

# IT ALERTING DESIGNED FOR MODERN THREATS

Protect Your  
Organization From  
Devastating  
Downtime With  
Informative Alerts



AlertFind



Catastrophic cyber attacks are on the rise and organizations are struggling to minimize the impact. In fact, security breaches are up [67% over the past five years](#). Beyond that, an astonishing [700,000 new threats](#) are identified every day.

It doesn't matter whether your organization is a global corporation or a small to medium-sized enterprise - all organizations are at risk. Last year, it was estimated that about 59% of all cyber attacks targeted small and medium-sized enterprises.

These attacks are more than a disruption for businesses. The average cost of a cyber attack is [\\$1.67 million](#) and total damages from cybercrime are expected to hit [\\$6 trillion](#) in 2021. The impact of these attacks put entire organizations in jeopardy because IT is the backbone of business operations.

Without your critical business data, how can your organization continue? Each minute of downtime comes at a cost and extended periods of downtime can have a far-reaching impact on your business and its future. Unfortunately, without the right communication tools in place, organizations find it difficult to contact the right IT resources to resolve issues and keep business leaders and users informed.

However, there is something you can do to minimize the damage these threats cause. Your organization can take steps to implement an IT alerting system so you can inform your employees about cyber attacks quickly. This allows the IT incident management team to take action faster and reduces the risks associated with extended periods of downtime.



## The Real Cost Of IT Downtime

Every moment of downtime comes at a high cost for businesses. According to Gartner, the average cost of network downtime is around [\\$5,600 per minute](#) or over \$300,000 per hour. Those costs devastate businesses and sometimes force them to close completely.

If you'd like to calculate the cost of downtime for your organization, you can use this formula from [CIO](#):

$$\frac{\begin{aligned} &(\text{number of impacted employees}) \\ &\times (\text{average hourly rate}) \\ &\times (50\% \text{ productivity impact factor}) \end{aligned}}{\text{per hour cost of downtime}}$$

When every minute is costing your company thousands of dollars, you need alerting that allows you to take action quickly and empowers employees to stay productive. If you can't alert your teams, your organization may fall into chaos during an IT incident.

Every organization is different but they all have a need to promptly address IT outages, keep employees informed and minimize downtime and productivity loss. So, what can businesses do to prepare for IT issues?



## How To Prepare Your Organization For IT Incidents

When dealing with IT issues, you have to be able to reach your team as soon as possible. You need tools and technology in place to support communication within your organization. Many organizations lack these tools and manage alerts manually, which leads to longer response times, employee frustration and more support tickets.

Businesses need a system to handle both big and small incidents quicker and reduce time to resolution. That's where an IT alerting system can help. This is a dedicated system that alerts your staff of an incident or outage so that they know how to respond. All organizations should have this in place but the challenge is finding the right alerting system. When every second of downtime matters, it's critical that your alerts are effective.





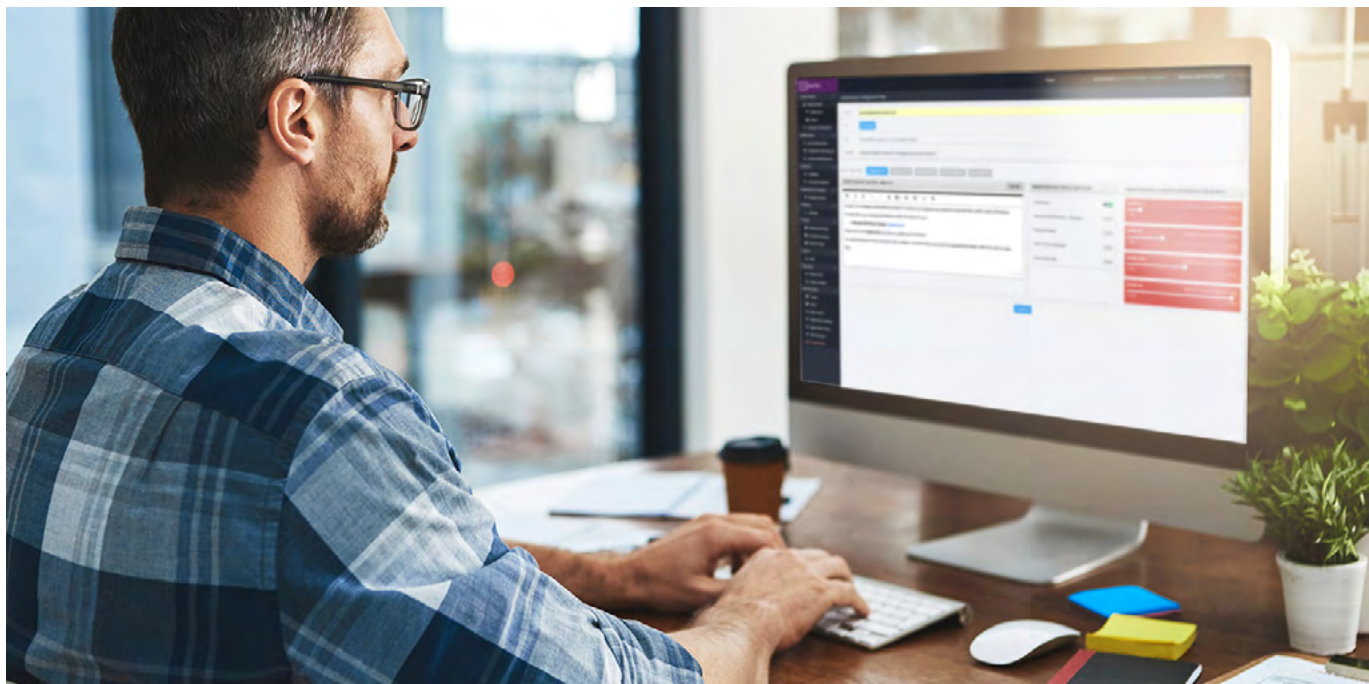
## Solution: AlertFind IT Alerting

You need to be able to reach your team at any time and get in touch with the right people who can resolve the problem. If your organization's email is compromised, AlertFind provides [secure, out-of-band communication](#) that allows you to deploy critical resources to resolve issues quickly.

AlertFind gives you the ability to connect to your monitoring tools and send out IT alerts that get the message out to your IT teams via text, phone, email or secure hotlines and conference bridges. It also keeps all business leaders and users updated, so they know what actions to take and how to maintain productivity while the issue is ongoing.

Having a smart IT alerting system, like AlertFind, makes it possible to minimize the damage associated with cyber attacks. You can't afford a slow response to IT incidents. You must take action quickly to resolve the issue and restore business operations as soon as possible. However, the speed of your team's response is largely influenced by how quickly they become aware of the issue.

With AlertFind, you have the ability to send out targeted alerts across multiple channels so you can get the right people working on resolving the incident immediately. Your team will always have access to the information they need to get the business systems restored. This can save your organization money and time if you do face a major IT issue.





# How AlertFind Does It

AlertFind is the only smart IT alerting system on the market. It gives you a [central communication platform](#) that allows immediate, secure off network-communication for the incident response team, key stakeholders and the organization. These are the features AlertFind brings together to help your team respond to IT incidents.



## ITSM Connectors

You can use our flexible APIs to integrate to all major ITSM and SIEM platforms. This allows you to automatically trigger alerts for defined critical incidents or manually pull any event that needs an immediate response into the system.



## Auto-Escalating Alerts

Auto-escalation helps with managing the notifications needed to resolve IT issues. Escalation across multiple communications channels ensures that critical messages are seen immediately. In the event of any IT incident and at any time, your alert will always get to the right people.

With AlertFind, you can create notifications that are sent to specific IT teams based on the system where the alert originates. This ensures that your team gets the highest level of escalation when critical systems are affected.



## Escalation Paths

You can also set up escalation paths to ensure that the right IT resources are alerted for incidents or outages. 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.

Escalations can be set up in several ways. Functional escalations are usually lateral within a specific team or group. This will get someone with expertise in the particular problem or system involved. Hierarchical escalations go up to management or a higher authority. 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. IT service desk managers can also specify device-to-device escalation rules and user-to-user escalations.



## IT Alerting In Action

Effective IT alerts start with your communication plan for incident management. AlertFind puts the foundation in place to help you create effective messages that people read and take action on immediately.

It works across multiple communication channels, so you can reach your employees and connect your incident response team and stakeholders with ease. AlertFind also connects your monitoring tools to immediate communication, empowering your team to resolve issues faster.

Here's how it works: as soon as a threat is detected, you can use AlertFind to notify employees and any other key stakeholders with clear directions on prescribed actions. You can also set up preconfigured recipient groups, so alerts go to the person or team that can take action to resolve the issue. This reduces the chance that an alert is missed with general, team-wide notifications.

You should script alerts in advance for hazards that your organization faces and ensure the alerts answer these key questions:

- **What is the threat?**
- **Where is the threat located and/or who is affected?**
- **What actions do you want people to take?**

It's often helpful to create some alert templates. As an example, for a cybersecurity incident, your alert might look like this:

**Threat:** A data breach takes place and your IT system is hacked.

**Action:** Immediately notify people about the breach and advise them to take protective steps, such as logging out of the system.

Sending the right message to the right people at the right time reduces the number of support tickets that get generated. This empowers your IT team to focus on the incident and restore service faster. It also goes a long way to protect your organization from the costs of downtime. However, your alerts can only be effective if everyone can see them.



## The Problem With Most IT Alerting Systems

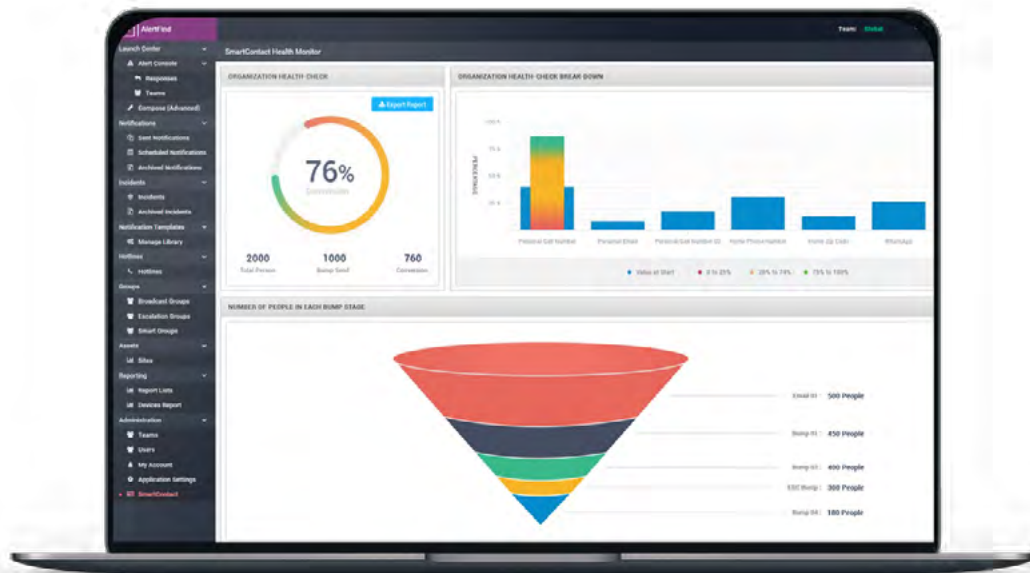
Most IT alerting systems share one big flaw: they lack contact information for all employees. This means that businesses don't have the ability to get IT alerts seen immediately by people. In the event of a cyberattack, this limits your team's ability to respond and poses a huge risk for your business.

Even in the event that an IT alerting system does hold some current contact information for all employees, like an email or office phone, it may not be enough. There's no guarantee that you'll reach all of the people you need to.

That's because the information employers have often doesn't include a personal phone number. In fact, companies have less than 7% of their employee and contractors personal mobile phone numbers. This can become a big problem during a major IT incident.

SMS messages have a [98% open rate](#), compared to 20% for email. It takes an average of [90 seconds](#) for someone to respond to a text, and 90 minutes to respond to an email. This means that if you have a message that you want your team to see, sending a text message is the best way to reach them.

In the event of an IT incident, time is money. Lacking the right contact information doesn't have to be a barrier to getting your business back on its feet. AlertFind addresses this common issue and ensures that your organization has the contact information necessary to make every alert effective.



## Solving This Problem With SmartContact™

Imagine if you had a system that could update your employees' contact information in real-time. How would that reduce the risks and costs associated with downtime? AlertFind's [SmartContact™](#) makes this possible. The SmartContact™ feature uses artificial intelligence, machine learning and data science to ensure that you always have the information you need to reach out to your team.



## How SmartContact™ Works

The most important component of your IT alerting system is your contact database. If you don't have up-to-date contact information for every single employee, you can't keep them informed. Now, you can ensure that all your employees never miss an important message with SmartContact™.

Most organizations admit to having less than 7% of their employees' contact information. They rely on employees to feed their own contact information into the system as well as update their information when it is needed. Unfortunately, the vast majority of employees fail to do this; effectively making their IT alerting system useless.

Using artificial intelligence, machine learning and data science, [AlertFind SmartContact™](#) discovers when important contact details change and updates new contact info for your employees and contractors in real time. Your employee information is always up to date - and it all happens automatically.





This requires no manual effort on your HR staff's part. That way, they have time to do other, more important tasks. AlertFind's proactive support specialists also run free monthly database health checks to identify and resolve any database integration errors.

AlertFind is a true state-of-the-art IT alerting system. By using AlertFind Connectors™, artificial intelligence, machine learning and data science, it keeps the contact database 100% up-to-date, 100% of the time. This enables you to quickly contact employees who may be impacted by an IT issue.

With up-to-date contact information for your entire team, you can make sure that crucial messages are seen immediately, allowing you to respond quickly to any cyber attack, critical systems outage or other major IT incidents.



## Protect Your Organization Against Devastating IT Incidents

When major incidents occur, AlertFind helps you respond fast to minimize downtime. This smart IT alerting system ensures that the right IT staff are engaged quickly, stakeholders stay informed and impacted users are notified. AlertFind gives you a reliable way to reach every member of your organization when seconds count.

**Ready to protect your organization's critical IT operations?**

**Get Your Demo**