

CASE STUDY: Brookfield Properties

Brookfield

How Brookfield Properties Uses Send Word Now's Application for BlackBerry® Smartphones to Manage Crises on the Go

Brookfield Properties is a commercial real estate corporation that owns, develops, and operates assets in downtown cores of large North American cities. The company's numerous properties attract a variety of international corporations, and its dedicated management teams work tirelessly to ensure that tenants are kept informed, up-to-date, and happy with property updates. At Brookfield's Canadian Commercial Operations in Toronto, Canada, security team members manage both staff and tenant concerns, communicating across a wide group of stakeholders at all times.

The Issue

Security managers and operations staff at Brookfield's Toronto headquarters manage the emergency contact list and coordinate with senior management teams any time that there is an unexpected crisis affecting a property. These staff members are also responsible for communications with Brookfield's tenants, and must keep them apprised of any situation that might affect the normal use of a building. But with over 3,000 contacts to manage, the team must always be ready to send out alerts, especially while on the go. In order to streamline crisis communications, they needed an on-demand alerting solution that would give them the capability to send thousands of messages to employees and tenants within minutes, right from the palm of their hand. To get results, they turned to Send Word Now and its customized application for BlackBerry® smartphones.

The Solution

Brookfield Properties uses Send Word Now's multi-modal alerting functionality to

manage and coordinate both employees and tenants throughout Canada, and it depends on the software's ability to send hundreds of thousands of messages via voice and text almost instantly. From the company's Canadian Commercial Operations, security staff members manage groups that are specific to each building within their jurisdiction, so that they can send a message to any affected area with just the click of a button.

"With Send Word Now, there has been a significant improvement in our ability to communicate both with tenants and internal team members."

-Ken Doige
Director of National Security,
Brookfield Properties

"With Send Word Now," explains Ken Doige, Brookfield's Director of National Security, "there has been a significant improvement in our ability to communicate both with tenants and internal team members. It's very important that our tenants

know what's going on so that they can react appropriately to events that may affect their business operations and the safety of their employees."

Anytime, Anywhere Access

In addition to the standard alerting features, Ken Doige finds the Send Word Now application for BlackBerry smartphones to be incredibly useful while he's out of the office.

No matter where they are, members of the security team can log into their Send Word Now account on their BlackBerry smartphones to access Brookfield's national emergency contact list, which is stored offline on this device via Send Word Now's application for BlackBerry smartphones, and which also allows them to send messages and check updates on ongoing situations.

"If you have a bad day, you may not be able to access your desktop - the next best thing is this application for BlackBerry."

-Ken Doige
*Director of National Security,
Brookfield Properties*

"The Send Word Now application for BlackBerry smartphones gives our crises management processes greater resiliency, because it gives us a way to access the system wherever, whenever," explains Doige. "If you have a bad day, you may not be able to access your desktop - the next best thing is this application for BlackBerry. It plays a big role in our business continuity and emergency response capabilities."

Brookfield's security managers and senior property managers use Send Word Now's application for BlackBerry smartphones throughout Canada to generate messages on a routine basis. They rely on the seamless integration of Send Word Now's capabilities with the native BlackBerry device to manage crises both quickly and efficiently. "The work that has been done in integrating the application into the RIM environment is very robust," says Doige. "The sophistication of the application demonstrates a very strong partnership between the program and the device."

Contact Management On The Go

"To be able to tap into the Send Word Now service and have access to home numbers, BlackBerry PIN codes, and more, at any time of the day, is extremely useful," Doige adds, noting "It's a great day-to-day tool. Our contacts are broken down by property,



so I can find the operations manager for a particular building incredibly quickly on my handheld device and manage a crisis or coordinate a conference call on the fly."

"We love that we can use the Send Word Now application for BlackBerry smartphones for contact management on the fly," says Doige. "It has become a tool that we use on a daily basis, and is key to our operations here within the Canadian Commercial Operations."

The Send Word Now Difference

For Brookfield Properties, Send Word Now alerts have had an immeasurable impact on communications both within the company and with its many tenants. Doige explains, "The most significant benefit of this service has been our ability to get a message to multiple devices simultaneously in a short period of time. People can lose focus very quickly during emergencies, and so we depend on the timeliness and accuracy of 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



its robust BlackBerry integration customers can take advantage of Send Word Now's customizable platform whenever, wherever, in maximize their communication efforts.

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.