

CASE STUDY: FPL Group



OPTIMIZING BUSINESS CONTINUITY THROUGH ENHANCED COMMUNICATIONS

FPL Group, Inc. is one of the nation's largest providers of electricity-related services and is nationally known as a high quality, efficient and customer-driven organization with a presence in 27 states and Canada. FPL Group's two principal subsidiaries are Florida Power & Light Company (FPL) and NextEra Energy Resources LLC. FPL is one of the largest and best-performing regulated utilities in the nation, serving approximately 4.5 million customer accounts. NextEra Energy Resources LLC is a leader in producing electricity from clean and renewable fuels, including wind, solar, hydro, natural gas and nuclear energy.

The Issue

Many of FPL Group's facilities are located near the coast; most notably FPL Utility is located in one of the most high risk states along the hurricane belt, which requires that the company maintain a high level of storm preparedness. FPL achieves this by constantly investing in and strengthening its infrastructure to withstand severe weather.

In early 2008, executives recognized that their communication technology used during an incident needed to be more robust. Prior to the use of Send Word Now,

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-Brian Hanrahan
Director of Business Continuity

several incidents, including a problem with the transmission grid, occurred and key emergency responders and company leaders found it difficult to communicate effectively. FPL responded by developing an initiative to research and to identify a state-of-the-art technology that promoted business continuity and supported effective communication processes to integrate into its system.

The utility needed a solution that provided personnel with the ability to communicate and coordinate plans in real time when unforeseen incidents, such as problems with the power grids, high level IT problems, cyber attacks, facility issues, or equipment failures, arose.

FPL also required an application with a robust platform that could execute the delivery of tens of thousands of messages in minutes and could enable two way communications between employees. “We needed a communications platform that could send out messages in a quick and automated fashion. We chose Send Word Now because of the solution's accessibility and reliability,” said Brian Hanrahan, Director of Business Continuity.

Send Word Now Key Offerings

Send Word Now's solution expedites the flow of information through FPL's workforce in a reliable and secure manner, which closely aligns the software platform with FPL's core belief in utilizing technology to gain efficiency.

The scalable Send Word Now Alert Service provides members of FPL's emergency management team and executives across the organization with the option to instantaneously communicate with each other through a bridged conference call that individuals can join in one click from any location.

Key individuals will utilize the software to efficiently strategize and execute an emergency response plan within minutes.

Send Word Now's solution enhances FPL's Accounting for Employees Process through dynamic group generation capabilities and through two way communication functionality. FPL uses the two way communication feature to send out thousands of messages to its employees after a hurricane, requiring workers to report on their status. The voice and text responses are returned to a central location where employees responsible for tracking employee status can review and generate reports.

Putting the Solution to the Test

During the same year that FPL became a customer of Send Word Now, the company and its subsidiaries' communities were hit by the Iowa Floods, Hurricane Gustav, Tropical Storm Fay and Hurricane Ike. The latter was the third most destructive hurricane to ever hit the United States.

The FPL HR Director who was responsible for accounting for employees in an emergency utilized the Send Word Now Alert Service during all four incidents. During the Iowa Floods, management sent out messages to FPL Group nuclear power plant employees asking them to use Send Word Now's two-way "get word back" functionality to indicate whether they were safe and if they needed help. During the hurricanes and the tropical storm, FPL used the service for travel safety messages, storm updates and instructions for reporting to work.

The Result

Send Word Now's comprehensive solution enabled the instantaneous delivery of thousands of messages multiple times over a period of several days. The service was easy to use, fast, and reliable under the most extenuating circumstances.

"What we like most about the service is that the system is accessible through the web and that the technology platform is

located outside of our state. To the best of my knowledge the system has never been down. It's reliable," said Brian Hanrahan.

FPL's commitment to maintaining a comprehensive infrastructure and to providing quality products has led to unmatched results. The company consistently outperforms national averages for service reliability. In 2008, FPL beat the national average for the amount of time customers were without power due to distribution issues by 47%.

Why Send Word Now

Send Word Now can significantly improve your company's business continuity, which will optimize asset and employee performance and will increase revenue. Reducing the amount of time your customers go without service will lead to enhanced customer satisfaction and will help establish your company as a reliable provider.

Send Word Now is a best-in-class provider of on demand alerting and response services for both emergency and day-to-day operations. Send Word Now's services are used by over 50 of the Fortune 500 and many other major enterprises and organizations, such as schools and government agencies, to communicate during a crisis.

