

CASE STUDY: Abu Dhabi Investment Council

مجلس أبوظبي للاستثمار
ABU DHABI INVESTMENT COUNCIL

How the Abu Dhabi Investment Council uses Send Word Now to Support its Worldwide Business Continuity Efforts

The Abu Dhabi Investment Council is an investment arm of the Government of Abu Dhabi. The Council started its operations in April 2007 and is responsible for investing part of the government's surplus financial resources through a globally diversified investment strategy, targeting positive capital returns through an expansive portfolio of highly diversified asset classes and active investment management strategies. The Council is also empowered with an important direct investment mandate to broaden Abu Dhabi's economic base and facilitate the international development of local companies. In the short time since its inception, the Council has established a reputation for its entrepreneurial spirit, open culture and quick decision making process.

Business-Critical Communication

The Council places tremendous value on the safety of its employees, so when it needed to solidify its business continuity efforts, it looked to Send Word Now's streamlined crisis communication platform as the best way to stay connected.

Before selecting Send Word Now, the organization relied on a simple SMS messaging service, which was very limiting during crisis situations. The organization needed a platform that could reliably deliver two-way voice, text, and other messages to over 200 countries worldwide.

"We have many staff members who travel overseas for business purposes," says Moayed Mahmoud, Business Continuity Specialist at the Council, "and Send Word Now's robust international alerting service helps us to make sure that they are safe and informed at all times."

Why Send Word Now

When selecting a new system, the Council looked for a best-in-class service that was

reliable, easy-to-use, and advanced in its market. "Send Word Now met all of our requirements and more," Mahmoud explains, "but what really stood out to us was the professionalism of the Send Word Now team. During the transition process, the company provided a tremendous amount of support, and that was priceless."

The Council uses Send Word Now's messaging platform to alert staff members any time that there is an emergency, network outage, or other business disruption. "Whenever we have a critical incident, we can get in touch with all of our staff members, via multiple channels, with just the click of a button," Mahmoud explains, adding, "these incidents may range from power outages to fires, network disruptions, local crises, and natural disasters."

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-Moayed Mahmoud
Business Continuity Specialist
Abu Dhabi Investment Council



With Send Word Now's simple cascading feature, which selects only one contact point to message at a time, the Council can make sure that the messages are received. Through the Send Word Now user interface, the Council can also monitor those alerts in real time.

The Send Word Now Advantage

For businesses operating in today's complex international markets, the need for effective and reliable communication solutions has never been greater. By tailoring its services to the needs of its customers worldwide, Send Word Now consistently provides innovative notification solutions that outmatch its competitors' offerings.

With its smartphone integration, international capabilities, and unique features such as multi-lingual alerts, Send Word Now's customizable platform is the go-to choice for companies with a diverse or international employee base. And on top of its robust software features, Send Word Now offers best-in-class customer support services that just can't be beat.

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.