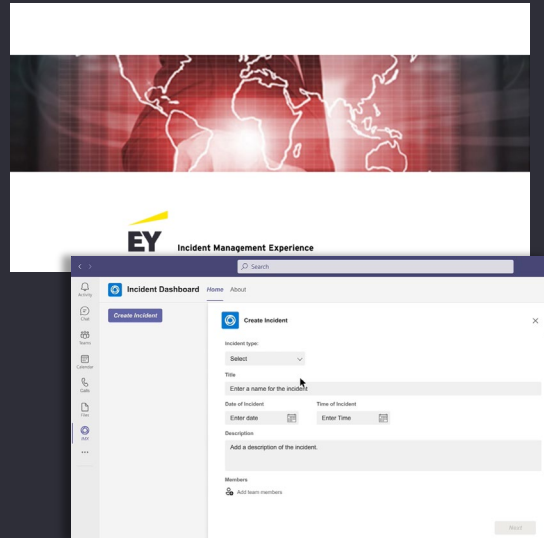


Project Flow



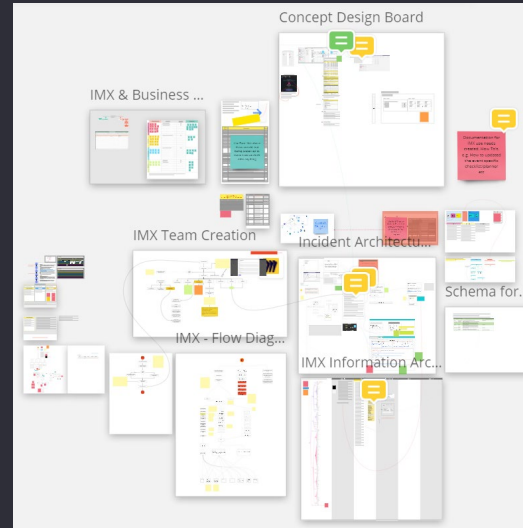
Ideation & Conceptualization



- Stakeholder kick-off meeting
- Concept sketch
- Video simulation/visualization
- Funding procurement
 - Pro-dev engagement



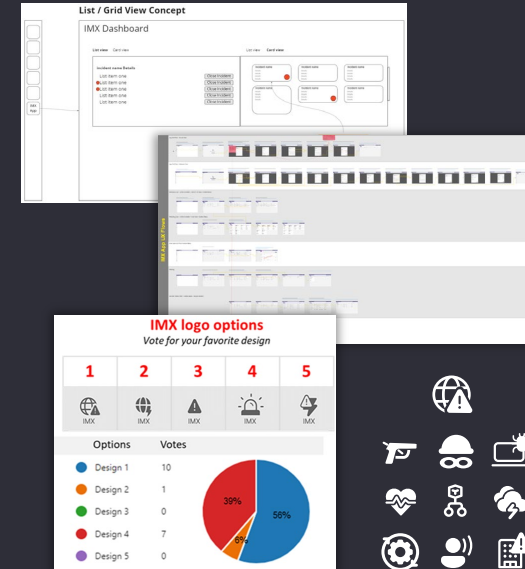
Requirements Gathering



- User research workshops
 - Persona identification
 - Use case generation
 - User flows
- Systems analysis & component inventory
- Requirements documentation



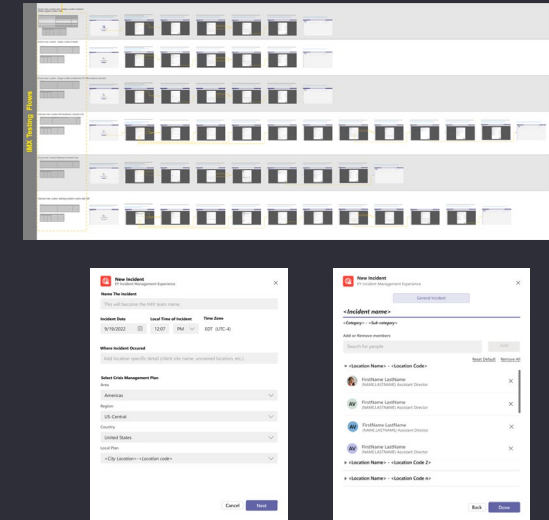
Design & Develop



- Concept wireframes
- UX/UI design Figma prototype
- Collaborative design and review sessions
- Production asset creation



Test & Evolve



- Usability planning & research
- UI revisions
- UX QA development audits
- V2 Strategy & roadmap
- Post launch user research

ABSTRACT

CONCRETE

Functional Components

New Incident Module

New Incident

EY Incident Management Experience

Name the incident

This will become the IMX Team name

Incident date

Jun 29, 2022

Local Time of Incident

01:45

PM

Time Zone

Eastern Daylight Time

Where did Incident Occur?

Enter location specific details

Area

Select area

Region

Select region

Country

Select country

Local Plan

Select a Plan

New Incident

EY Incident Management Experience

Major Uh Ooh!

Operational-Reputational Threats to EY & Clients

Classification

General

Description

Add incident details

New Incident

EY Incident Management Experience

General

Add or Remove members

Search for people

Add

Alpharetta

Vasanth.Tt

Vasanth.Tt@ctpsandbox.com

Back

Done

Situation Report Module

Incident Update

Liverpool vs Everton

Impact to EY

New developments

Potential for escalation

Details of EY people affected

Status of travelers

Communications sent

Automated Standardized Tab Taxonomy with Dynamic Tasks Assignment

Microsoft Teams

Search

Teams

MLP Test

ccc

mbj

Road south of cincinnati

Earthquake London

Earthquake Alabama and Florida

Uh ooh!

Uh ooh 2!

My Multi Team CMP Example

Earthquake Atlanta

Earthquake McFreely in Atlanta

General

Incident Updates

Earthquake London

Liverpool vs Everton

AK test create 2905 edited

Hidden items

Join or create a team

General

Posts

Files

Tasks

CM & BC

Everbridge

Intelligence

Resources

Group by Bucket

Filter

List

Board

Charts

Schedule

CMT Leader

+ Add task

Event Specific

EY media response not likely required (unless there are EY casualties) + Brand or reputational issues not likely, as EY would be perceived as the victim + Review ongoing marketing or media campaigns and identify if messages are inappropriate given curr

Event Specific

Remind EY people of their responsibility per the EY Media and Social Media Policy and the sensitivity to those directly impacted

Event Specific

Prepare and issue leadership communications, locally from the OMP in the impacted city and from the Region. Audiences should include: + EY people working or doing business in the impacted city + All people in the impacted city + All people more widely

Event Specific

What is the current and primary

Brand, Marketing and Communications

+ Add task

Event Specific

EY media response not likely required (unless there are EY casualties) + Brand or reputational issues not likely, as EY would be perceived as the victim + Review ongoing marketing or media campaigns and identify if messages are inappropriate given curr

Event Specific

Consider communications, methods and frequency of updates + Crisis SharePoint page (internal) + Mass notification system (Everbridge) to alert people of updates + Local and Region Leadership using the Global List Management System (GLMS) email/voicema

Event Specific

Remind EY people of their responsibility per the EY Media and Social Media Policy and the sensitivity to those directly impacted

Event Specific

Prepare and issue leadership

Client-services

+ Add task

Event Specific

Manage client-service issues in a centralized manner

Event Specific

Coordinate and escalate client-serving needs

Event Specific

Work with Communications to prepare client communications

Event Specific

Monitor client inquiries and coordinate and track responses

Event Specific

Impact to EY people or operations (e.g., getting to work)

CMP Administrator

+ Add task

Event Specific

At the direction of the CMT Leader, notify the team to be on standby for a possible CMT activation

Event Specific

Ensure CMT members have a recent version of the CMP

Event Specific

Confirm that a scribe has been identified and can complete the Situation Report (Srap) form and CMT Task List form and track actions to resolution

Event Specific

Coordinate and communicate with the CMT Leader to review the situation status

Event Specific

Help coordinate the assembly of the EOC, if required

Event Specific

Facilitate ability for team to meet virtually and access plans, contact lists, and documentation

Event Specific

Help manage ongoing assessment and recovery and update the CMT

EY Technology

+ Add task

Event Specific

Coordinate non damage assess

Event Specific

Provide technic

Event Specific

Manage technic automated DR, activated prope

Event Specific

Redirect phone office, if neces

Event Specific

Assess technic and inform EY Management

IMX Dashboard List

IMX Home About

Search

New Incident

Incident	Category	Sub-Category	Location	Created	Status
Confidential - Compromised Documents	Cyber	Brand Protection	Alpharetta	Nov 11, XXXX	Active
San Jose - Tesla SRA	Natural Disaster	Wildfire / Drought / Extreme Heat	San Jose	Aug 31, XXXX	Active
Ukraine Invasion	Armed Conflict	International Conflict / War	Woodcaw	Feb 10, XXXX	Active
Gas Leak	Workplace	Building Emergency (Fire/Gas Leak, etc.)	Toledo	Oct 23, XXXX	Active
Covid-19	Health	Epidemic / Pandemic	Global	Oct 11, XXXX	Active
Test - Hurricane X	Natural Disaster	Cyclone / Hurricane	Alpharetta, Charleston, Charlotte Annalie, Cha...	June 7, XXXX	Active

IMX Dashboard Incident Cards

IMX Home About

Search

New Incident

Compromised Documents

Cyber - Brand Protection

Control activities

Location: <Details from test field>

Area: America

Region: US-Central

Country: United States

Location City: Alpharetta

Primary RSM / SPOC: Dan.L.Nocall@ey.com

Secondary RSM / SPOC: jung.kim@ey.com

San Jose - Tesla SRA

Natural Disaster - Wildfire / Drought / Extreme Heat

Control activities

Location: <Details from test field>

Area: America

Region: US-West

Country: United States

Location City: San Jose

Primary RSM / SPOC: Joseph.Lincoln@ey.com

Secondary RSM / SPOC: Dan.L.Nocall@ey.com

Ukraine Invasion

Armed Conflict - International Conflict / War

Control activities

Location: <Details from test field>

Area: Europe

Region: CIS

Country: Poland

Location City: Warsaw

Primary RSM / SPOC: Peter.D.Nocall@ey.com

Secondary RSM / SPOC: jung.kim@ey.com

Gas Leak

Workplace - Building Emergency (Fire/Gas Leak, etc.)

Control activities

Location: <Details from test field>

Area: America

Region: US-Central

Country: United States

Location City: Toledo

Primary RSM / SPOC: Dan.L.Nocall@ey.com

Secondary RSM / SPOC: geoff.thomas@ey.com

Covid-19

Health - Epidemic / Pandemic

Control activities

Location: <Details from test field>

Area: America

Region: US-Central

Country: United States

Location City: Global

Primary RSM / SPOC: Dan.L.Nocall@ey.com

Secondary RSM / SPOC: geoff.thomas@ey.com

Hurricane X

Natural Disaster - Hurricane / Cyclone

Control activities

Location: <Details from test field>

Area: America

Region: US-Central

Country: United States

Location City: City

Primary RSM / SPOC: Dan.L.Nocall@ey.com

Secondary RSM / SPOC: geoff.thomas@ey.com

IMX Administration

Office.com > IMX Administration via Microsoft Planner

The screenshot displays the Microsoft Planner interface for 'IMX Administration'. The left sidebar shows a navigation menu with options like 'New plan', 'Hub', 'Assigned to me', and a list of pinned and all tasks. The main area is divided into four columns, each representing a role: CMT Leader, Brand, Marketing and Communications, Client-services, and CMP Administrator. Each column has an 'Add task' button and a list of tasks. The tasks are categorized by 'Event Specific' and include details about media response, communications, and client service issues.

IMX Actions Bucket Temp... Board Charts Schedule ...

General Posts Files **Tasks** CM & BC Everbridge Intelligence Resources +

Group by Bucket Filter List Board Charts Schedule

CMT Leader

- + Add task
- Event Specific**
 - ☐ EY media response not likely required (unless there are EY casualties): • Brand or reputational issues not likely, as EY would be perceived as the victim • Review ongoing marketing or media campaigns and identify if messages are inappropriate given curr
- Event Specific**
 - ☐ Remind EY people of their responsibility per the EY Media and Social Media Policy and the sensitivity to those directly impacted

Brand, Marketing and Communications

- + Add task
- Event Specific**
 - ☐ EY media response not likely required (unless there are EY casualties): • Brand or reputational issues not likely, as EY would be perceived as the victim • Review ongoing marketing or media campaigns and identify if messages are inappropriate given curr
- Event Specific**
 - ☐ Consider communications, methods and frequency of updates: • Crisis SharePoint page (internal) • Mass notification system (Everbridge) to alert people of updates • Local and Region Leadership using the Global List Management System (GLMS)

Client-services

- + Add task
- ☐ Manage client-service issues in a centralized manner
- ☐ Coordinate and escalate client-serving needs
- ☐ Work with Communications to prepare client communications
- ☐ Monitor client inquiries and coordinate and track responses
- Event Specific**
 - ☐ Impact to EY people or operations

CMP Administrator

- + Add task
- ☐ At the direction of the CMT Leader, notify the team to be on standby for possible CMT activation
- ☐ Ensure CMT members have a recent version of the CMP
- ☐ Confirm that a scribe has been identified and can complete the Situation Report (Sitrep) form and CMT Task List form and track action to resolution
- ☐ Coordinate and communicate with the CMT Leader to review the situation status

Teams IMX team Crisis Management Plan tasks assignment example