



# Introducing Simba™

The most powerful end-to-end  
Incident Management software to date

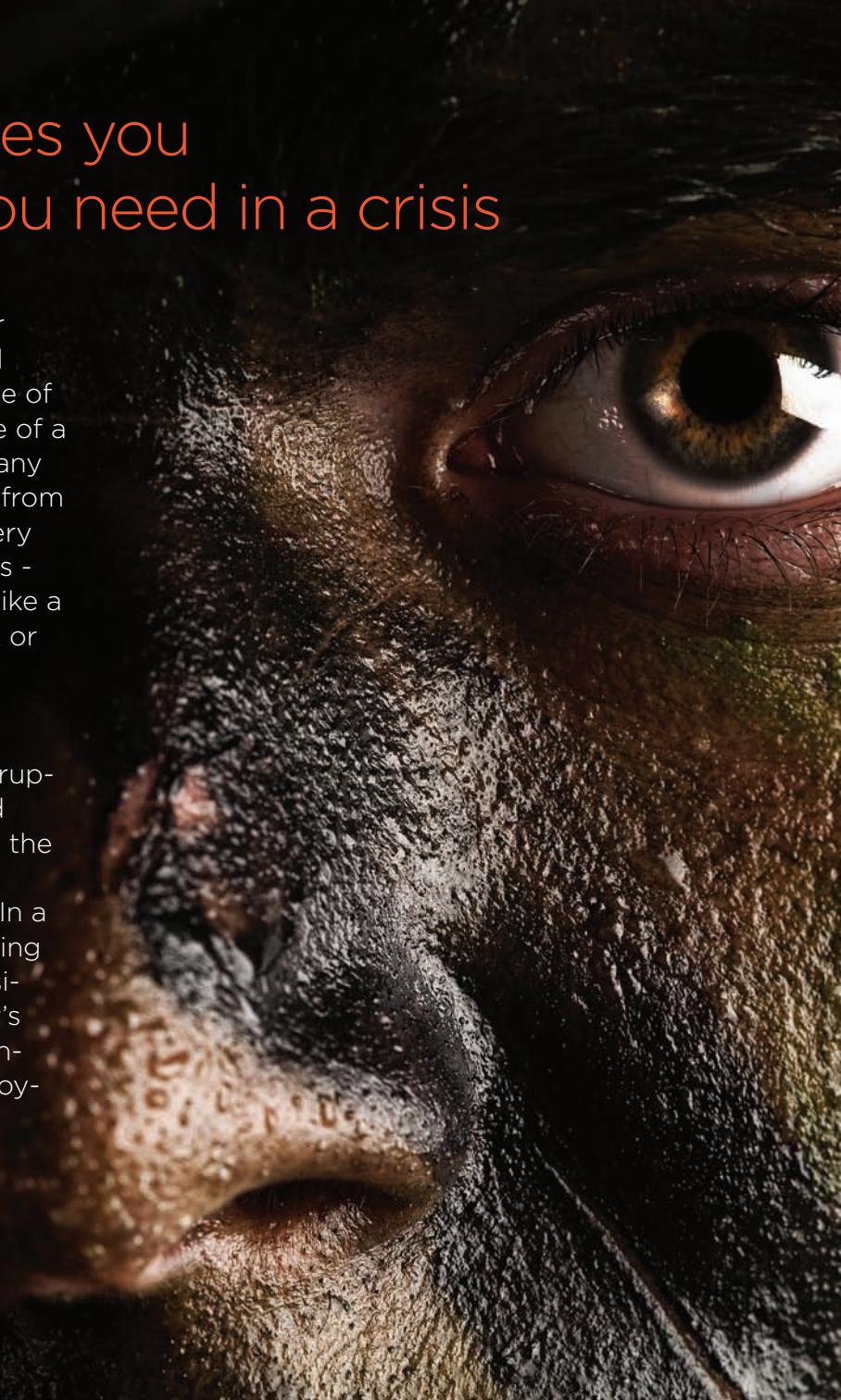


**SIMBA™**  
END-TO-END INCIDENT MANAGEMENT

# Only Simba™ gives you the firepower you need in a crisis

Whether it's workmen outside your offices cutting through a cable and taking out your power, an avalanche of bad press on social media or failure of a critical server, incidents come in many shapes and sizes. These can range from the relatively mundane - late delivery of vital parts or personnel problems - to headline-grabbing occurrences like a global sporting event, terror attack or major train crash.

As an organisation you need to be prepared for potential business disruptions at both ends of the scale, and everything in between, to minimise the impact on day-to-day operations. Downtime is simply not an option. In a world where we get impatient waiting for the kettle to boil we expect businesses **to be available 24x7**. Today's highly competitive business environment means your customers, employees and other stakeholders expect nothing less.



If your staff are unable to gain access to your premises due to an incident on-site, your clients and prospects have no way of knowing whether that phone ringing unanswered means you're just shortstaffed or your firm has gone out of business. Should your website crash due to server failure, not only are your customers unable to place orders but what message does it send to the outside world? If one of your stores is the target of an armed robbery you need to know your workforce is safe, that police are involved and what steps you need to take.

Most businesses do not have an army of highly trained experts ready to drop everything and spring into action should disaster strike. That's where Simba™ comes in. It's like having a team of efficient BC professionals behind you, logging developments as they occur, prompting your next actions and storing crucial incident details to create a complete timeline of events. All this while constantly monitoring social media coverage of the incident and helping you instantly communicate developments to everyone involved.



# Simba™ guides you every step of the way

Mobile, flexible and fully customisable, Simba™ is the world's first true end-to-end incident management system. It has been designed by industry-leading practitioners to guide you through every step of a crisis, whatever your level of knowledge or experience.



Startlingly simple and intuitive to use, the feature-rich system requires little or no training. From detailing the business units affected, evaluating the impact and sending emergency notifications of the incident through to quantifying losses, logging actions and documenting issues to take forward, monitoring your supply chain operational status, Simba™ guides you every step of the way.

# Only Simba™ offers you all these features:



## Global alerts

Early warning of risks to your organisation's locations worldwide



## Dashboard

A simple, at-a-glance summary of historic, current and potential incidents in graphical format



## Incident categorisation

by severity and type - helping you decide on the appropriate response and allocate resources accordingly



## Full incident log creates an audit trail

Version control, snapshots, event details and more



## Social media monitoring

Keyword-based scanning of social media sites combined with machine learning capability ensures relevance of data with results displayed in a variety of formats. This allows early detection of potential threats and emerging issues so you can act to prevent reputational damage



## Integral email and SMS functions

Fast, effective communications to an audience of thousands - or just one. and potential incidents in graphical format



## Unlimited Users

A single license covers unlimited in-house users within your company with no additional fees



## Flexible reporting suite

Tailor one of our readymade templates or create your own bespoke reports based on the criteria important to your organisation including impact, incident category and financial loss



## Accessible wherever you are

with apps available for iOS, Android and Windows mobiles, allowing you to detail, post and follow up an incident while out on-site



## Supports multiple languages

enabling a common system to be deployed across all geographies in international organisations



## Compatible with wearable devices

such as Google Glass and smartwatches - meets WebRTC common protocols that give browsers and mobile apps Real-Time Communications capabilities via a simple Application Programming Interface



## Real-time data

giving you the assurance actions are not based on incorrect assumptions



## Purpose-built software designed around your needs

instead of struggling to adapt inflexible Word documents and Excel spreadsheets

# Benefits at a glance

- **The world's most comprehensive** incident management system
- **Mobile, flexible and fully customisable** to meet real-world needs
- **Highly intuitive** requiring little or no training
- **Real-time social media monitoring** with machine learning capability
- **Powerful emergency notification** capability
- **Technology compatible with wearable devices**
- **ISO 27001 compliant** with full audit trail and reporting resource



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## Put Simba™ through its paces

To find out more or book your **FREE** demonstration  
email [info@simba-solutions.co.uk](mailto:info@simba-solutions.co.uk) or call **+44 (0)20 3695 9889** today!

[www.simba-solutions.co.uk](http://www.simba-solutions.co.uk)