

## CASE STUDY: Juniper Networks



### HOW JUNIPER NETWORKS USES SEND WORD NOW'S ON-DEMAND ALERTING AND RESPONSE SOFTWARE TO MANAGE POWER FAILURES

Juniper Networks offers a high-performance network infrastructure that helps service providers, enterprises, and public sector organizations create value and accelerate business success within the new, changing global marketplace. Juniper's products and technology run the world's largest and most demanding global networks, and since 1996, the company has been at the forefront of network innovation. With more than 7,000 employees worldwide servicing more than 30,000 enterprises, as well as hundreds of government agencies and higher-education organizations, Juniper Networks relies on the strength and resilience of its own infrastructure to maintain safety, security, and business continuity. The Safety and Security Departments keep the company moving, saving both time and energy when it matters most.

#### The Issue

Power outages are one of the principal difficulties that affect Juniper's sites, and they are often exacerbated by severe weather during the winter months. Juniper operates in 47 countries, and at any given moment, there are up to eight buildings and over 118 sites worldwide that are vulnerable to power outages or other crises.

In December of 2008, an ice storm in New England caused widespread power outages in the region, some of which lasted over a week. In the early morning hours of December 13, power at Juniper's Westford, Massachusetts facility was cut off, a failure with a UPS system caused the office phones and email system to shut down, and the snow from the storm started to block several critical surveillance cameras. The site facilities managers needed a solution quickly, to prevent the

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**-Cesar Sarmiento,  
Account Manager for  
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power outage from affecting the company's operations and to communicate the situation to employees rapidly.

#### The Solution

The responsible Safety and Security team acted quickly, raising alert levels and working to fix the power outage in the facility. The team used Send Word Now's on-demand alerting software to send a message to all employees at the Westford facility to inform them of the building's power loss, and to remind them that phone and email systems were affected. While making sure that everyone was safe, they were able to use Send Word Now's unique Get Word Back response feature in order to receive real-time updates from employees requiring assistance.

The company's use of Send Word Now also limited the number of employees who attempted to come to the Westford office while the repairs were underway. This allowed for a much smoother building restart process once street power was restored, and saved valuable employee energy and time.

Power and lab outages at Juniper facilities can have a global effect, and company's security control center depends on Send Word Now to send alerts to facility managers who can delegate tasks to team members accordingly. Juniper's safety and security teams use Send Word Now up to three times a month, often based on weather conditions. The software saves the company both time and energy, said Cesar Sarmiento, Account Manager for the Safety and Security Department, who added enthusiastically, "Send Word Now enables us to quickly send out a message to an entire team in one click of a mouse."

### Streamlining Customer Communications

Apart from handling power outages, Juniper Networks uses Send Word Now to streamline communications regarding customer support. When customers directly contact Juniper Executive Management on critical issues, the company uses Send Word Now to provide immediate assistance. "We have an alias that includes specialized employees who handle these sorts of requests," explained Sarmiento. "Send Word Now allows us to contact several of these specially trained employees all at once. Subsequently, the person who can handle and dedicate their time will reply to the request or to the customer. Send Word Now allows us to determine whether the issue is pending or being resolved."

When technical support members are out of town or at conferences, the control room operator can send out customer inquiries directly to everyone in the department. This saves the operator the time it would take to look for phone numbers, search through address books, or leave several messages. "The quick response shows that we are committed to addressing our customer's issues," added Sarmiento.

### Why Send Word Now

Before adopting Send Word Now's service, Juniper Networks relied on manual phone calls and emails to get word out to its facilities employees regarding power outages. This process proved to be slow and difficult, and

there was no method of recording who had been contacted. With Send Word Now, any time that a facility experiences a power outage, the control center can get word out quickly to lab managers and facilities teams, who in turn can identify the problem and resolve it quickly. If a server shuts down, it impacts the entire company - so Juniper Networks relies on Send Word Now's fast and accurate alerts to keep its operations running.

Send Word Now can significantly improve your company's communications platform. For large businesses, the need for quick, efficient, and cost-effective notification during emergency situations has never been higher. 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.

