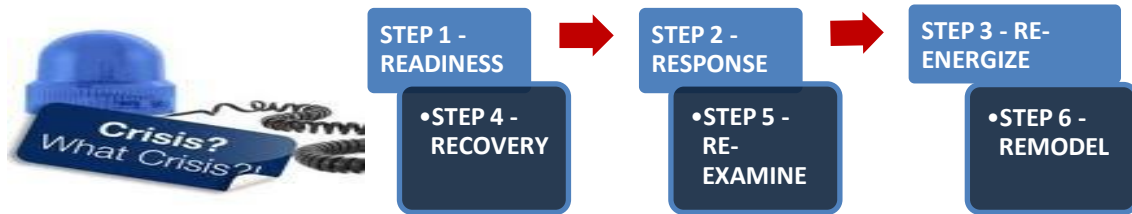




*Don't be a Gambler -  
Prepare for Survival*

Introducing iCOM Informatics™  
The Total Risk Management Solution

## 6 Steps to Assure Total Risk Management Efficiency



### Preparing Your Daily Management for Crisis: Preparing for the 21<sup>st</sup> Century Challenges

Normal day to day management tasks involving any organizations or businesses management information system should be simple to understand and easily navigated by personnel. On a daily basis, businesses and organization face an ever-changing hostile risk environment resulting from multiple threats to their operations and their brand. Today's leaders know that they must develop comprehensive readiness programs that include every facet of a crisis, security or disaster situation. Compound this with new 21<sup>st</sup> century threats and risks and the result is these bodies are now even more extremely vulnerable to failure of fatal consequences. Sadly, 70% of businesses or organizations that experience a major incident are out of business within one year. Business recovery after a crisis can be formidable. If a crisis, security or disaster is not managed appropriately, it can negatively impact an organization's productivity, profitability, and reputation with the end result being disastrous enough to cause loss of critical resources, including employees, stakeholders, customers, and equipment. Even what may initially seem some minor crisis may stimulate extensive news media coverage. The resulting public scrutiny will affect the organization's normal operations and also could have a political, legal, financial and governmental impact on its business and global operations. Therefore, to minimize the risks that are inherent with such unplanned events, it is wise that all companies be prepared to properly react to and manage any crisis, security or disaster situation. A major problem is that 'daily' management information systems are not able to transfer from stable conditions to managing rapidly evolving unstable events. Crisis management plans often become 'shelf furniture' or at worst, implanted deep into a management IT system that few know how to access and what their content actually contains. 3Ci Global Solutions have years of research and experience in assessing these types of phenomenon. The result is their proprietary and unique iCOM Informatics™ solution. iCOM is a user-friendly, valuable IT tool that helps companies better prepare their existing systems and daily tasks to manage any crisis, security or disaster relative to its environment. It starts by using any current management information systems and/or any existing crisis management tools including all daily management tasks. It uniquely provides a highly effective and simple approach to transferring normal operations and procedures into an expanded and upgraded crisis, security or disaster mode. It massively expands and enriches any IT systems you may already have and becomes an extremely cost efficient approach to readiness. For those companies and organizations that may not have any existing

management IT systems, 3Ci Global Solutions iCOM Informatics™ solution can be simply tailored to meet these clients' exact requirements. iCOM Informatics™ makes hard work become easy for you, providing a user friendly intelligent management solution that prevents duplication, reduces overheads, increases business resilience, and increases growth and profitability. It allows you to choose from a host of crucial management tools that are relevant to your own business/organization. The 6 Step functionality of iCOM Informatics™ is totally unique. It provides a clear path to strengthening and improving critical aspects of 'daily operations' but also **managing every phase of any crisis, security or disaster related incident**. It imparts 'Total Management Focus and Direction' to your people when most needed. No other system provides this proprietary 3Ci Global Solutions *total risk management approach*.

## STEP-1: Readiness Management Phase

**iCOM Informatics™ approach to 'READINESS means simplifying and rapidly improving your 'Every-Day' Management Tasks.** It ensures it utilizes all your current Management Information Systems (MIS) that may be already in situ and working extremely well, thus negating the extra expense of a creating a separate MIS. It simply integrates into legacy systems and increases the efficiency by identifying critical information and data in all forms, e.g. Plans, Files, CCTV, Security and Fire Alarms, etc. It creates instant access to this data and information and ensures that the right intelligence is 'globally' available, to the right people, at exactly the right time. It not only enhances and expands managements ability to improve their daily tasks but has the immense benefit of providing clear focus and direction on those crucial issues that may be instantly required if any crisis or disaster should strike their operations. It provides an instant mechanism to engage key stakeholders at any time that management feels it appropriate and advantageous to the current or developing situation. It also offers effective management of the media and provides critical information and prompts. The development of iCOM Informatics™ Step 1: READINESS has been designed specifically to support and enhance your daily readiness in respect of planning, directing, coordinating and controlling assets, staff and operations, press and media and provides critical information and prompts. It allows you to maintain efficient continuity of operations whilst dealing with an incident involving all levels of management. This globally accessible 'internet or intranet' system delivers immense benefits to both the commercial and public organisations internationally –thus creating a more secure but open and robust approach to management.



**iCOM Informatics™ Step 1: READINESS provides those critical prompts and information to exactly where they are required during incidents and events in conjunction with your local and wider community impacts. It synchronizes stakeholders offering timely information upon which more intelligent decision making can be more effectively delivered.**

The system utilizes cutting edge technology to ensure only unparalleled accurate and current information is available to assist the critical incident management team when they really need it.



***“iCOM Informatics™ - STEP -1: Readiness, ensures that with one click of a mouse your every day tasks, procedures, plans are instantly activated, configured and aligned into STEP-2: Response-Management Phase Requirements. This exact timing is critical to efficient planning enactment”***



Like never before you will now be able to rationally plan, review, log and monitor all decisions, requests and team interactions to create a time and date bound log of decisions and task outcomes. This is the core of any successful business or organizations management and evaluates the authenticity of an organization's supposition with respect to its internal and external perceptions and belief.

## **STEP-2: Response Management Phase**

**Within STEP-2- Response management phase, your organizational critical data is now stored where it has the maximum impact during response to a crisis, security or disaster event.** ALL authorized and security cleared management can instantly review, analyse and manage all those key documents, plans, videos, CCTV's of their risk portfolios: both legal and non-legal in line with legislation, standards and best practice for all risk management.

iCOM Informatics™ also provides instant but extremely flexible reporting methodologies built around prioritised risks across your portfolio. Crucial trend analysis systems specific to a client's interest can be accessed to assist effective corporate decisions and tracking of responsible persons' actions to ensure issues are resolved with associated flagging triggers to ensure nothing gets missed.



The common operating platform that iCOM Informatics™ brings, also allows risk management data of community stakeholders (which may be essential during an emergency) to (if all parties agree), be securely accessed by emergency services to deal more effectively with a property or an entire geographical neighbourhood area. During any event, the power of having the capability to have everyone on the same thought process within their

community (both internal within the clients own organization and external businesses and social) brings immense benefits to all stakeholders and becomes exceptionally significant during this STEP-2: 'Response' Phase.



Dynamic, current data will also be available in terms of decision-making around resource and logistical deployment and safety of personnel. Business and social community partners will therefore have a key role in supporting clients improving this process both during an incident and on a day-to-day basis. The simplicity of iCOM Informatics™ facilitates the client to utilize this untapped resource to the maximum benefit of everyone's interest.

iCOM Informatics™ provides key information, intelligence, plans, procedures, CCTV access and all relevant subject matters that are essential during the STEP-2: Response phase now become sorted into a logical management format that keeps everyone on-track to more efficiently, quickly and effectively return the situation back to normality.

When dealing with the press and media; iCOM Informatics™ also becomes a central core for the response management of your whole press and media plan on a daily basis. The application of an effective *response* to press and media management will have key benefits to the client and many stakeholder organizations, both commercial and private.

During the *response* phase, the press and media plan within iCOM Informatics™ will be used to support the critical incident management team and receive 2-way synchronized intelligence based updates capable of communicating and acknowledging receipt of important stakeholder based information ensuring a hands-on and controlled media message being sent out with the added benefit of providing a continual update to all stakeholders both internally and externally.

**This will have direct benefits in scores of ways, for example:**

- **utilization and instant links of all crucial stakeholders - both business and community leaders during any event**
- **allowing your organisation to communicate effectively exactly to the right people and most importantly at exactly the right time.**
- **building meaningful, long-term relationships with stakeholders both internally and externally to the organization/business.**
- **utilization of all key stakeholders - both business and social during an emergency**
- **allowing your business/organisation to communicate in a more logical, effective style.**

iCOM Informatics™ offers such a high level of functionality across the 6 Steps, you may find existing systems quickly become radically enhanced by iCOM Informatics™. The STEP-2: Response phase of iCOM Informatics™ therefore ensures a more unified response is activated with all the right subjects being immediately addressed by management- at the right time, no matter where the individual 'team members' are geographically located. It all

becomes a lot easier as iCOM Informatics becomes your organization's main hub for conducting daily chores and every aspect of your crisis, security and disaster management plans.

### STEP-3: Re-Energize Management Phase

This 'STEP' of iCOM Informatics™ provides all guidance on how to best manage that phase of any evolving crisis, security or disaster event where you may become *inundated with extra resources* or the exact opposite may occur, i.e. – where resources and logistics have *NOT appeared as planned*. This phase is where all the support any management team will need to manage such occurrences is instantly available to them to allow them to re-energize their efforts in light of the changing situation.

It makes available all the best guidance and offers a number of ways in which these problems can be overcome. iCOM Informatics™ adds value to your business or organization: through strengthening brand protection, ensuring consistent and helpful communication is being maintained at exactly the most critical times. 3Ci Global Solutions experience proves that these key occurrences that regularly develop during a crisis, security or disaster event will create havoc if not properly planned and prepared for. The STEP-3: Re-Energize - therefore allows that vital 'time –out' without stopping operations. It instantly allows management to assess progress and double check that every aspect of their response is efficiently being effective.



***“STEP-3: Re-Energize Management Phase means everything is in place for an increase of effort and extra impulse by management. It logically assesses and ensures all resources are practically working to 100% Maximum Capability and effectiveness”***

### STEP-4: Recovery Management Phase

Recovery and mitigation procedures and plans that have been integrated into the iCOM Informatics™ are now instantly accessed to have the most rapid impact on the situation. This crisis may not only be actual physical damage that the business or organization has been stricken with but may be a more subtle, but equally damaging event to the business or organization, e.g. a product recall, inappropriate allegations made against senior staff members, industrial walk-out, product sabotage or theft of confidential documents, etc. The 3Ci Global Solutions are designed to identify those events that can lead to hindering recovery operations. This allows verification of those incidents to enable prompt and appropriate responses to be actioned.



Within this part of iCOM Informatics™ all key aspects of business continuity plans, business impact analysis reports are available to ensure every area is prepared to instigate positive recovery operations in the quickest manner

possible. 3Ci Global are experts in providing total crisis, security and disaster recovery solutions that enable persistent situational awareness, analysis and action. Whatever the risk being managed by iCOM Informatics™, 3Ci Global Solutions ensures the right data, information and intelligence is available at the right time to facilitate *rapid and efficient recovery operations*. The system can also be used to deliver massive operational benefits to any type of business or organisation through streamlining existing processes and implementing of IT solutions that have tangible benefits and cost-efficiencies.

### **STEP-5: Re-Examine Management Phase**

For any business or organization to continually prosper, grow and flourish it must be able to constantly reassess its performance and assess how well –or- otherwise, it performed in managing any given situation. During Step 5 of the management process, organizational learning guidance and procedures are instantly available to management. The need to audit incurred expenditure and procedures, plans and policies should be not left until the situation is completed. Critical issues such as Data on budget justification can become instantly available during any phase of the event. Our expert personnel cost all crucial services and operations then blend their results into your own iCOM Informatics™ system.

iCOM Informatics™ allows you to assess and accurately manage your training both in terms of planning and delivery. Its system functionalities allows you to plan, track and update all training records in line with current performance, legislation and shows a clear history of all training planned and undertaken. This is a critical factor in demonstrating compliance and a commitment to personal development in all areas. Instant re-examination of how the policies, training standards, operations, plans, procedures and protocols behaved when being applied during an emergency is now available to management. This applies to all types' organisational requirements and personnel individual training programmes.



When 3Ci Global Solutions are preparing this Step of your iCOM Informatics™ system we can further assist your organisation in terms of planning, development and delivery of your training needs across all levels of security, command and critical incident management and business continuity planning . We have a team of the most respected international teachers, and practical trainers from all around the globe. This ensures that your organisation is secure and safeguarded during any event and continues to develop in a consistent, resilient and efficient manner whilst maintaining tight control of your budgets and business profitability.

### **STEP-6: Remodel Management Phase**

The research and development of iCOM Informatics™ has been undertaken to support and enhance your response in all aspects of planning, directing, coordinating, and controlling personnel and operations whilst dealing with an emergency across all levels of management - in both the public and commercial sector.

iCOM Informatics™ enables emergency services, government agencies, government departments, NGOs e.g. faith based organizations, private sector industry, commerce and their community partners to successfully support the outcomes of performance in meeting both the challenge of an emergency incident or crisis and the extreme demands of maintaining high safety standards. Additionally through efficient and effective management of every aspect of your business and social community engagement, many significant cost benefits and longer-term partnerships can be accomplished.

The 'Common Operating Platform' of iCOM Informatics™ enables each business or organization to close the gap between expectations, perceptions and reality.

## Continuous Improvement Model



In Step -5 Re-examine, because every aspect and function that has been performed throughout the emergency has been scrutinized and any deficiencies immediately identified. Here in **Step -6 Remodel:** immediately businesses and organizations can clearly understand and see how their policies, procedures, training programs, etc, performed throughout the event. Step-6 allows them to instantly see (in live time reality), how their own expectations and perceptions around the management of a critical incident or risk issue performed.

It allows them to instantly refine, redesign and strengthen any areas that under performed. Until now there has been no clearly defined system led opportunity to exactly measure the reality of those performances, expectations and perceptions. Step- 6 Re-model allows you the opportunity to immediately enact the outcomes and recommendations identified during the Step -5 Re-examine process. These therefore become instantaneous improvements that mitigate risk and liability, strengthen the company or organizations preparedness and protect its reputation. Equally, it also facilitates as a strong 'rock base' to immediately commence developing more accurate strategies for continual organizational and personal individual development and learning. It also has the potential to become part of a 'value chain' for your organization, opening up a whole host of opportunities to add value in a number of different ways.

iCOM Informatics™ brings that extra edge to your business or organization for both its capabilities to manage crucial incidents, risk management but equally **important, for its 'every day added value application.** Why have a crisis management system that is only employed occasionally? iCOM Informatics™ 6R Step methodology places all these daily aspects in a logical, easy to use manner that builds real management confidence throughout your business or organization.

### Through iCOM Informatics™ you can:

- ✓ determine every level of training accurately and improve your management of your business or organizational and individual training needs, both in terms of planning objectives and delivery
- ✓ continually improve organizational management through integrated, instant audit and review processes
- ✓ synchronize with all your current, legacy systems to ensure key data, information, plans and SOPs are instantly available 'exactly' at the right time during an incident when you need them most. This process alone allows substantial potential for cost saving efficiency and improvement in relation to existing system running costs.
- ✓ more efficiently and effectively manage the full spectrum of emergencies from catastrophic or major disasters right down to a small scale crises or incidents

- ✓ more efficiently and easily direct and manage your personnel and your entire critical asset portfolio of risks across the globe from a single location
- ✓ build, strengthen and maximize communications with all your key stakeholders using iCOM Informatics™. This applies during critical incidents as well a day-to-day business basis.



**Thank you for learning about iCOM Informatics Solution from 3Ci Global Solutions.**

**For more information about iCOM Informatics and 3Ci Global Solutions,  
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