

## CRISIS RESPONSE &amp; MANAGEMENT USE CASE

# Get back to business as usual with a response plan and faster path to remediation



## Bring crisis management and incident response together

Crisis management is a function of business operations that aims to tie together both incident response and business continuity planning, yet many organizations struggle to understand what crisis management is. While leaders understand that crisis management planning is essential, they don't understand how to approach it, execute it, and where it fits into the overall risk management or business strategy.

### RISKS OF CRISIS MANAGEMENT GAPS OR OVERSIGHT



Ineffective stakeholder management



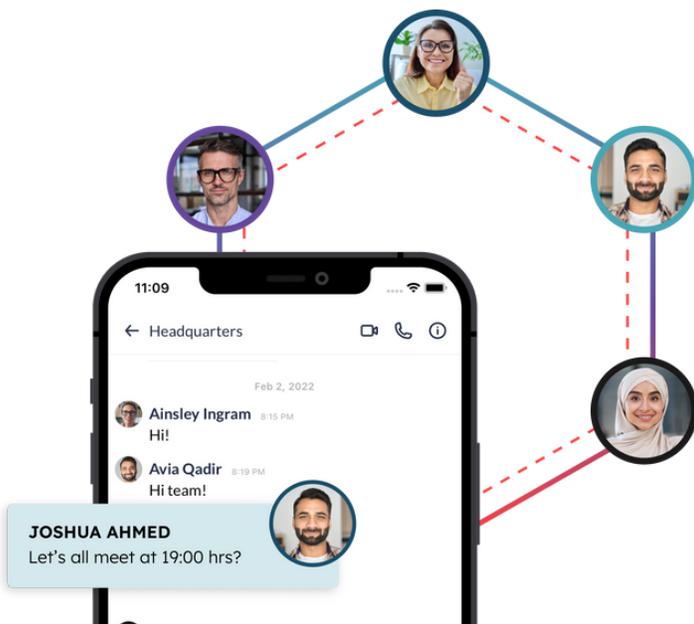
Regulatory non-compliance



Lag in critical business function restoration



Reputational damage



### The Challenge

Many companies don't have an effective crisis management program in place. In many cases, they may see crisis management as a PR function. They may also see crisis management as something they should outsource. However, an effective response requires internal stakeholders who deeply understand the business, how to manage an ongoing crisis and how to communicate it to the business's stakeholders, customers and the general public.

While incident response is more technical in nature and focused on restoring a company's servers and systems — crisis management focuses on the business, processes, and people. Both functions are incredibly important and must work together to successfully navigate a crisis.

## The Solution

Effective crisis management means having an in-house team that deeply understands the relationship between business and technical risk so you can create an action plan that's capable of navigating the complexities of a crisis. Ensure your crisis management and incident response teams are aligned towards the same goals: restoring the business and its critical systems.



### ALEX PATTERSON

Hi Miranda, we have detected a crisis. We have created a plan to manage this for your business



### MIRANDA ALVEREZ

Hi Alex. Thank you for your message. Please share the crisis response with my team and I

## Integrated crisis management ensures:



More ownership over the crisis management process with enhanced visibility and response control.



Improved communications with all stakeholders throughout a crisis.

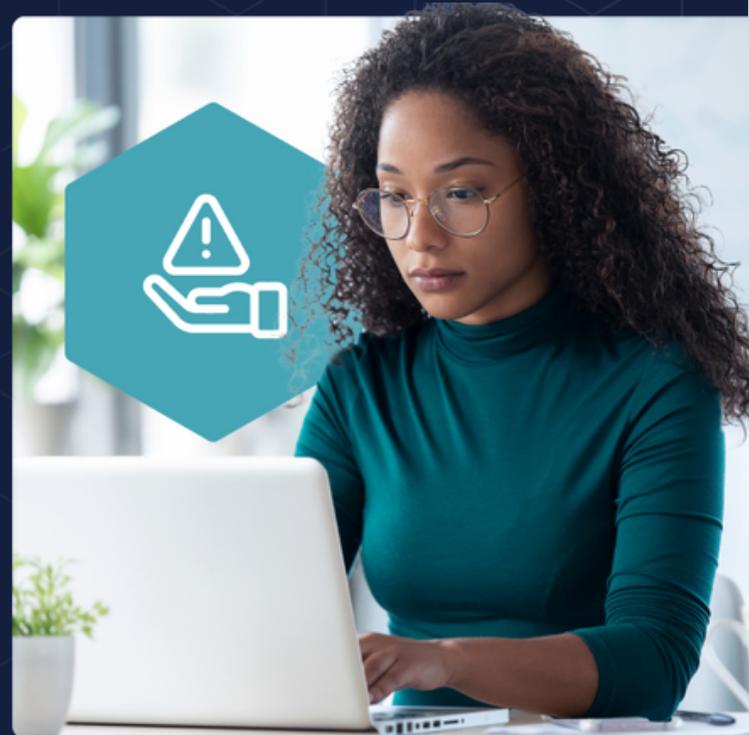


Cross-team collaboration and cohesion across incident response, crisis management, business continuity planning, and compliance.

## Simplify crisis response and management with ShadowHQ

### Here's how:

- ✔ Stay in control during any crisis with centralized access to your business continuity plan and the tools needed to carry it out with confidence.
- ✔ Improve risk management and show key stakeholders that you have a viable risk management plan in place, as well as the right people, processes and solution to carry it out.
- ✔ Ensure roles are defined well before a crisis occurs.
- ✔ Arm your response team with everything they need to communicate during a crisis, including built-in chat, war rooms, task management, employee status, and more.



Minimize risk and strengthen business resiliency

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