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# CASE STUDY

## BRITISH ARMY - 3 (UK) DIV

Ministry of Defence

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# CRITICAL COMMUNICATIONS

## BACKGROUND

3rd (UK) Division, based at the heart of the British Army on Salisbury Plain, is the only division at continual operational readiness in the UK, and may be assigned to both international NATO and UK national tasks.



## CHALLENGE

3 (UK) Div requires the ability to alert staff rapidly in critical situations by the most succinct and penetrative communication channel available. As the Div HQ is the mounting formation for the VJTF(L), it demands a robust, flexible and reliable solution.

The solution must be capable of contacting up to 1000 outstations simultaneously, and sending, receiving and correlating multiple communications to each of those 1000 outstations. It must also have the ability to link in with other similar hierarchical solutions to enable situational awareness and coordination. The tool is to be used for calling in and deploying troops in an emergency, or as part of the HQ's Business Continuity Plan.

## OBJECTIVES

To deliver a system that is capable of:

• Broadcasting across multiple communication channels (SMS, e-mail, voice, other)

• Managing end user responses and automating subsequent communication processes

• Providing incident managers with real time reports and visibility of any given situation, and a full audit trail of communications post-incident

• Reducing the need for manual administration and phone calls

• Escalating communications over comms channels, through contact groups, and individuals based on customizable criteria

• De-escalating incidents at short notice

• Activating remotely via SMS, Email, machines or monitoring applications

## SOLUTION

Using Boomalert, 3 (UK) Div has been able to implement a holistic end-to-end solution for managing urgent and critical communications during an incident, from prevention through to post-incident analysis.




Access to multiple communication channels (SMS, Email, Voice and App), along with the ability to intelligently escalate based on response, and link all interactions between 3 (UK) Div HQ and its distributed resources, has allowed any incident to be automatically managed.

The option to activate incidents remotely has empowered incident initiators to trigger response processes at short notice even if they do not have direct access to the Boomalert application.

# CRITICAL COMMUNICATIONS

Furthermore, 3 (UK) Div can create and include bespoke content in any outbound communications, meaning each process has the flexibility to adapt to requirements in real time.

In the likely scenario that 3 (UK) Div may have to send recipients multiple communications over the same communication channel during an incident, Boomalert, unlike any other incident management product, has the ability to manage these communications regardless of quantity or the order by which a recipient may respond. This has empowered 3 (UK) Div to build more complex and efficient workflows to manage their communication processes.



Boomalert can escalate communications over multiple communication channels (SMS, Email and Voice), or through groups and individuals. When escalating through individuals, hierarchies between individuals can be created by setting conditions based on recipient data. For example, an escalation path could be created based on the seniority of an individual's job role within a unit. Given that Boomalert has been designed so that end user responses drive the communications process, 3 (UK) Div now has peace of mind that any respondent during an incident has been successfully informed or notified. As a result, incident managers need only to focus on the non-respondents and can manage an incident by exception. Not only do they have real time visibility of a situation with Boomalert, but the administrative workload and stress levels are reduced too.

Boomalert has also been implemented for its testing/ training capability, such as measuring the responsiveness of the formation in a call out exercise. This has helped improve 3 (UK) Div preparation for future incidents.






## BENEFITS

• Boomalert has enabled 3 (UK) Div to reduce the number of man hours spent managing communications during an incident, trying to reach and confirm the safety, whereabouts, or actions of distributed resources. This reduction in manual administration has consequently meant staff have more time to focus on operational tasks during an incident.

• Boomalert expedites the delivery of two-way communications to 3 (UK) Div's distributed resources automatically, meaning actions can be implemented quicker, and resolution timescales reduced. The shorter the resolution timescale, the smaller the negative impact of an incident. Of course this has substantial impact on both the financial and reputational cost/overheads of an incident.

• Boomalert ensures the right person has access to the right information exactly when they need it.

• Consequently 3 (UK) Div has been able to improve the efficiency of incident handling, as decision makers can make better informed decisions in a timelier manner.

• The ability to track the progress of every incident to its natural conclusion and analyze data has enabled 3 (UK) Div to improve management of future incidents.

Boomerang is a digital communications company. Our product range is the result of years of experience developing and supplying communications solutions to corporates and SMEs. Patented in 23 countries around the World, the technology used in our services and products is unique, and addresses many of the problems inherent in business communication today.