



boomalert™

CASE STUDY

Lineas

LINEAS

"I discovered Boomalert could fulfil many of the immediate and long-term requirements of the business, making it an ideal solution to the problem and removing the need for a National Operations Centre." *Kim Cornelis , IT Software Operations Cluster Manager*

INCIDENT MANAGEMENT

BACKGROUND

Lineas transports a wide range of goods from raw materials, chemicals and semi-finished products to industrial and consumer goods. The company supports supply-chain activities with pro-active monitoring of shipments, real-time information and transparent administration. Headquartered in Belgium with a strategic position around the harbours of Antwerp, Gent, Zeebrugge, Rotterdam and Le Havre, Lineas offers reliable rail transport and logistics solutions, operating block trains for conventional and intermodal loads and providing single-wagon load transport throughout Europe. The company drives trains in open access in Belgium, Germany, the Netherlands, Luxembourg, Switzerland and France.

INDUSTRY: Transportation

WEBSITE: www.lineas.net

Lineas was originally introduced to Boomerang by one of their strategic partners, Avanade Belgium, to fulfil a requirement for an intelligent two-way messaging solution that works with Microsoft Dynamics CRM. Lineas are currently using a plug-in provided by Boomerang to send urgent communications to their users across Europe.

CHALLENGE

Lineas had been utilising their parent company's 24x7x365 National Operations Centre (NOC) and due to organisational changes, needed to move their data centre and associated business continuity management processes. They began looking for a cost-efficient solution that limited the operational overheads associated with a NOC, yet still supported their business continuity requirements.

Furthermore, Lineas also wanted to improve upon the limitations of its own bespoke monitoring systems, that had been restricted to sending urgent notifications to end users, solely via email. This had affected their ability to reach end-users with time-critical communications during an incident, which could lead

to extended resolution timescales or worse still, the impact of the incident spiralling.

Boomerang had already proven itself with the delivery of intelligent 2-Way messaging into Lineas MS dynamics CRM application and was the obvious supplier to talk to:

“Discussing the challenge with Boomerang, I quickly discovered that Boomalert, their incident communications platform, could fulfil so many of the immediate and long-term requirements of the business, and looked like an ideal solution. It allowed us to build custom communication workflows for each type of incident, and most importantly, automate the escalation of communications across different channels and to the relevant parties. This was key as it would not only improve our ability to reach end users, but do so in a more timely manner. The idea that our processes could be managed by exception was very appealing to us as it would remove a substantial portion of the overheads associated to the NOC.”

Kim Cornelis , IT Software Operations Cluster Manager

INCIDENT MANAGEMENT

OBJECTIVES

Lineas set out the following goals and objectives:

- **Link with existing monitoring system:** Find a service that can integrate seamlessly with our existing monitoring systems that can also escalate and manage communications over different communications channels.”
- **Fluid workflow:** Have the ability to easily build processes that accurately reflect our Business Continuity Management processes and can be adapted to meet evolving requirements.
- **Automate existing processes and reduce overheads:** Regulate internal and external escalation processes dynamically, based on incident behaviour. Remove the operational overheads associated to a NOC.
- **Real-time visibility:** Access to real-time reporting and instant visibility into the status of an incident, enabling effective control and management of resources during an incident. Move from a model where communications serve

simply to inform, to a fully interactive model, that would allow users to respond to incident communications to help measure progress.

- **Analytics:** The ability to track and evaluate the performance of company assets and suppliers against SLA measures using historical data.
- **Secure and redundant platform:** Use a compliant service that offers guarantees around availability and protection of user data.

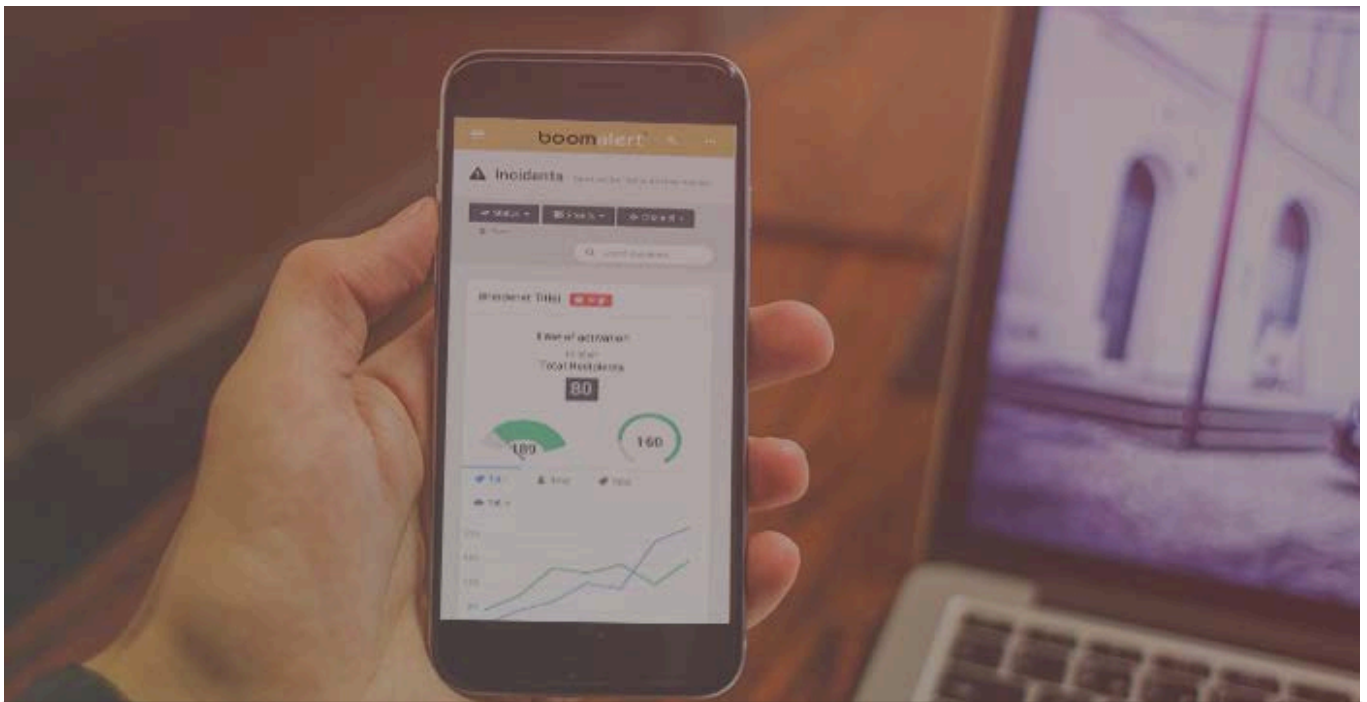
SOLUTION



Since adopting Boomalert, Lineas have been able to quickly build a number of communication workflows, each catering for the management of a specific type of incident.

The monitoring systems used by Lineas now trigger Boomalert workflows automatically, with a unique reference included to specify the workflow that needs to be activated. Boomalert then manages the flow of two-way communications, according to that pre-defined workflow. Messages are sent to users at specified intervals over email, SMS and voice (text-to-speech) and users are instructed to respond to acknowledge receipt of a message. Users that have failed to respond to one communication channel can be targeted with further communications via a different channel or managed by exception.

Embedding Boomalert into everyday communication processes has helped to resolve a number of priority issues and delivered a capability that can be utilised in many other areas of the business.



Peter Tanner, Boomerang CEO, "We are proud to be working with Lineas and really pleased to see that the flexibility of Boomalert is delivering value in a number of different areas. Boomalert is a truly diverse application that can be used in so many different ways, by so many different parts of an organisation, and this is why it offers such a comprehensive return on investment."

BENEFITS

Boomalert has delivered the following benefits for Lineas:

- **Incident resolution timescales reduced:**

Automation has helped communications to be more targeted and efficient, response times are reduced and information is accessed in real-time: "We hope to extend and increase our applications continuity and availability. Specifically during night and weekend events when will be able to react far quicker to incidents than we have previously."

- **Generate huge cost savings:**

Automating workflow on a pre-defined basis for each type of potential rail incident removes the cost associated to this administration.

"Boomalert is definitely far cheaper than having to create and support a NOC."

- **Improve the effectiveness of incident communication processes:**

Lineas have extended their reach by leveraging multiple communication channels. This has substantially improved the speed of response when attending to a rail incident.

- **Utilise resources efficiently:**

Boomalert has helped Lineas to quickly identify that an incident is being dealt with, enabling follow-up processes to be managed by exception. This avoids duplication of effort and minimises the need for manual intervention.

- **Streamline the incident management process:**

Lineas use reporting metrics and incident data to understand how efficiently incidents are being managed.