

CASE STUDY: AMB Property Corp.



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“The Potential for Chaos Was Unlimited” – How AMB Property Corporation used its MVP, Send Word Now, to Calm Staff Members after a Devastating Earthquake and Tsunami Struck Japan

AMB Property Corporation® is a leading owner, operator and developer of industrial real estate focused on the world’s busiest distribution markets in the Americas, Europe and Asia. AMB owns or has investments in properties in 49 markets within 15 countries. Nathan Paine, AMB’s COO for Japan, Singapore and Korea, is based in Tokyo and leads the organization’s crisis management team for the region. When disaster struck Japan in March of 2011, Paine needed a quick way to communicate with staff members located throughout the country. To deliver critical updates and peace of mind, he turned to Send Word Now’s on-demand notification system.

When Minutes Mattered

At 2:46 PM on Friday, March 11, 2011, a 9.0 magnitude earthquake began off the coast of Japan. Nathan Paine was in his office at AMB regional headquarters in Tokyo when the shaking started. “The building was rocking back and forth for what seemed like forever,” he says of the quake, which caused the building to shake for about five minutes. When his building finally stood still, Paine rounded up the crisis management team and began to enact the company’s business continuity protocols.

Fifteen minutes later, Paine sent out an informational alert to all staff members using Send Word Now. The alert, which was sent out via phone, text, and e-mail, let AMB employees know that there had been a severe earthquake and gave an overview of what steps the company was taking to manage the crisis. “The phone lines were down throughout most of the region,” explains Paine. “It would have been almost impossible to reach people over the phone. With Send Word Now, we were able to

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-Nathan Paine
COO for Japan, Singapore, and Korea, AMB Property Corporation

communicate a uniform message quickly and efficiently to all of our staff.”

One Crisis After Another

Within the next 48 hours, Paine and his team worked tirelessly to react and adapt to the crisis as it evolved and impacted business operations. A total of 27 AMB properties in Eastern Japan were affected by the earthquake, and one building was hit by the ensuing tsunami wave.

Throughout Japan, phone lines were severely impacted, aftershocks came often, and transportation lines were shut down. “The potential for chaos was unlimited,” says Paine, adding, “Send Word Now let our employees know that we were managing the crisis well, and it significantly reduced the level of anxiety locally.”

Over the course of the following week, AMB used Send Word Now on a daily basis to deliver critical updates staff members. “The content of our alerts ranged from notifications that the office would be closed to

warnings about radiation leaking from the Fukushima nuclear power plant. We used the service any time we had a message that needed to go out to everybody at the same time.”

The Benefits Of Planning

Paine’s team managed the multiple crises that followed the earthquake with efficiency and expertise. Proper planning and training made that possible. “Because we had spent so much time developing our business continuity plan and our back-up plans, when the crisis hit everything flowed like second nature,” Paine explains. “Send Word Now was a big part of that. It was the first time we needed it during a major crisis, and I was very happy with it.”

For AMB’s executive team, which is based in San Francisco, Paine’s quick response provided peace of mind. “Send Word Now streamlined our operations, and it helped us to assure our San Francisco team that we had an effective communication plan in place. That allowed them to step back and help us where we needed it the most.”

The Send Word Now Advantage

“After evaluating a few different companies, we decided on Send Word Now,” recalls Paine. “It made so much sense because it’s such a light tool that doesn’t require much beyond the initial setup. You can tap into it whenever you need it. Once we had the platform set up, we knew it would be there when we needed it.”

In the moments and days following the March 11 earthquake and tsunami, the service was invaluable to AMB. “Out of all the disaster recovery tools we had on hand, Send Word Now was our MVP,” says Paine. “It was the one tool that stood out from all the others in terms of its simplicity and how useful it was.”

“Anybody who has any potential of having a stressful communication situation should consider it,” he adds. “With Send Word Now, we had the peace of mind of knowing that



a uniform message was being broadcast across our entire organization, and that was invaluable.”

Why Send Word Now

By tailoring its services to the needs of its customers, Send Word Now consistently provides innovative notification solutions that outmatch its competitor’s offerings. Through unique features such as WeatherBlast, BlackBerry PIN to PIN messaging, and native mobile applications, customers can take advantage of Send Word Now’s secure and customizable platform to maximize their communication efforts.

Send Word Now is the leading worldwide provider of on-demand alerting, response, and incident management 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.