EMERGENCY MASS NOTIFICATION
Survey Report

An emergency mass notification system (EMNS) is critical to ensuring organizational readiness and fast, effective communication in the event of a disruption.

Weather emergencies, environmental disasters, compromised IT systems, the threat of pandemics and more—each of these situations requires businesses to be aware, prepared and able to respond quickly and efficiently to ensure business continuity and recovery.
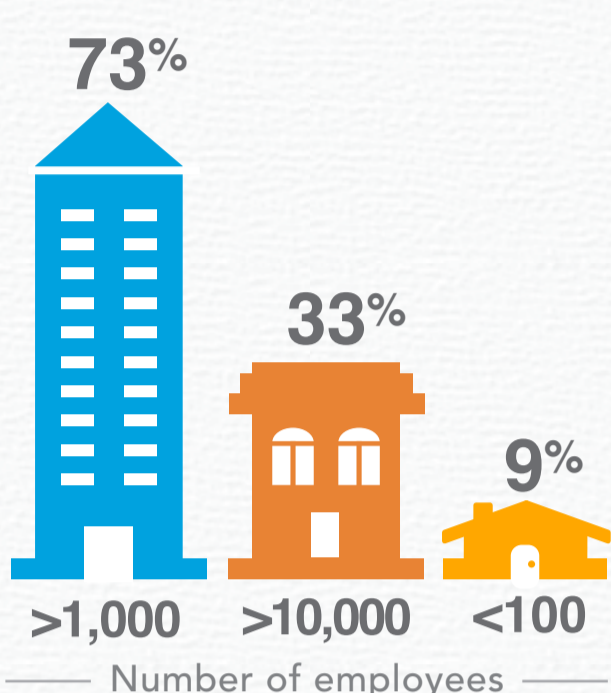
715 professionals participated in the Disaster Resource GUIDE survey on the use of EMNS
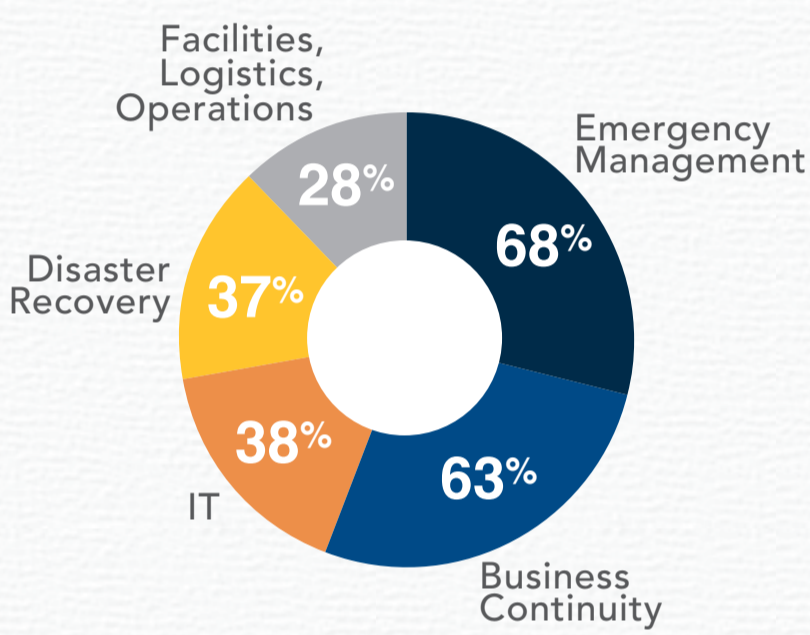
WHO USES MASS NOTIFICATION

INDUSTRIES

- **25%** Financial Services
- **13%** Government
- **12%** Health, Pharma and Biotech
- **8%** Energy and Education

COMPANY SIZE

- **73%** >1,000
- **33%** >10,000
- **9%** <100

Number of employees

PRIMARY USERS

- **68%** Emergency Management
- **63%** Business Continuity
- **38%** IT
- **37%** Disaster Recovery
- **28%** Facilities, Logistics, Operations

TOP DISTRIBUTION

- #1 North America
- #2 Europe
- #3 Asia-Pacific
- #4 Africa

TOP CONSIDERATIONS WHEN CHOOSING AN EMNS

NOW ------------------------- IN THE FUTURE

1. Usability
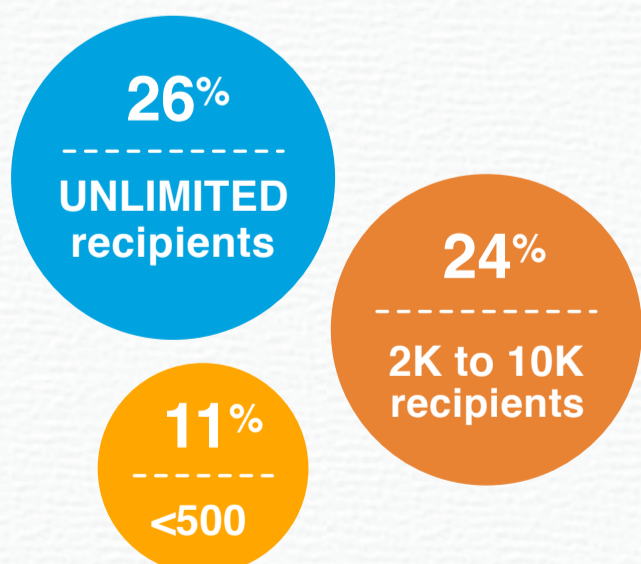2. Features
3. Price
4. Integration

Looking ahead

Growing in importance:

- Social media monitoring
- Video streaming
- RSS feeds
- GPS monitoring of mobile devices

SCALABILITY

Scalability is key:

- **26%** UNLIMITED recipients
- **24%** 2K to 10K recipients
- **11%** <500

INTEGRATION

An EMNS should integrate with core business systems:

- HR databases
- Incident/crisis management systems
- ITSM and monitoring solutions

Want to learn more?

Download the entire report today by visiting:
www.mir3.com/DRGSurvey