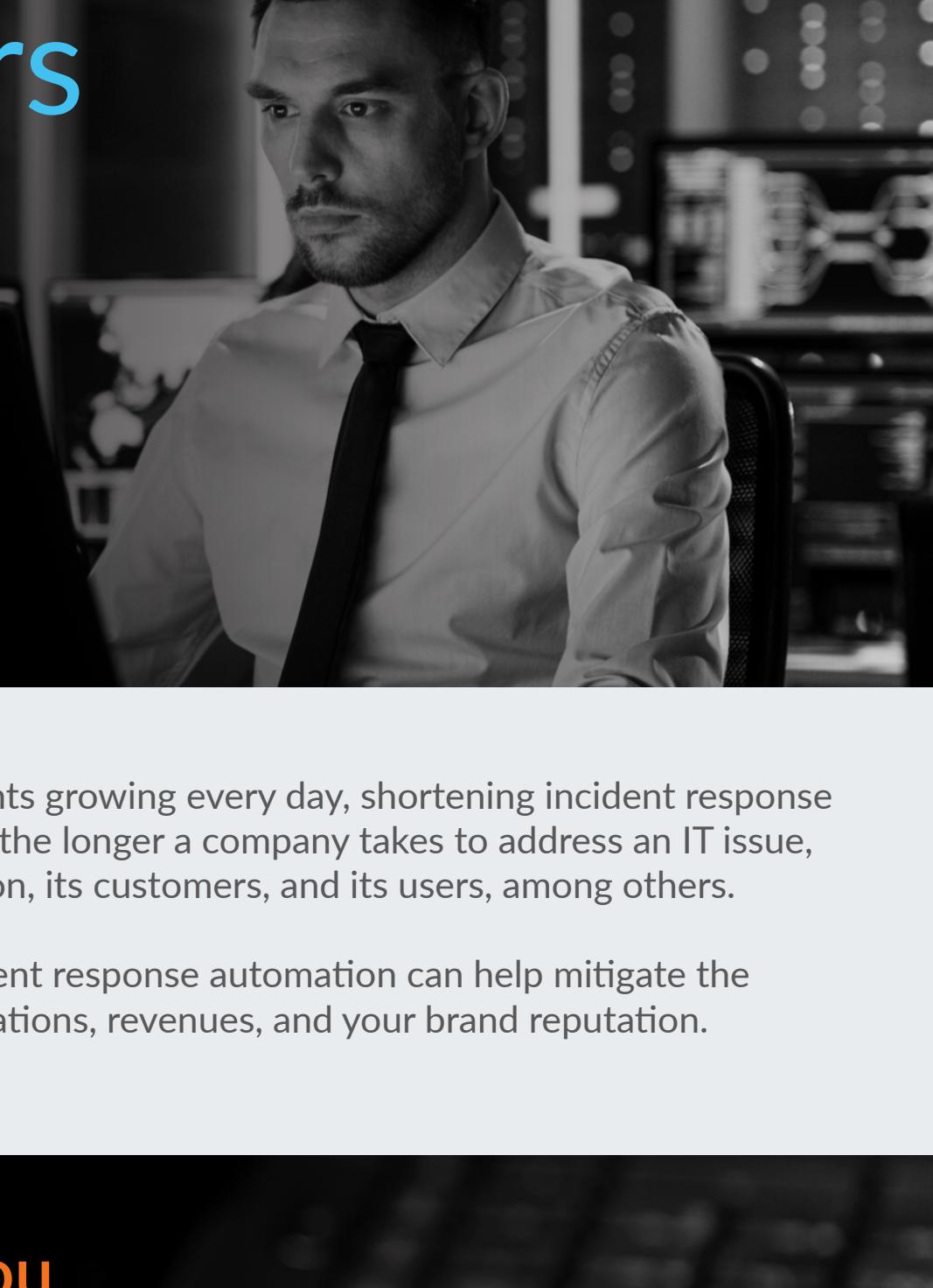


The Numbers Don't Lie:

Fast Coordinated Incident Response Is More Critical Than Ever



With the volume and variety of critical IT events growing every day, shortening incident response time is the new business imperative. After all, the longer a company takes to address an IT issue, the more severe the impact on the organization, its customers, and its users, among others.

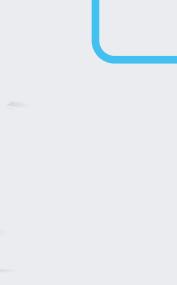
But there's good news: New-generation incident response automation can help mitigate the risk—and reduce the impact on business operations, revenues, and your brand reputation.

The Odds Are Against You



Getting struck by lightning?

1 in 960,000



Dating a millionaire?

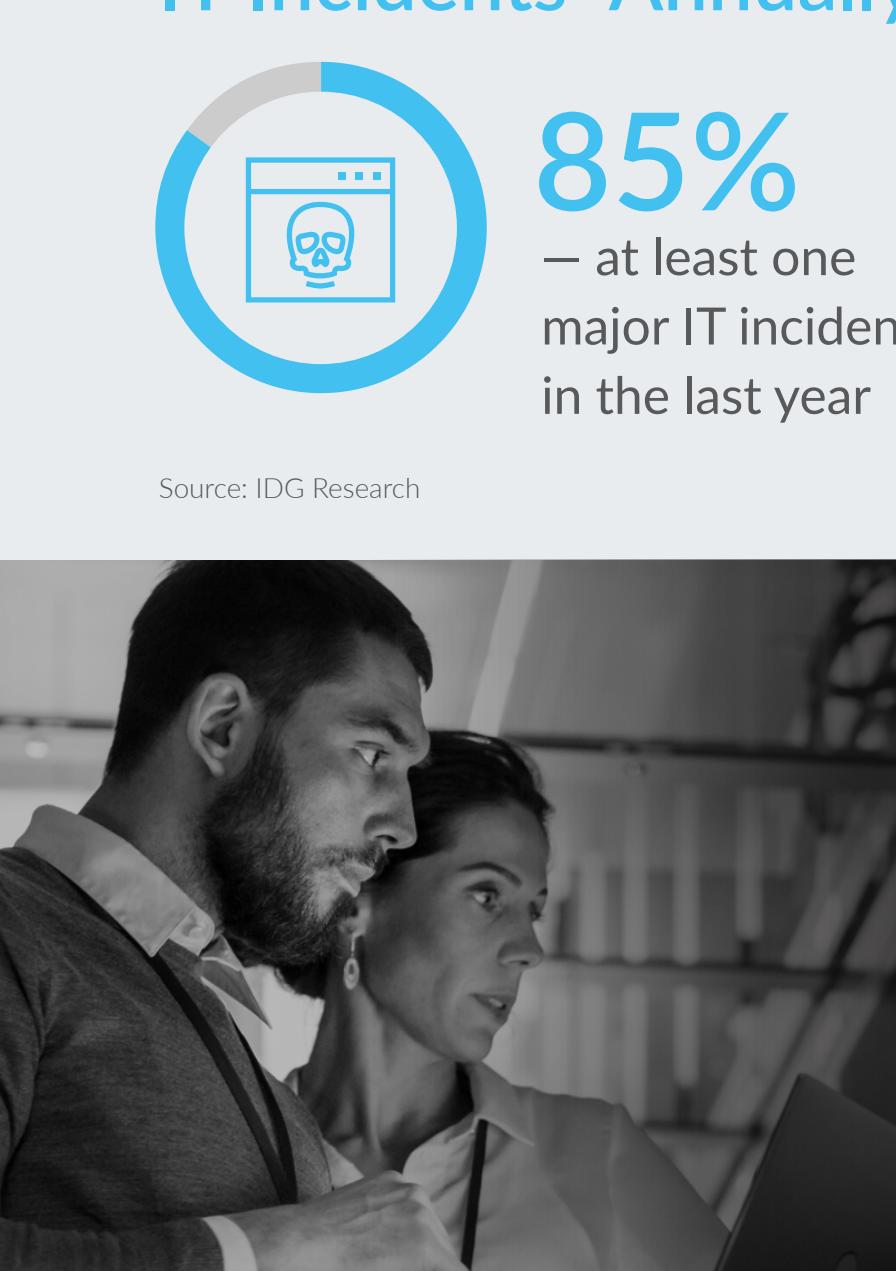
1 in 220



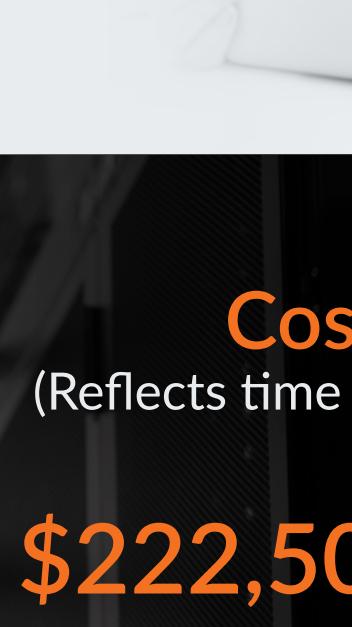
Experiencing a databreach?

1 in 4

Source: 2017 Ponemon Institute



Cost of Downtime

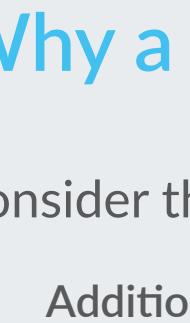


\$8,900

per minute

Source: 2016 Ponemon Institute

Average Time to Respond



25 to 39 minutes

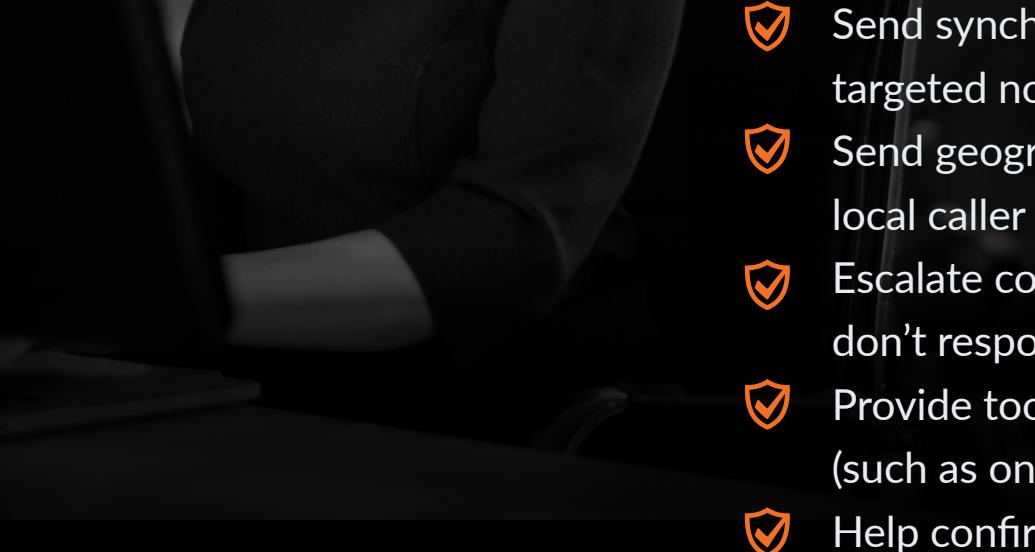
Average Number of IT Incidents* Annually



85%

— at least one major IT incident in the last year

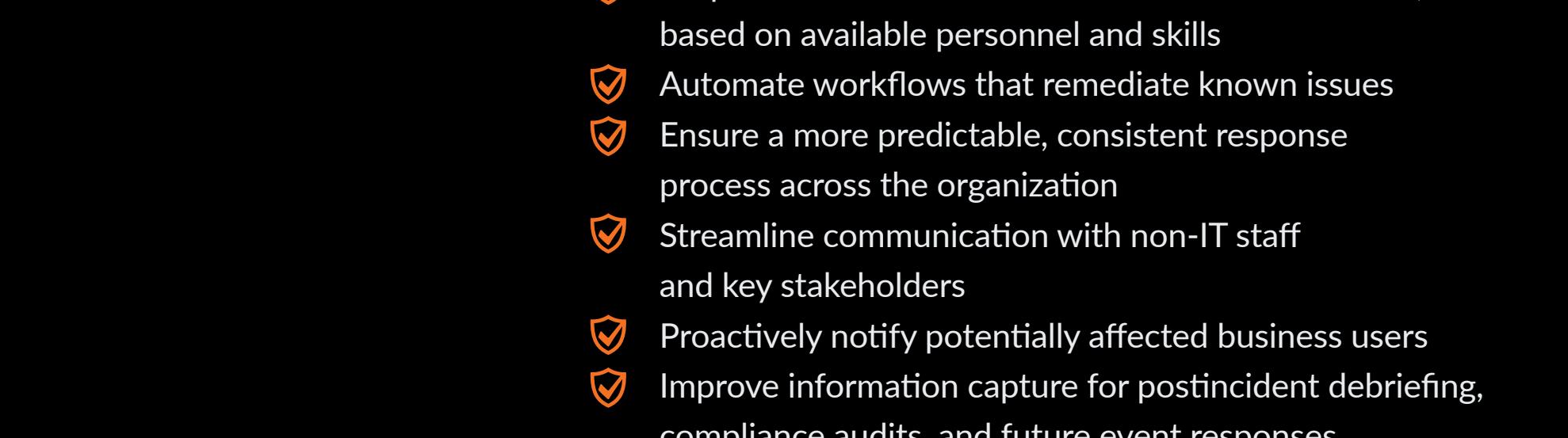
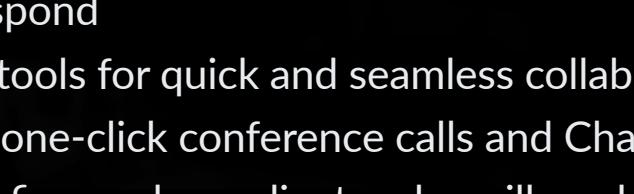
Source: IDG Research



Cost per Incident

(Reflects time to assemble a response team)

\$222,500 ↔ \$347,100



Automation to the Rescue

A best-in-class incident response solution can:

- ⚠ Additional downtime before response team begins addressing incident increases impact
- ⚠ Reduced non-IT employee productivity
- ⚠ Loss of revenue, of customers
- ⚠ Damage to brand reputation

Automation to the Rescue

A best-in-class incident response solution can:

- ✓ Integrate with all ITOM, SIEM, ITAM, and DevOps tools
- ✓ Automatically assess the IT event's severity
- ✓ Activate the appropriate response plan
- ✓ Automatically identify and contact the on-call response team
- ✓ Communicate that the response team has been activated
- ✓ Send synchronous, multimodal, contextual, targeted notifications
- ✓ Send geographically specific communications, using local caller IDs
- ✓ Escalate communication if response team members don't respond
- ✓ Provide tools for quick and seamless collaboration (such as one-click conference calls and ChatOps)
- ✓ Help confirm and coordinate who will work on what, based on available personnel and skills
- ✓ Automate workflows that remediate known issues
- ✓ Ensure a more predictable, consistent response process across the organization
- ✓ Streamline communication with non-IT staff and key stakeholders
- ✓ Proactively notify potentially affected business users
- ✓ Improve information capture for postincident debriefing, compliance audits, and future event responses