

# CENTRALIZING RISK, COMMUNICATIONS, AND SECURITY STRATEGIES IN A CORPORATE COMMAND CENTER

**A** Fortune 30 retailer, challenged with protecting the safety, security, and reputation of their global business operations, turned to Brythpath to develop and implement a Corporate Command Center to centralize their corporate security, intelligence, media monitoring, and crisis communications teams globally.



## THE OPPORTUNITY

The increase in risk due to rapid global growth, increased political uncertainty, and a lack of centralized situational awareness led this multibillion dollar retailer to seek our expert advice.

We worked with the retailer's executives and Corporate Security Team to devise a strategy and facilities that would act as a "radar screen" to detect threats long before they became a crisis. The facilities would double as the retailer's new crisis command centers.

## KEY ACTIVITIES

### DISCOVERY

- 21 Interviews
- Best practices research
- Industry roundtable & benchmarking

### IDEATION

- 6 Ideation sessions
- Weekly iteration meetings
- Facility design w/ architects and space planners
- Audio/Visual engineering engagement

## APPROACH AND RESULTS

We began the engagement at the retailer's global headquarters with a kickoff session with the core project team, stakeholders, and internal partners for our client. Global teams participated via video conference. Our team was composed of leaders and key subject matter experts in corporate security, retail loss prevention, business continuity and crisis management, communications / public relations, global intelligence, and information technology.

During the discovery phase, our team conducted interviews with stakeholders and internal partners for our client. We utilized our network of industry partners to conduct benchmarking calls and facility visits with other large global companies that had previously addressed similar challenges. We also pulled together and facilitated an industry roundtable of business and security leaders who provided their insights on similar strategies and facilities to our client.

During the ideation phase, we worked with the client's corporate security and corporate real estate departments in order to design a strategy and facility that would address their current challenges. We held weekly iterative meetings with the client's leadership to work through the operational details of the new center and strategies.

Central to the strategy that we developed for our client was establishing the new Corporate Command Center as the "single source of truth" inside the organization for security incidents, reputational challenges, and intelligence. This approach would enable the centers to rapidly respond to any potential threat that came up on the "radar screen"

The client launched their new Corporate Command Centers successfully with great internal fanfare and executive support. Currently, the two centers handle nearly 50,000 incidents annually with upwards of 30 annual crisis activations.

The two Corporate Command Centers are widely regarded as best-in-class facilities and are frequently mentioned in our client's marketing materials and media appearances.

## OUTCOMES

- Two globally integrated 24x7 facilities (US & India)
- Comprehensive standard operating procedures and battle rhythm
- Custom Microsoft SharePoint based incident management and intelligence platform
- Clearly defined communication strategies
- Clear value-proposition and metrics

## CONTACT

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## ABOUT BRYGHTPATH LLC

Bryghtpath LLC is a strategic advisory firm that specializes in global risk, business continuity, emergency management, crisis communications, and public affairs. Bryghtpath works with the world's leading brands, public sector agencies, and nonprofits to develop strategies that help them strategically navigate global uncertainty.

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