**Emirates Global Aluminium (EGA)**

Industry: Manufacturing

Focus: Auto BCM

**Profile**

EGA is an aluminium conglomerate with interests in bauxite/alumina and primary aluminium smelting; with plans for significant local growth and international expansion. EGA is the largest industrial company in the United Arab Emirates outside oil and gas.

* Total Employees: 7000
* Aluminium Production: 2.34 Million Per Annum
* Regulation for Business Resilience & Emergency Management
* NCEMA Standard
* ISO 22301
* National Emergency Plan – UAE

**Challenges**

* Stability, Usability and acceptability of the current system
* Business Continuity was done through excel spreadsheets and manually on files-based documentation.
* Delay in notification. The system lacked the functionality of one stop shop for managing all emergency, Crisis and schedule notification
* Lack of data flow/ interfacing between critical business processes and crisis handling. Critical process identification missing due to manual work.
* Incident Management, Emergency Management, Crisis Management was done in Silos without any single interface giving a lack of view to decision makers in case of Crisis Handling.
* No Customized reporting facility for operations, middle and high-level management
* Not compliant to NCEMA & ISO 22301 standards

**Evaluation**

* End to End BCM Lifecycle Implementation
* Disaster Recovery Planning & Crisis/Incident Management
* Emergency Notification and Response
* Integration with Enterprise systems
* Highly scalable and can be deployed in-house or on cloud with minimum maintenance
* Improved the operational effectiveness and efficiency in addition to increasing the visibility of information to the EGA top management to facilitate ongoing event monitoring and decision making.
* Automated the BCM cycle (BIA, RA, Recovery strategy, BCP, Testing, Reporting, escalation etc.)
* Created of a user-friendly interface chat feature
* Availability of all necessary Dashboards and reports
* Effective issue tracking and resolution
* Raising the BCM awareness across EGA by utilizing the mass notification feature

**Solution**

With these criteria fully evaluated and met, EGA selected Ascent as its Business continuity management tool. EGA opted for the Ascent AutoBCM software-as-a-service. The AutoBCM software solution was fully live on cloud. It was very easy for users to adapt to Ascent AutoBCM. They quickly discovered a solution that was very easy to operate and user-friendly.

AutoBCM was deployed in house initially for the EGA. And it is successfully moved to cloud. It is helpful to do impact Analysis and plan business continuity. It is useful for tracking all the activity work flows and incident live status.

**Results**

* Regulatory Compliance achieved through this automation
* Enabled an Executive / Top Management view of the BCM Program at EGA
* Usability and accuracy much better than the legacy/ manual approach. EGA is confident regarding organizational resilience capability now.
* Enabled quick and accurate data and information – at an enterprise level
* Make Crisis Management response, logging and reporting more efficient and effective and button click
* Provided visibility of decision-making process for real event
* Identified Gaps between BCM resource requirements and resource availability
* Enabled real time activation and BCP status tracking regardless of operating location
* Scales well from the smallest to the largest organizations
* Automated Messaging and chat features give ability to be connected 24 by 7 to handle and respond to emergency situations.