

# 5 IT ALERTING SYSTEM FEATURES THAT IMPROVE INCIDENT MANAGEMENT



AlertFind



How important is responding to IT incidents quickly and minimizing downtime? Consider that according to Gartner, the average cost of IT downtime is \$5,600 per minute, which extrapolates to over \$300,000 per hour.

With IT incident management, every minute matters to the business' bottom line. IT is a critical business infrastructure for companies of every size today, so even an email outage can cripple a company.

IT service desk managers are responsible for reducing time to resolution, engaging the right IT staff during incidents, ensuring stakeholders stay informed and notifying impacted users.

Achieving those goals requires the right people, process and technology. **When it comes to the technology, an IT alerting system is an invaluable platform for any IT service desk.**

An IT alerting tool is designed specifically for IT service desk managers. The system lives within the IT organization, and it's built to drive operational efficiencies and cost savings – two key measures of success for the IT service desk.

Instead of cobbling together different systems, an IT alerting platform provides the features and functions you need for incident management all in one place. This allows the IT team to take action quickly and keep the business running.



## 5 Benefits Of Using A Robust IT Alerting Tool

Any IT alerting tool should be customized to your organization's unique needs and easily integrate with your service desk system. The tool also needs to align with your IT framework. For instance, if your organization uses ITIL, find an IT alerting system with ITSM connectors.

Don't expect to follow a one-size-fits-all blueprint for IT alerting, as the right strategy depends on your specific needs, resources and business structure.

With that said, most IT organizations do share common high-level goals such as:

- Address IT outages promptly
- Keep impacted people and stakeholders informed
- Minimize productivity loss

These five IT alerting system features and benefits will help you achieve those initiatives.



### 1

## Reduce Downtime And Reputational Damage

The reality for most businesses is that an IT outage is likely to happen at some time. The IT service desk needs to be prepared to shorten the response time and minimize the business impact.

With an IT alerting tool, you're able to pre-configure groups of the key team members who need to be notified in case of specific incidents, enabling you to alert them all with one click.

Sending the right message to the right people at the right time reduces the number of support tickets that are generated. **The fewer unnecessary tickets generated, the faster the IT service desk can respond to incidents and restore service.**



Plus, with escalation paths, alerts will continue to ping anyone across designated channels until the message is acknowledged. You don't have to worry whether an appropriate team member received a message. If an on-call resource doesn't pick up, the incident alert automatically goes to the next team member, so no time is wasted getting the issue to someone who can address it.

When it comes to reducing downtime, even small improvements can make a big impact. At an average cost of \$5,600 per minute of downtime, a 30-minute reduction equates to \$168,000 saved.

Need more proof to show business leaders outside of IT that reducing downtime has a significant impact on the company's bottom line? Consider how downtime affects employees and their productivity. [An article on CIO.com](#) recommends using this equation:

$$\begin{aligned} & \text{COST OF DOWNTIME:} \\ & (1,000 \text{ impacted employees}) \times \\ & (\$20 \text{ average hourly rate}) \times \\ & (50\% \text{ productivity impact factor}) \\ \hline & \text{\$10,000 per hour of productivity cost impact} \end{aligned}$$

Quantifying the financial risk of downtime is critical to making the business case for an IT alerting system. But don't forget about the reputational damage. While it's harder to quantify, an IT outage usually affects customers and can have long-lasting consequences.

Don't let downtime derail your business. Be proactive about minimizing downtime with an IT alerting tool that helps you engage the right people quickly.

## 2 Reach Everyone In Your Organization

During an IT incident, the last thing you need is to be scrambling to contact key people. A robust IT alerting system guarantees 100% database accuracy for your entire organization. This includes the most critical piece of contact information – a mobile number. The system should connect with popular HR databases, such as Workday, PeopleSoft and Active Directory.

Imagine your organization is hit with a phishing attack, where hackers trick people into sharing personal data or using malware. To isolate and remediate that threat, the IT service desk needs the ability to reach all employees with an urgent alert.

**In the event of a cyber attack like phishing, every minute matters.** You need complete confidence that every message is quickly delivered to every employee.

With every employee's contact information in your database, you don't have to worry about anyone missing a critical update or notice. This is also important during a full IT outage, when employees require notifications about workarounds so they can continue working.

The best IT alerting tools use artificial intelligence, machine learning and data science to keep your contact database up-to-date in real time, collecting and updating crucial contact information for your employees.

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### **3** Gain Faster Issue Resolution

As part of major IT incident management, you'll likely have to send alerts across multiple channels. Using a one-click instant notification feature in an IT alerting system, you can immediately reach everyone at the touch of a button.

**Engaging the right people as quickly as possible is the key to speeding up issue resolution.** That's why automated alerts are so critical. As soon as a threat is detected, you must provide directions on protective actions.

Another vital part of resolving issues is getting status updates in real time. Understanding what's happening across the organization during an incident enables the IT service desk to make better-informed decisions.

As an example, with an IT alerting tool, you can send polls to specific people and capture their responses to get status updates during an IT incident. Having a built-in feature like this gathers critical information quickly and easily without tasking someone to do it manually.

With better resource usage, the IT service desk is equipped to be more responsive and agile. That allows for quicker issue resolution and means IT is better aligned with business needs.

IT alerting system features are designed to help automate tasks wherever automation makes sense. The result is reduced overhead and a more efficient IT service desk that's a valued part of the business as opposed to a static help desk.

## 4 Get The Right People On Calls Quickly

During an IT incident, it's important to facilitate real-time communication between critical personnel. Built-in, customizable hotlines make it easier to get people on a call.

Using an IT alerting system, you can set up and launch hotlines and conference bridges from within the platform, bringing critical people together to resolve issues quicker.

Need to speak with people in a specific location? It's simple to use geo-fencing to draw a virtual fence around impacted areas for location-targeted messages. You can even select several areas at once.

If you're not at a computer, no problem – deliver messages and set up calls from a mobile app connected to the IT alerting tool. Send and receive messages while on the move to keep everyone informed.

Setting up calls quickly shouldn't mean compromising security, and you don't have to with an IT alerting system that is SOC 1, SOC 2 and GDPR certified. **The secure cloud platform should exceed strict standards for security, availability, processing integrity, confidentiality and privacy.**



Plus, it's easy to keep the lines secure during calls. You can request identification by phone number, user name, PIN number or other company identifier. As an IT service desk manager, you have control over who joins calls, so sensitive information stays secure.

## 5 Improve Communication Even When Your System Is Down

What happens if your network is compromised? Alerts still need to get delivered, and that's why you must have an IT alerting system with secure off-network alerts supported by redundant Amazon Web Services data centers.

For example, imagine your company's email goes down. You want to send an outage notification, but that's typically done via email. With an IT alerting tool that offers multi-channel alerts, you can reach people via email, text, voice call, fax and mobile app push notifications.

Having a multi-channel alert feature gives you several communication options in case the internet goes down and some channels are unavailable. You're likely to use multiple channels during a major IT incident.

In addition, by tailoring communication to a person's preferred communication method, you increase the likelihood messages are read. While some people may voraciously check their email, others might respond better to push notifications.

For messages that don't need to reach everyone at your business, an IT alerting system lets you target only the people who need to be alerted. Reducing companywide alerts with precision targeting helps avoid "alert fatigue."

**As a result, when people do receive alerts, they're more likely to read them.**



To save valuable time, you can pre-build messages into your alerting system. These messages are sent immediately if specific conditions are met.

However, be careful about using your IT alerting tool to automate messages. The technology is designed to help quickly and efficiently deliver alerts, but the IT service desk should always be in control of the message.

Don't become reliant on automated messages for communicating during incidents. You want the people on your IT team crafting clear and concise messages that encourage people to take the appropriate action.

Remember, IT's priority is to solve business needs. In IT incident management, the best messages convey the problem and demonstrate a user-friendly workaround.





With a robust IT alerting system as part of your toolbox, your IT service desk can improve incident management and serve as a true business enabler.

## Improve The Perception Of IT Within Your Business

It's no secret that many business executives perceive IT as a cost center rather than a business enabler. [A recent survey of 199 IT leaders](#) highlights this perception. Only 7% of respondents in a Korn Ferry survey strongly agreed that their CEOs and boards view the technology organization more as a revenue generator than a cost center.


To combat this, IT leaders need to show how technology can benefit the business beyond merely keeping the lights on. Changing mindsets isn't easy, but it is possible.

An IT alerting tool is a great example of technology that makes businesses more efficient and helps them save money. Those results are sure to grab the attention of executives in the C-suite.

When you're looking at IT alerting system features, consider how the tool will:

- Reduce time to resolution
- Keep impacted people notified
- Make employees more productive
- Drive operational efficiencies companywide

Those types of benefits showcase IT as a strategic partner within the organization. With a robust IT alerting system as part of your toolbox, your IT service desk can improve incident management and serve as a true business enabler.

A background image showing several hands of different skin tones holding a laptop together, symbolizing teamwork and collaboration. The image is overlaid with a semi-transparent purple filter.

## Protect your organization's critical IT operations.

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IT alerting tool for yourself.

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