

# Case Study: Accounting

Global “Big 3” Accounting Firm  
Counts on EmergencyCall ASP

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## Background

This Big 3 accounting and consultancy firm already had an important brand reputation to maintain, both for its staff and for its clients.

Its own customers needed to be sure that the business could respond effectively to a crisis and that it would demonstrate leadership in the field, rather than following the default solution of call-trees adopted elsewhere.

These had been tried on various internal tests and had been found to be no more than about 25-30% effective at best. This well-known firm decided to implement a solution covering all employees, rather than the Business Continuity Team alone. This meant reliably holding and maintaining the records for over 10,000 people in the UK alone within the relevant part of the system database .

With over 10,000 staff to keep track of and a high profile brand reputation in business continuity, this global accounting and consultancy firm wanted to install the best solution in the marketplace. They chose the EmergencyCall managed service from CriticalCall.

## The Requirement

The accounting firm conducted an extensive procurement exercise over the course of a year, inviting bids from technology and solution suppliers around the world. There was great attention paid to the level of security of the supplier's ASP platform, due to the highly sensitive nature of such data going outside the firm's own in-house systems. The firm's Head of Business Continuity explains: "We clearly have the option for an in-house system, but one of the realistic scenarios we have to prepare for is that our own internal systems are themselves unavailable in a crisis. EmergencyCall ASP gives us a single, effective solution across the enterprise."

## The Solution

The EmergencyCall ASP managed service provided this client with the best of all options.

The service is independently assessed and certificated for security and holds the Check certificate for electronic security, as approved by the UK's GCHQ specialist government department.

The performance of the managed infrastructure enables the client to send out thousands of SMS/pager, or voice messages per hour, which is capable of meeting the customer's more extreme continuity scenario requirements.

The data is kept up to date by a combination of weekly extracts from the firm's own PeopleSoft HR database, plus rigorous testing with the firm's own staff as part of Live test exercises.

The hosted service also ensures that the customer gets the latest application developments and service enhancements built into the price already paid, so they don't get left behind by developments in technology.





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