



## Crisis Communications for Improving Operational Resilience



# What is YUDU Sentinel?

Sentinel is a crisis communications platform that improves and accelerates your crisis response. Dynamic, digital tools allow you to send mass notification alerts, share documents, communicate via chat channels and attend instant conference calls.



Developed as a mobile-first solution, Sentinel is accessible anywhere, any time. Administrators have eyes-on access, with all data secured for post-incident review. Sentinel is used for critical incident management and crisis response extensively in the financial, legal, entertainment and engineering sectors.

Supply chain hacks are now commonplace so Sentinel is ring-fenced by using separate servers for each client preventing cross-infection. Data is encrypted at rest and in transit Sentinel has ISO 27001 and Cyber Essentials certification. It is GDPR Compliant.

# Sentinel: The Key Features



## Mass Alerting

Send mass notification alerts to groups or individuals



## Document Centre

Share vital crisis management documents with your team



## Enterprise Branded Apps

Offline libraries of critical documents ready for a loss of Network.



## Self-Registration System

Simplified administration to build a GDPR compliant database of contacts



## Chat Channels

Communicate and collaborate with your team using instant messages



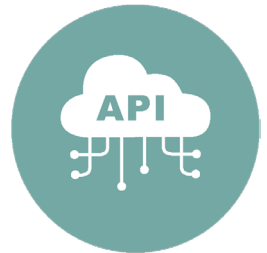
## Teleconferencing

Set up instant bridge calls with your crisis response team



## Incident Information Lines

Keeping large numbers of people informed in a crisis.



## API Platform Automation

Connect to 3rd party software, HR databases and IoT devices to trigger actions automatically

# Mass Alerting

- Send emergency mass notification alerts to groups or individuals.
- Send SMS, email, voice, push and desktop notifications or the messaging app in less than 60 seconds.
- Prepare template messages ready to go to ensure alerts are approved by leadership teams.
- Set custom alert sounds for urgent messages, so they're not confused with everyday notifications.
- Use two-way crisis communication checks everyone is safe with results graphically displayed on the console.
- Append file links to broadcasts to securely distribute action and BC plans or images or video.



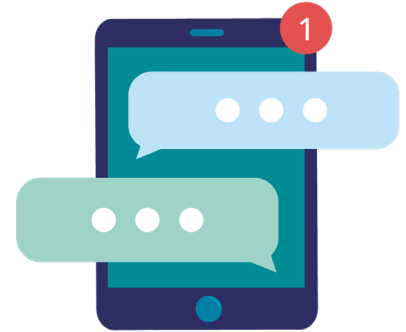
## Document Centre

- Upload any file type including vital crisis management documents to share with your team.
- Push key documents to the iOS and Android app that can be accessed even when mobile and broadband access fails.
- Select documents to push to specific groups, meaning everyone has only the materials they are cleared to view.
- Real-time antivirus software scans every upload and quarantines those with suspected malware. This prevents infection of the corporate network via the backdoor.



# Managing Incidents using Chat Channels

- Communications are secure and private with End-to-End encryption. Crisis Management teams can easily set up working groups and use mobiles, laptops and desktops.
- Malware safe: Virus scanning in real-time of all shared files, photos and videos to protect the corporate network.
- Automatic access removal of staff leavers to ensure security using advanced permission management
- Leadership oversight of all communications with intuitive and simple central controls
- Access to the app controlled with biometric ID to prevent unauthorised viewing
- Incident log of all actions and timings for post-incident review
- A new option available is a chat app dedicated to an enterprise with full branding and customisation but with all the smart Sentinel technology.



## Secure Instant Teleconferencing

- Set up an instant conference call with your crisis response team using a secure invitation-only conference call.
- No PINs or dial-in numbers.
- Your chosen contacts are sent an invitation and dialled in as soon as you start the call.
- The call can be recorded and downloaded, along with an attendee list, for auditing purposes.



# Simple Administration

- API: Connect Sentinel to third-party software, your HR database and IOT devices to automate and synchronise personnel data, trigger alarms or automatically send our mass notifications.
- Import Wizard: Now there is no need to convert your CSV files to match Sentinel fields. The auto-mapping wizard will do that work for you. Import Wizard radically reduces the admin burden.
- Self-Registration is a frictionless way to add contact data you may need in an incident. The form creation wizard generates a Link you can share for contact to complete.
- To control submissions, these are quarantined for security approval prior to being approved and added to the system.
- Permission management is key for security. Permission groups or roles are created in seconds. For data security, it is important to compartmentalise access.
- Staff are prompted to verify their profile, check their contact details are correct, and have the option to make their profile private from others in the directory.



# Fully audited and GDPR compliant

When Sentinel is in use, every action and communication is saved in real-time for post-incident analysis and learning.

## The problem

- Once an emergency is over there needs to be a post-crisis review.
- An action plan must be drafted with plans and protocols updated.
- During any incident it's important to log incoming information and to note when actions and decisions are taken and by whom.
- In the heat of a crisis this information is sometimes never recorded or becomes misplaced.



## The solution

- Every detail of Sentinel usage is recorded, and a downloadable audit log is available.
- It is impossible to delete messages or other shared content.
- This makes it a superb resource for those tasked with implementing the post crisis report.

# AI Incident Hotlines

- In some major incidents, there is a need to keep informed wider groups who are not logged in your database. Hotlines can be created in seconds and deal with over a million calls per minute.
- Incident managers have little time to keep people informed but using AI voice generation. A simple typed message can relay the message in 22 languages and different AI-generated voices to any callers to the Hotline.
- Control and speed. Message can be updated in seconds and the typed message can be signed off by the leadership team before each update.
- All inbound calls are logged and full stats are visible in realtime.
- Increase your knowledge and awareness by creating Reporting Hotlines that can be set up to record inbound messages.
- Focus resources using the call management system to prioritise the most urgent message.
- Gather more feedback and information post-incident by making it easy to report for witnesses and those affected.
- Overloaded calls to numbers can be avoided by diverting calls to new Hotlines.
- Hotlines to keep staff informed in challenging countries where SMS and email notifications are restricted or degraded.





“Whatever you’re creating, simplicity is the ultimate goal. The power of reduction, as we say in advertising, means taking a complex thought and reducing it down to a simple, powerful message.”

**John Hegarty**

Celebrated British ad exec, creative, author of *Hegarty on Creativity*

“We chose Sentinel because it is highly versatile but at the same time incredibly easy to use. In a dynamic business continuity situation, ease of use is vital, and Sentinel allows us to change Hotline and text notifications on-the-fly intuitively and keep our staff around the world informed and reassured in real time with support for numerous languages. Set-up, onboarding and training are really simple, and the solution was able to slip-stream into our existing working practices seamlessly with no friction. The Sentinel support team are always on hand to answer any queries and provide assistance.”



**Graham Walsh**

Software and Systems Manager,  
Buro Happold

"We chose YUDU Sentinel because it's not an "off the shelf" solution. It's been tailored to fit our needs as a BID. We can also group our members by industry, which means that Victoria BID can support our hotels, night-time economy, retailers etc with alerts that are relevant to them. We can share our own counter terrorism literature and documents from the Met Police and CPNI."



**Chris Tsikolis**

Head of Security and Business  
Resilience at Victoria Westminster BID

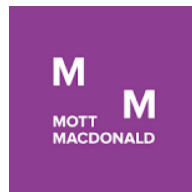
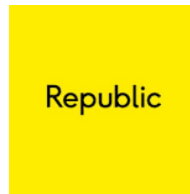
"The one thing that always goes awry during a crisis is communication with your staff and customers. Imagine having a system that not only allows you to tell them what needs to happen, but also allows them to reply. A system that puts all your business continuity plans at your fingertips. Well, I think you've found it."



**Chris Phillips, GCGI, FSyl**

Former Head of the National Counter  
Terrorism Security Office.

## Some YUDU Sentinel clients



FORSTERS

THE LANGHAM  
LONDON

## Our Awards and Accreditations



Crown  
Commercial  
Service  
*Supplier*



## Contact Us



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