everbridge

Solutions for Unified Critical Communications

8 Best Practices for IT Incident Management
With Dan Barthelemy, Endurance International Group

Agenda

Webinar with Endurance International Group

+ Introduction and housekeeping

+ Daniel Barthelemy presents **8 Best Practices for IT Incident Management**

+ Claudia Dent presents **Everbridge for IT Communications**

+ Audience Q&A

@EVERBRIDGE

@ENDURANCEINTL

#IncidentManagement
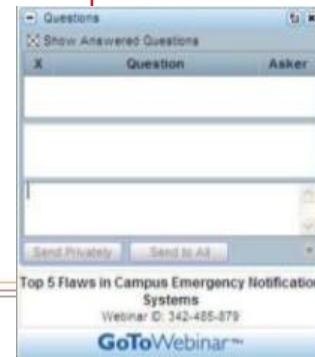
JOIN OUR EVERBRIDGE INCIDENT MANAGEMENT PROFESSIONALS GROUP ON LINKEDIN

Let's get started

everbridge

Housekeeping

Webinar Functions

USE THE Q&A FUNCTION TO SUBMIT QUESTIONS

#IncidentManagement

Introduction

The Presenters

Daniel Barthelemy
Lead Incident Manager, Endurance International

Claudia Dent
Senior Vice President, Operations &
Product Technology, Everbridge

#IncidentManagement

everbridge

About Dan Barthelemy

- Lead Incident Manager

- Command Center/NOC/SOC

- Central nerve center for communications

- Manages incident lifecycle

- Drives rapid problem identification, isolation and restoration of service to minimize impact on customers and the business.

YOUR IDEA DELIVERED.

Products/Brands

- web hosting
- domain registration
- email
- cloud services
- design services

Business On Tapp is a community of startups and entrepreneurs sharing awesome ideas around advertising, marketing, videos, blogs, content, social media, sales, strategy, productivity, ecommerce, technology, websites, design, search engine optimization and more

Our Customers

CUSTOMERS FIRST
Enough said.

- Small & Medium-sized Businesses

- Clubs and Organizations

- Charities

- Individuals

Customer IT Capability
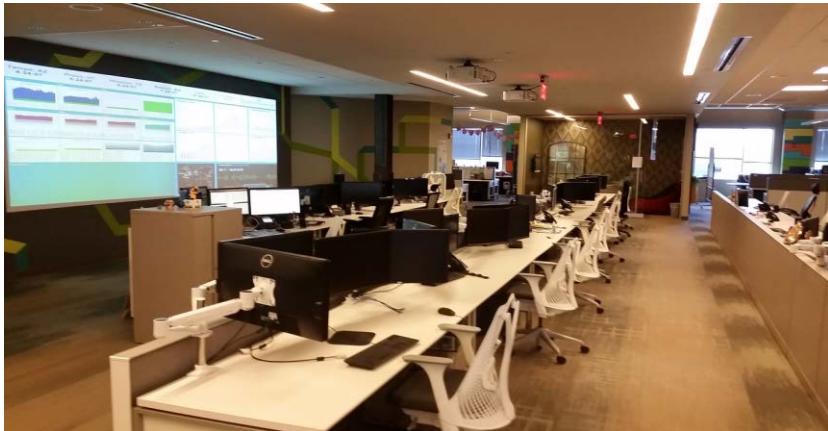
- The majority of our customers *have no IT department*. We are their first and last line of defense.

- Clients are totally reliant on Endurance for IT troubleshooting to resolve IT incidents.

EIG Command Center

Command Center Purpose:

Identify significant incidents and drive rapid problem identification, isolation, and restoration of service to minimize impact on our customers and our business.

The Command Center provides these services to all Endurance business units and brands:

- Incident Management
- Change Management
- Escalation Contacts

- After Incident Reporting
- Post-Mortems
- Service Desk

8 Best Practices for IT Incident Management

- A review and analysis of the ITIL Incident Management core framework

- Real world insights and use cases

- Importance of technology and communications

- Customizing best practices—every organization and process is different
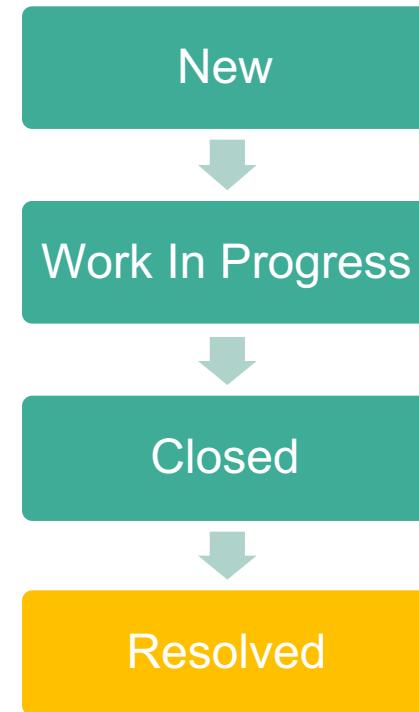
#IncidentManagement

1: Manage an Incident Through the Entire Lifecycle

Status determined by two pieces of information:
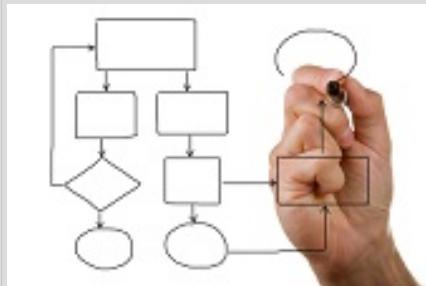
- The current resolution state of the incident (Incident Status)

- How important it is to resolve the incident relative to other incidents (Priority)

New

→

Work In Progress

→

Closed

→

Resolved

2: Enforce Standardized Methods and Procedures to Ensure Efficient Handling of all Incidents

Service Owner

Process Owner

Process Manager
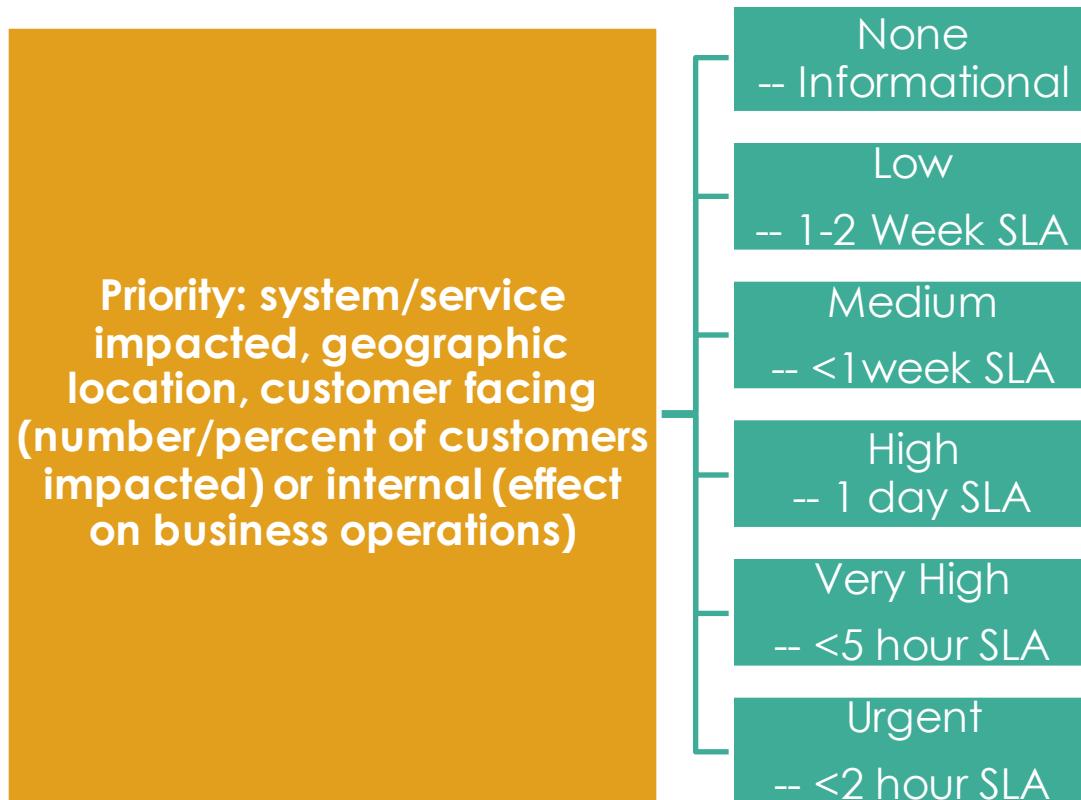
Process Practitioner

✓ *Hold each role accountable to standardize the incident management process – ensuring services are delivered and optimized as required*

3: Classify and Prioritize Incidents

Priority: system/service impacted, geographic location, customer facing (number/percent of customers impacted) or internal (effect on business operations)

None
-- Informational

Low
-- 1-2 Week SLA

Medium
-- <1week SLA

High
-- 1 day SLA

Very High
-- <5 hour SLA

Urgent
-- <2 hour SLA

4: Automate Communication and Escalation

Escalation by Priorities:

None Low	• Broad outreach, could be as simple as contacting an email distribution list, but with no escalation required.
Medium	• Automate escalations and reach out to the business unit that will be impacted. Stakeholders should be engaged to resolve the incident within one week.
High Very High Urgent	• Priority with action required. Ensure predefined escalation paths. Engage stakeholder to resolve incident within 24 hours.

#IncidentManagement

Automated communication is critical to keep all relevant stakeholders updated in real-time throughout the lifecycle of an incident

- Good communication, conference bridge, internal chatrooms etc.
- Effective alerting system
- Effective communication to customers – status page, email

#IncidentManagement

6: Optimize Access to Allow Users to Track Status

Optimizing access for users to request and track incident status so users know exactly where to go to check status

- Effective ticket system for customers
- Having established roles in place for these external communications
- Who is the person who will translate the technical jargon to the customers
- Social media experts
- Update status pages

7: Integrate with Other Processes and Systems

- Ticketing systems

- Monitoring systems

- Knowledge base

- Situational intelligence (weather, social, threat intelligence)

8: Implement Continuous Improvement Through Reporting of KPIs

Organizations cannot stay static in their requirements

- Review performance and identify improvement opportunities
- Ensure continued development of higher-quality, lower-cost services in line with business
- Monitoring and reporting of KPIs (key performance indicators)

Establish KPIs
- Customer contact volume
- Server load
- MTTR (Mean Time to Resolve)

#IncidentManagement

Key Takeaways and Summary

- Define a process that works for YOUR company
- Continually improve and realign process
- Ensure organizational alignment around incident management process
- Have a plan before and after an incident happens
- Communicate, Communicate, Communicate
- Is there a step in the process taking too long? Integrate and Automate!

Everbridge for IT Communications

Three Critical Communication Channels

Engage
**Resolver
Teams**

Inform
**Executives &
Stakeholders**

Notify
**Key
Customers**

everbridge

IT Alerting Evolution

MANUAL PROCESS

Mary is on vacation

Call Sam

- Painfully slow and time consuming
- No way to escalate issues to the right teams
- Can't quickly bridge people on a conference call

#IncidentManagement

LEGACY SYSTEMS

EVERYONE HELP!!!

- On premise or home grown
- Responders ignore messages due to "alert fatigue"
- Can't reach people globally in key areas

EVERBRIDGE

Conference

Escalations

On-call

CLOUD BASED

FULLY AUTOMATED

IT ALERTING COMMUNICATIONS

everbridge

Everbridge IT Alerting: Automated Communications

Predefined templates automate the communication workflow

WHAT To alert?	Low Impact Routine Event	Degradation of IT Service	Major Application Outage	Massive Cyber Security Attack

WHO Needs to know?

RESPONDERS **On-call**

STAKEHOLDERS

CUSTOMERS

HOW To reach them?

| 1 | 2 | 3 |

| 1 | 2 | 3 |

| 1 | 2 | 3 |

HOW To collaborate?

ONE CLICK CONFERENCE BRIDGE

ESCALATE BASED ON RULES

Are You?
1. Available?
2. Busy with other issue?

POLLING

everbridge

Everbridge IT Alerting: Helpdesk Integration

Help Desk Single "Pane of Glass"

Everbridge IT Alerting automates communication behind the scenes...

Key incident details, e.g.:
- Ticket #
- Description?
- Details?
- Affected systems?
- Location?
- …

Alerting status info:
- To whom did we reach out?
- Via which paths?
- Who responded? When?
- Who didn't respond? How often did we try?
- Was this escalated?
- …
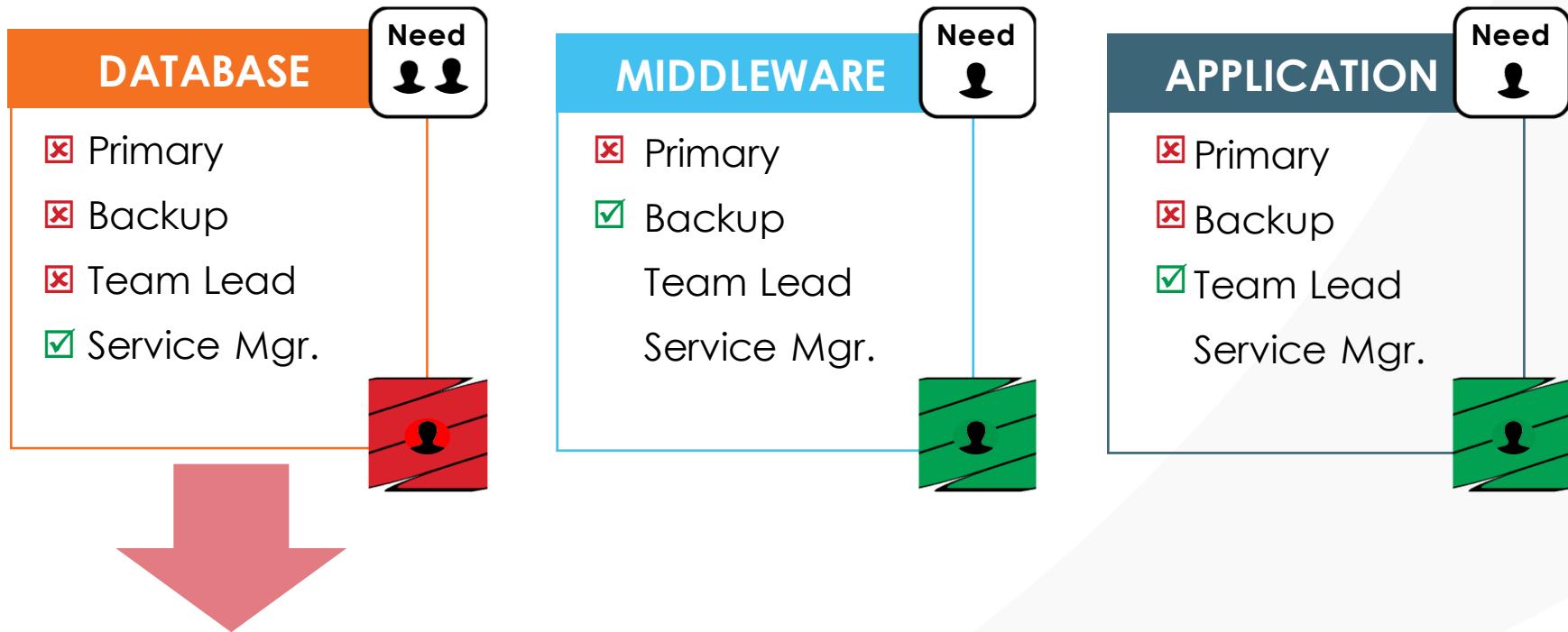
...and reports back to the help desk application

#IncidentManagement

Advanced Multi-threaded Escalation

LEVEL 1: If Total Quota not filled in 15 minutes escalate

DATABASE
Need 👤👤

- ☒ Primary
- ☒ Backup
- ☒ Team Lead
- ☑ Service Mgr.

MIDDLEWARE
Need 👤

- ☒ Primary
- ☑ Backup
- Team Lead
- Service Mgr.

APPLICATION
Need 👤

- ☒ Primary
- ☒ Backup
- ☑ Team Lead
- Service Mgr.

LEVEL 2: If Quota not filled in 20 minutes move to LEVEL 3

#IncidentManagement

ON CALL MANAGERS

everbridge

Customer and Stakeholder Notifications

Keep customers and stakeholders informed
- **Severity**
- **Likely duration**
- **Next update**

Use their preferred contact paths!
Users Subscribe to Apps that matter to them

Request a demo:
everbridge.com/request-demo

everbridge

Measure Your Progress for Continual Process Improvement

Complete Audit Trail
- Who responded
- When they responded
- How they responded
- Escalations

#IncidentManagement

Housekeeping

Webinar Functions

Contact Us:

Everbridge

marketing@everbridge.com

818-230-9700

USE THE Q&A FUNCTION TO SUBMIT QUESTIONS

#IncidentManagement
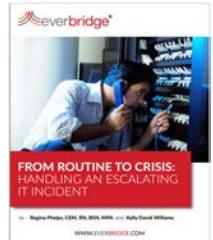
Thank you for joining us today!

Resources and Downloads:

- **13 Steps to Guide I&O Leaders Through a Major Incident**
  - http://bit.ly/gartner-i-o

- **From Routine to Crisis: Handling an Escalating IT Incident**
  - http://bit.ly/from-routine-to-crisis

- **10 Reasons Your IT Incidents Aren't Resolved Faster**
  - http://bit.ly/10-reasons-it

Everbridge Resources

On-Demand Webinars:
www.everbridge.com/webinars

White papers, case studies and more
www.everbridge.com/resources

Follow us:

www.everbridge.com/blog
@everbridge
Linkedin

#IncidentManagement

everbridge