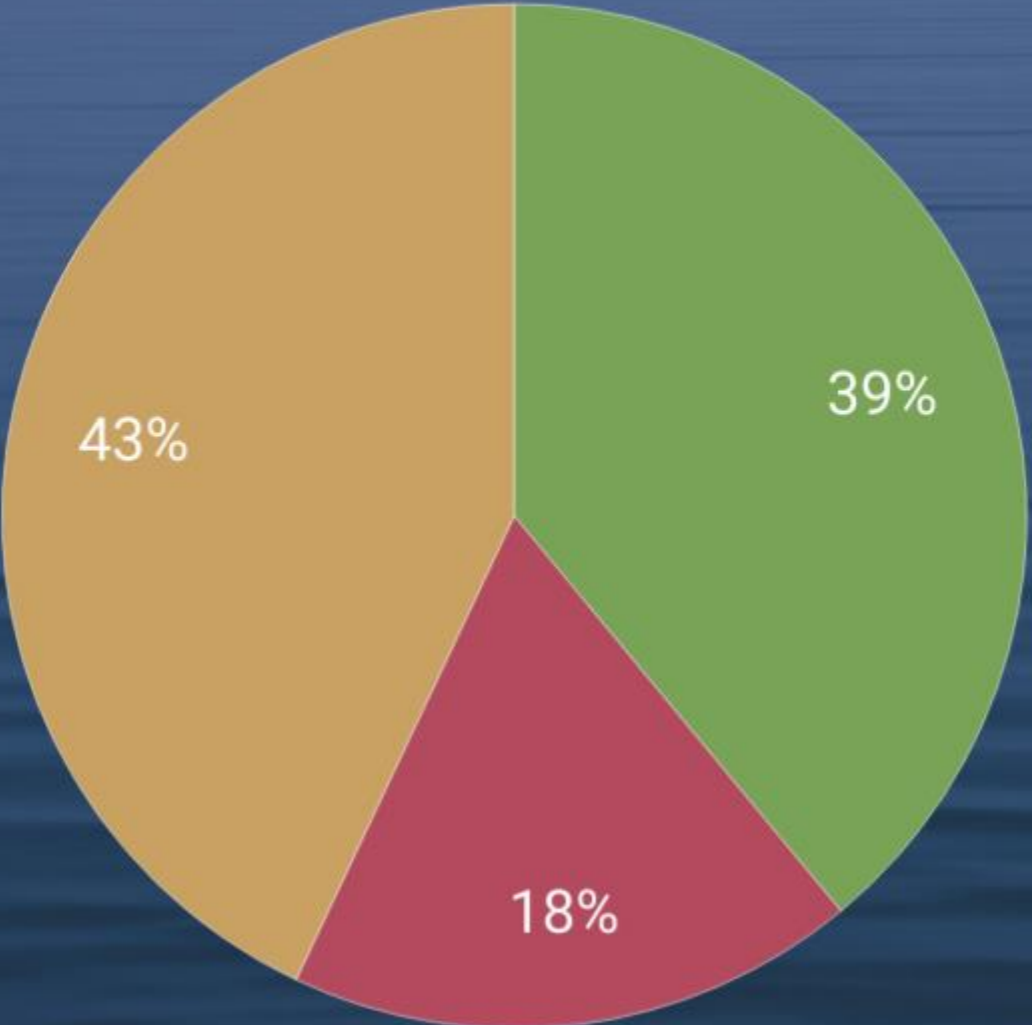
What would make your organization more secure during a business interruption or critical event?

- Visualizing operational threats on facilities, people, counterparties and corporate clients
- Stronger operational threat prediction tools
- Receiving curated risk intelligence feeds for both global and hyper-local risk events
- Automated contact tools for the Board and Executive team when they need to respond to severe business interruptions
- Automatically creating situational briefs for the board
- Other



More than half of those surveyed acknowledge that greater visualization of operational threats and better threat prediction tools are the top two upgrades that would improve their organizational security in a business crisis.

Have you conducted the annual board review to present your plans for the upcoming fiscal year?



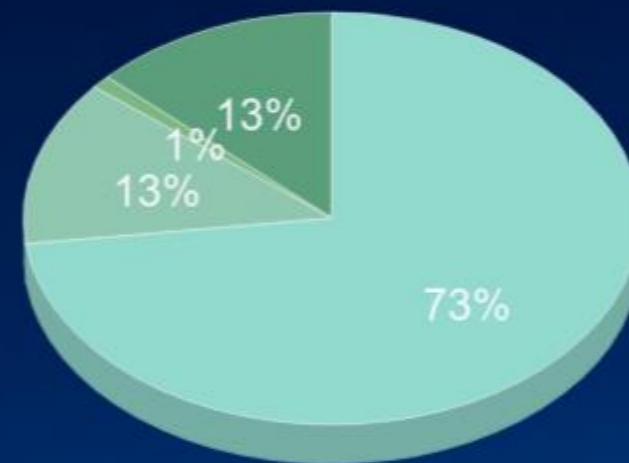
- Yes 39%
- No 18%
- I do not know 43%

18% respondents (61%) have not yet presented their plans for the upcoming year. Another 43% don't know if plans have been presented.

REVENUE

73% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.

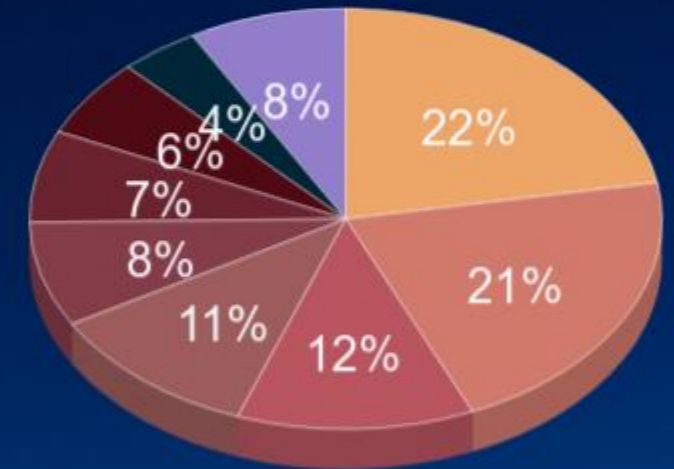
● >\$1.5billion	73%
● \$500 million - \$1.5 billion	13%
● \$250 - 500 million	1%
● <\$250 million	13%



INDUSTRY SECTORS

Responders represent a wide variety of industries.

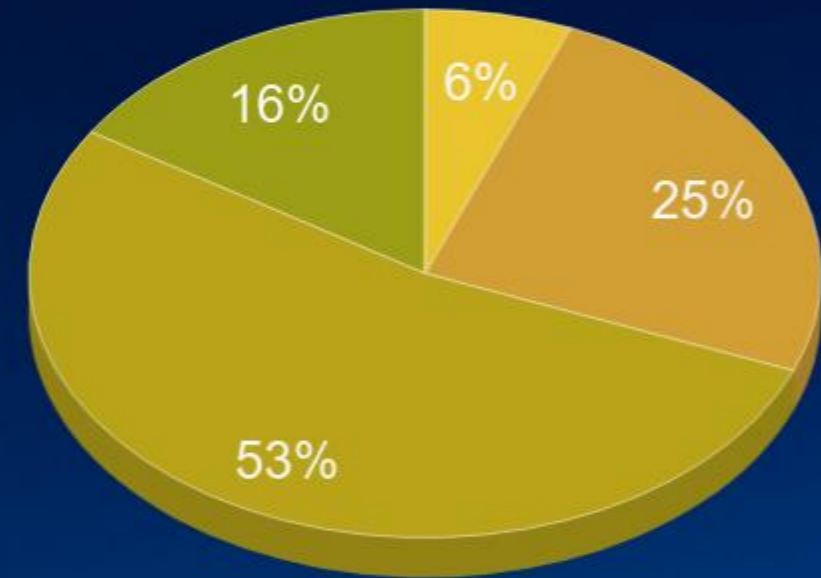
Mfg - High Tech	22%
Financial Services	21%
Business Services	12%
Retail Trade	11%
Wholesale Trade	8%
Mfg - General	7%
Mfg - Primary	6%
Telecom Services	4%
Other (Consumer Services, Healthcare, Mining, Transportation, Utilities)	8%



JOB LEVEL

84% of survey respondents hold director or executive level positions in their organization.

● CxO	6%
● VP	25%
● Director	53%
● Manager	16%





Everbridge provides end-to-end critical event management to over 4,800 global customers. During severe weather conditions, active shooter events, critical business issues including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, Everbridge helps keep people safe and businesses running. Faster.

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