

Strategies for Coronavirus (COVID-19) Preparedness



Summary Results | August 2020

SURVEY SUMMARY

Between March and August 2020, Gatepoint Research invited selected executives involved in their organization's risk management to participate in a survey themed *Strategies for Coronavirus (COVID-19) Preparedness*.

- ▶ Candidates were invited via email and 175 executives have participated to date.
- ▶ Management levels represented are all senior decision makers: 6% hold the title CxO, 9% are VPs, 34% are Directors, and 51% are Managers.
- ▶ Survey participants represent firms from a wide variety of industries including business services, construction, consumer services, education, financial services, healthcare, media, manufacturing (general, primary and high tech), mining, public administration, retail trade, telecom services, transportation, utilities, and wholesale trade.
- ▶ Responders work for firms with a wide range of revenue levels:
 - 54% work in Fortune 1000 companies with revenues over \$1.5 billion;
 - 26% work in mid-market or large firms whose revenues are between \$250 million and \$1.5 billion;
 - 20% work in small firms with less than \$250 million in revenues.
- ▶ 100% of responders participated voluntarily; none were engaged using telemarketing.



EXECUTIVE OVERVIEW

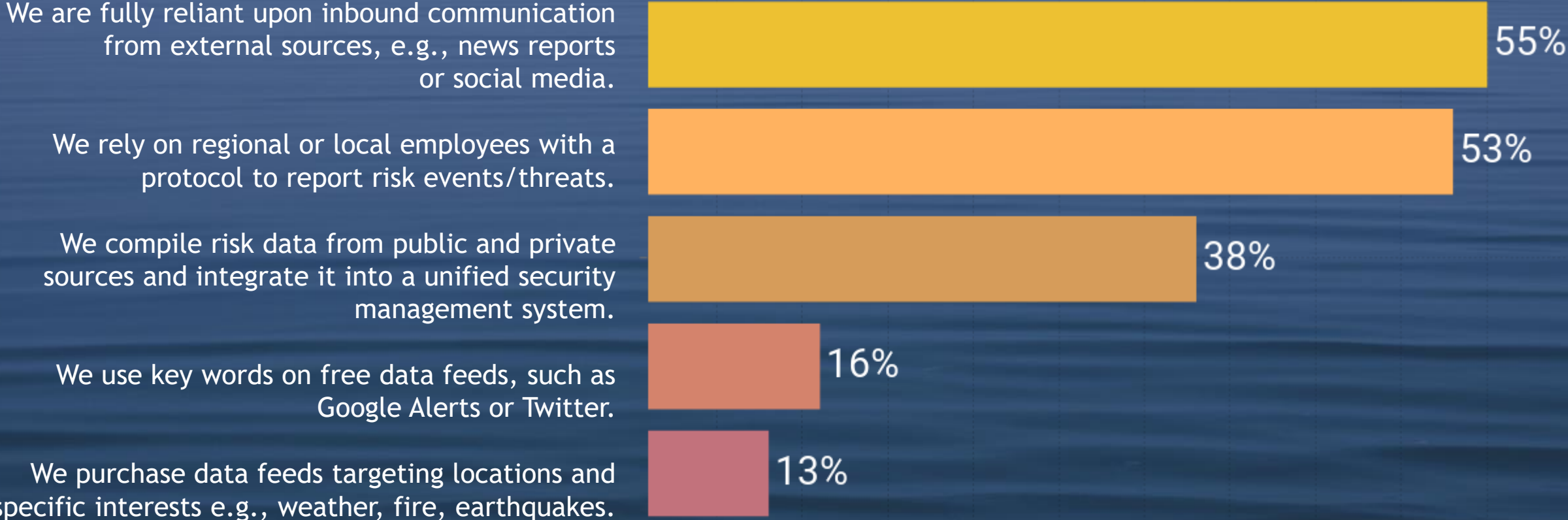


The effect of the COVID-19 pandemic on the business environment has been pervasive and profound. With suddenly dispersed and remote workforce, clients in flux, and dramatic changes in supply and demand, did critical recovery plans stand up to the test?

This survey asks respondents to report:

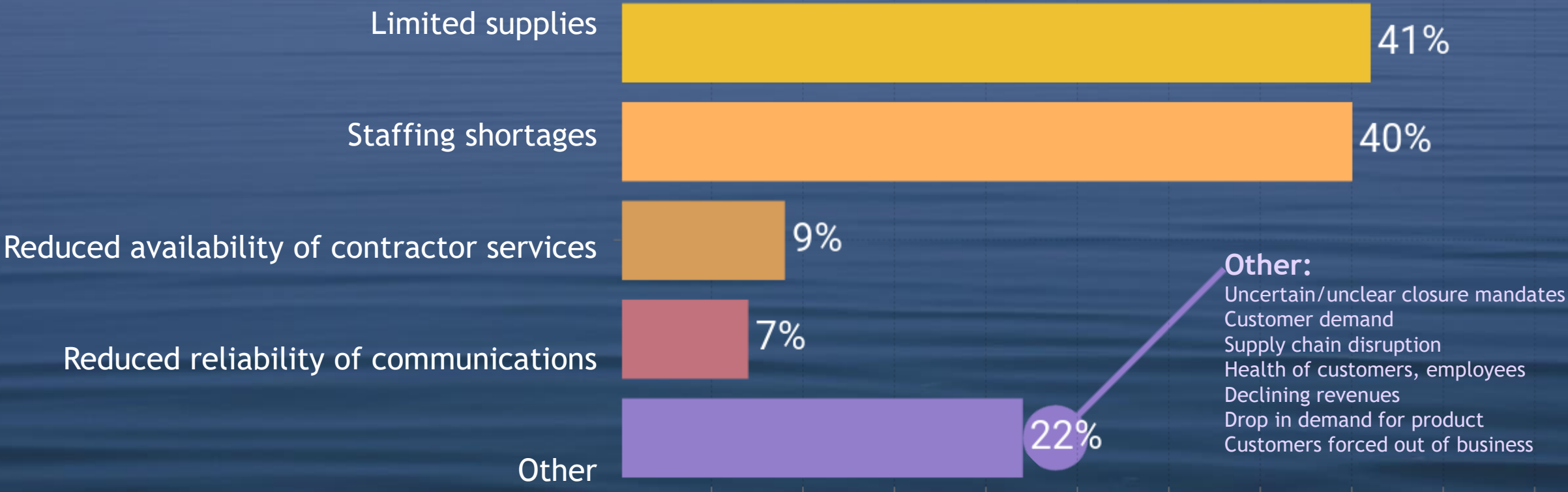
- What information sources does your organization rely on to find out about risk events/threats such as a pandemic?
- What potential business consequence of a pandemic is most concerning? What are the most likely disruptors?
- What operational risk groups do you have in place? What would make your organization more secure during a pandemic?

What information sources does your organization rely on to find out about risk events/threats such as a pandemic?



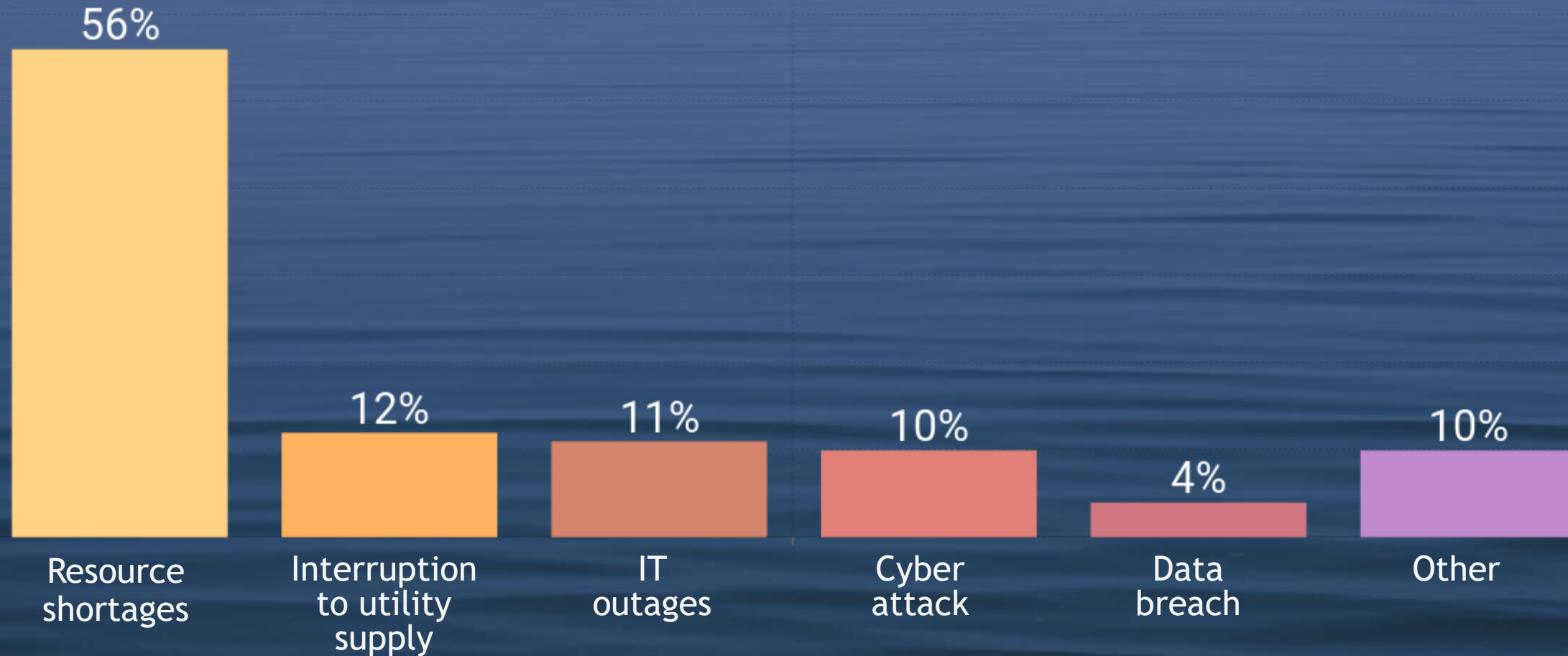
Many of those surveyed say they are "fully reliant" on inbound communication from external sources. However, nearly two thirds of those making this claim also admit using info sources touted by other respondents: reliance on employee information (53% of all respondents), compiled risk data from various sources (38%), free key word data feeds (16%), purchased data (13%).

What potential business consequence of a pandemic is most concerning?



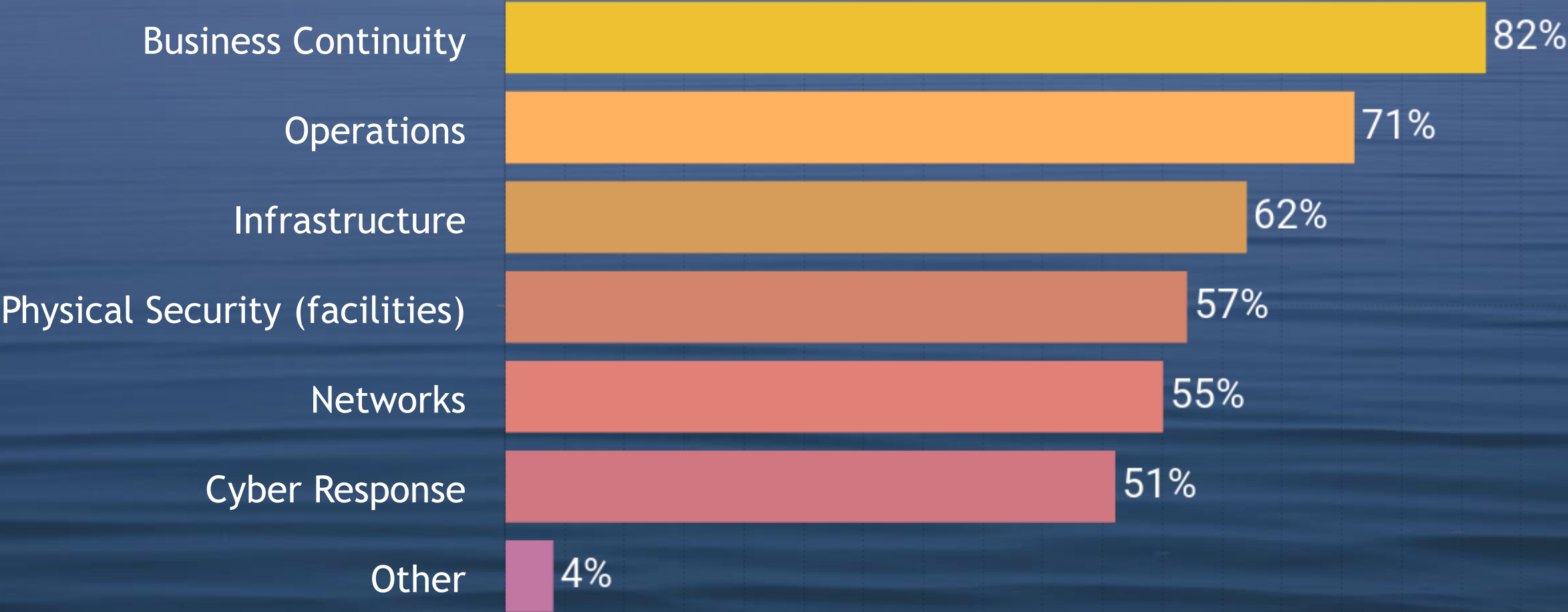
Respondents voice nearly equal concern about supply shortages (41%) and staff shortages (40%), as well as a host of other worries.

In the event of a pandemic, what do you think would be most likely to disrupt your company operations?



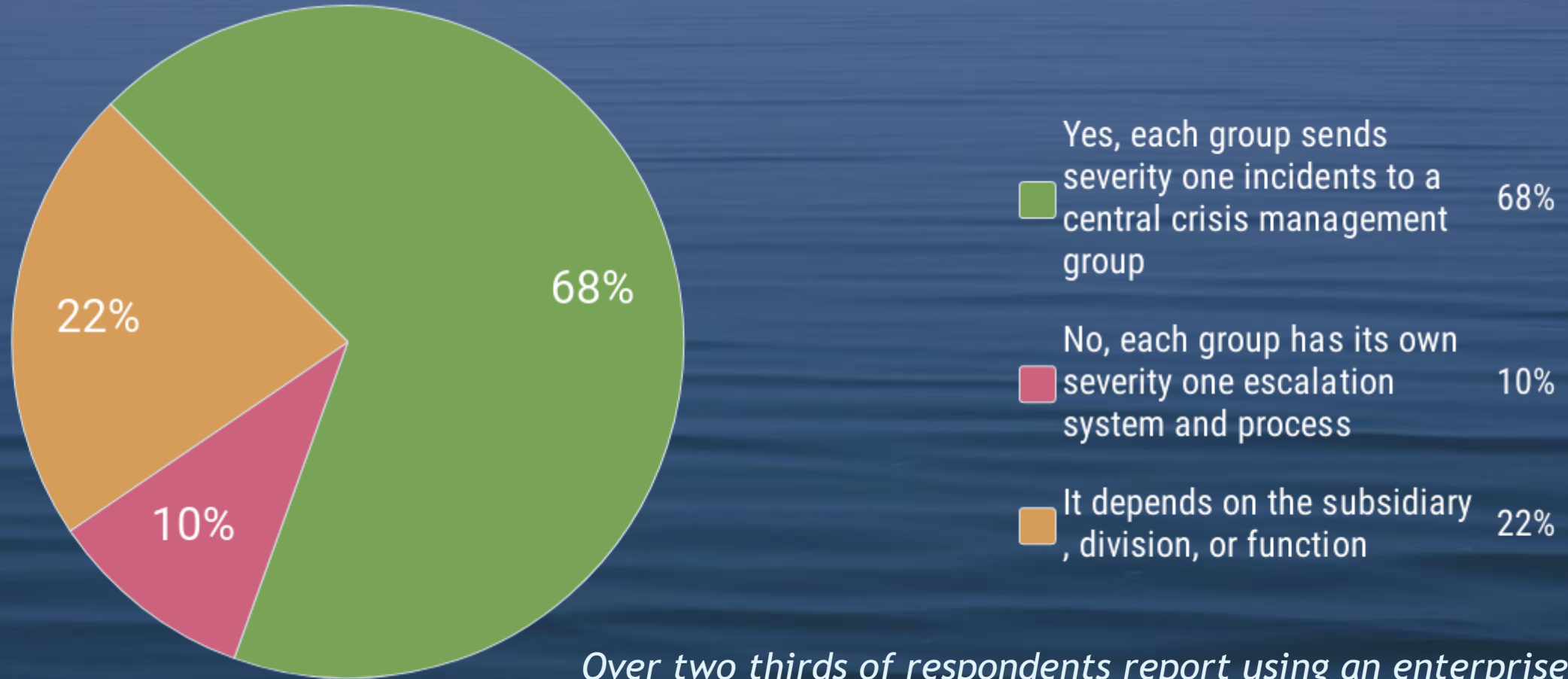
More than half of respondents agree: resource shortages are the most troublesome disruptor of company operations.

What operational risk groups do you have in place?



Though operational risk groups covering business continuity, operations, and infrastructure are fairly ubiquitous, just a bare majority of organizations surveyed (51%) have established a risk group for cyber response.

When responding to severity one incidents, do your operational risk groups use a standardized escalation system and process across the enterprise?

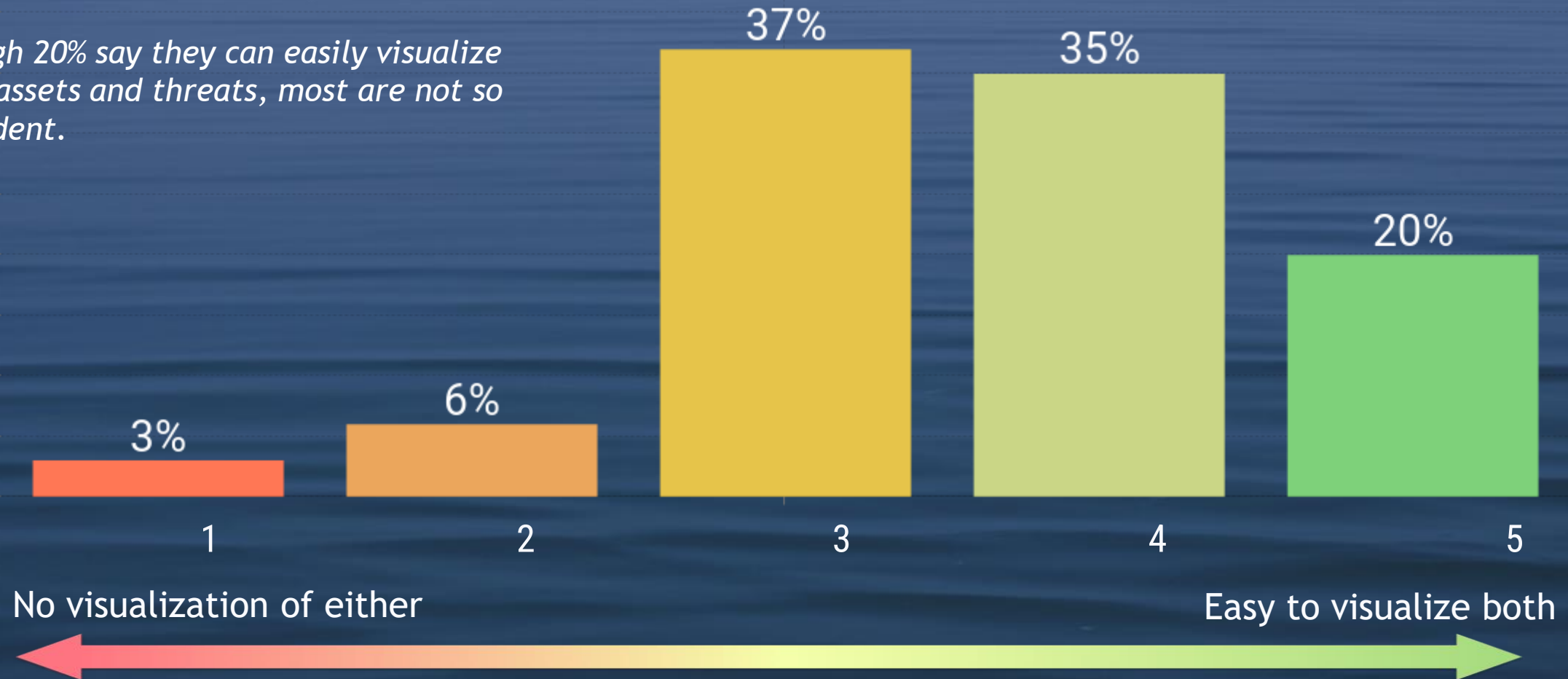


Over two thirds of respondents report using an enterprise-wide escalation system to handle severity one responses.

How easily can you visualize assets, as well as threats to those assets?

(Rate 1 to 5: 1=We have no visualization of either, 5=We can easily visualize both assets and threats)

Though 20% say they can easily visualize both assets and threats, most are not so confident.



To what extent is your organization leveraging metrics to improve critical event responses?

To a great extent: We use metrics to improve critical event responses, continuity planning, and SOPs.

42%

To some extent: We use metrics to improve critical event responses.

43%

To a very limited extent: We only use data to improve a limited number of specific tasks.

11%

Not at all: We're not collecting data for that purpose.

3%

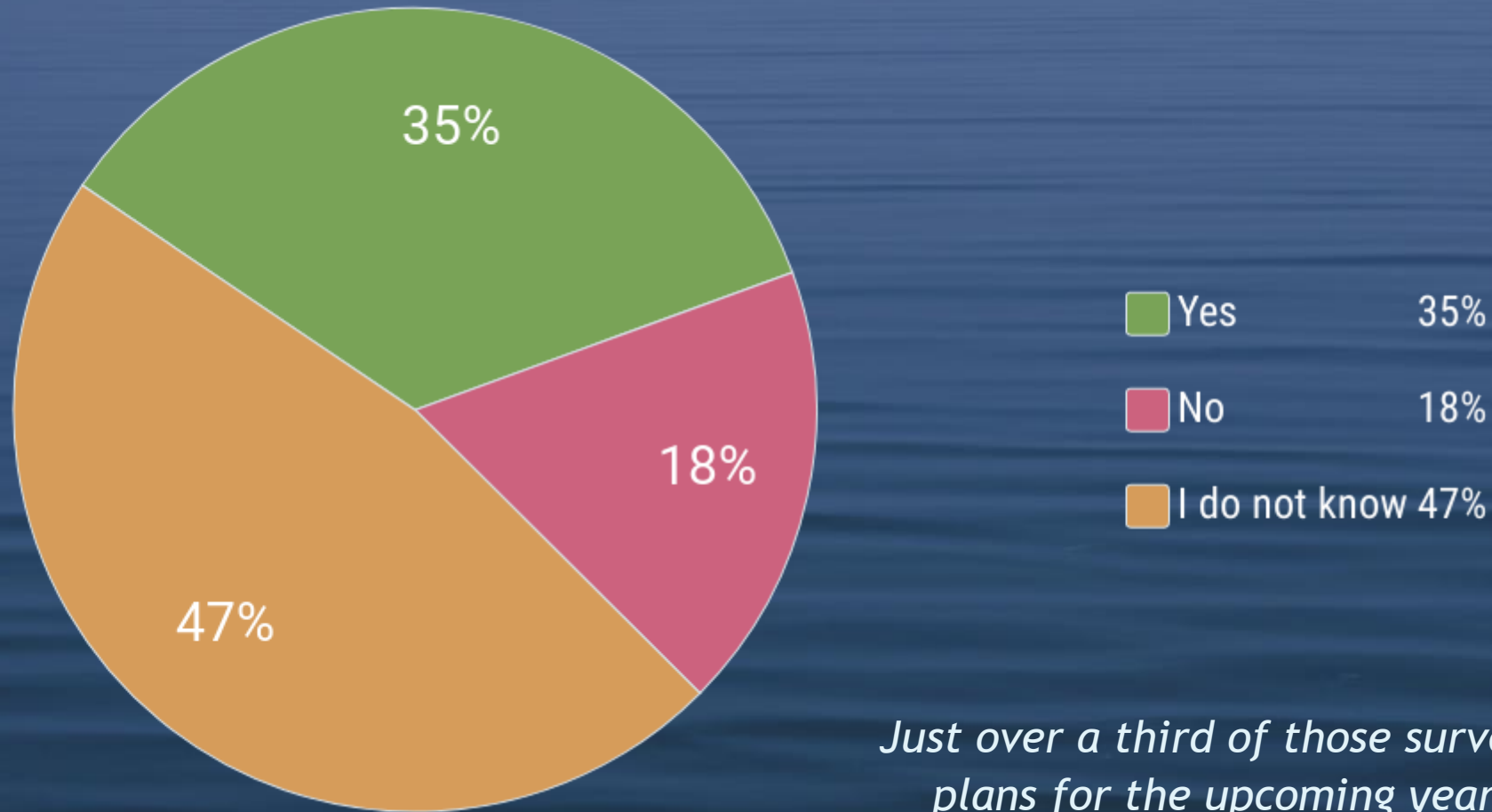
42% of respondents report they rely heavily on metrics to improve their response to critical events; another 43% use them to some extent.

What would make your organization more secure during a pandemic?



Over half of those surveyed say actively visualizing threats against company assets and associates is the best way to stay secure during this crisis. Other important measures noted include stronger threat prediction tools (43%) and curated threat risk feeds (31%).

Have you conducted the annual board review to present your plans for the upcoming fiscal year?

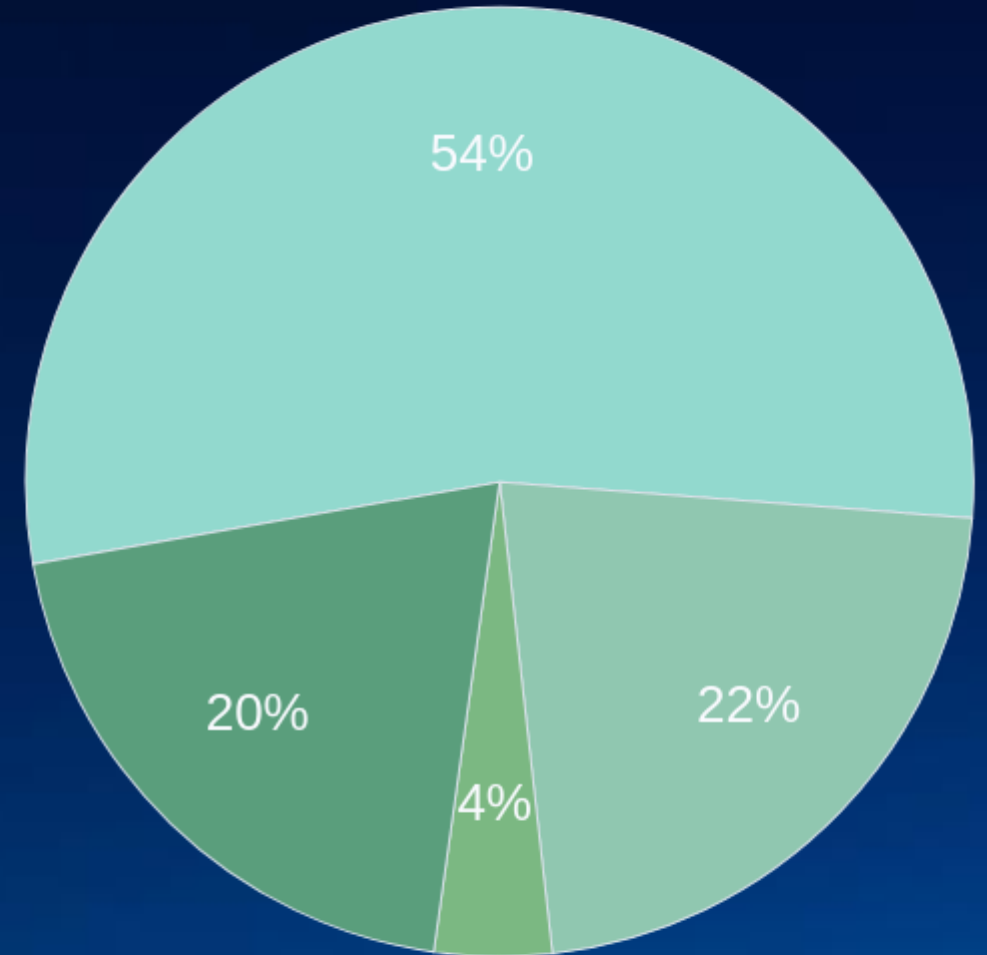


Just over a third of those surveyed have presented plans for the upcoming year. Nearly half are not sure whether plans have been submitted or not.

REVENUE

70% of those surveyed work in Fortune 1000 companies with revenues over \$1.5 billion.

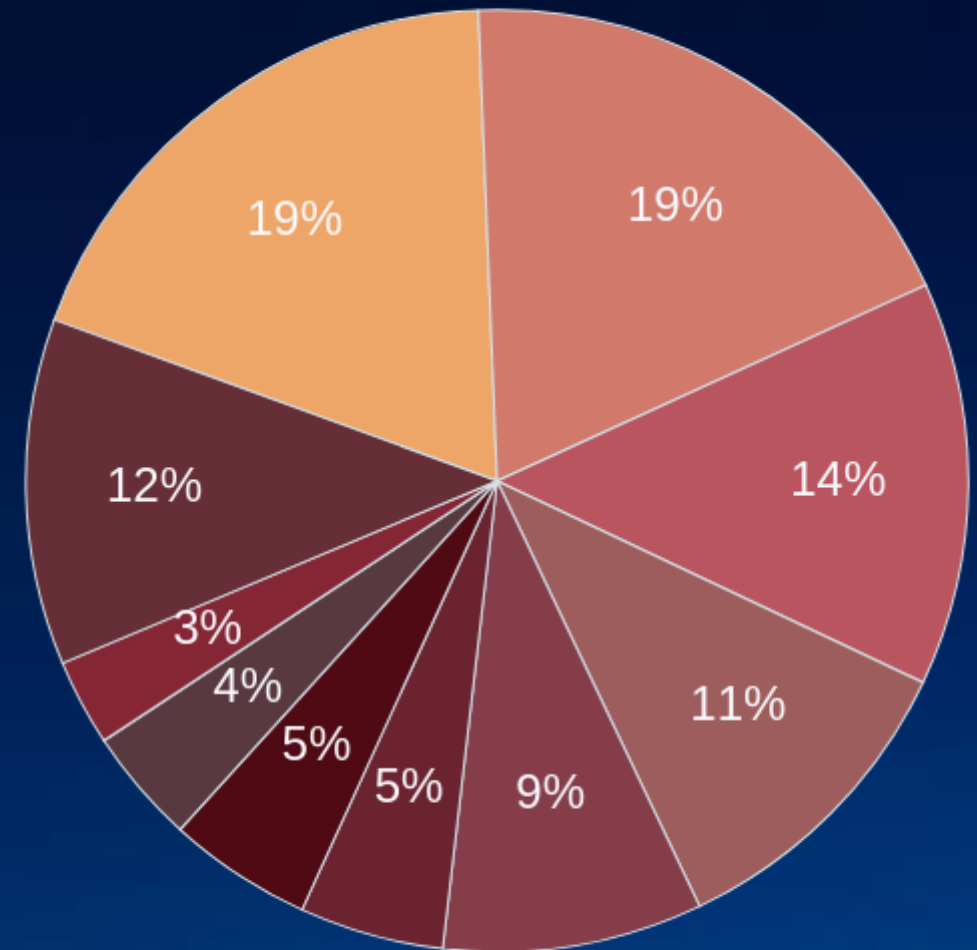
>\$1.5billion	54%
\$500 million - \$1.5 billion	22%
\$250 - 500 million	4%
<\$250 million	20%



INDUSTRY SECTORS

Responders represent a wide variety of industries.

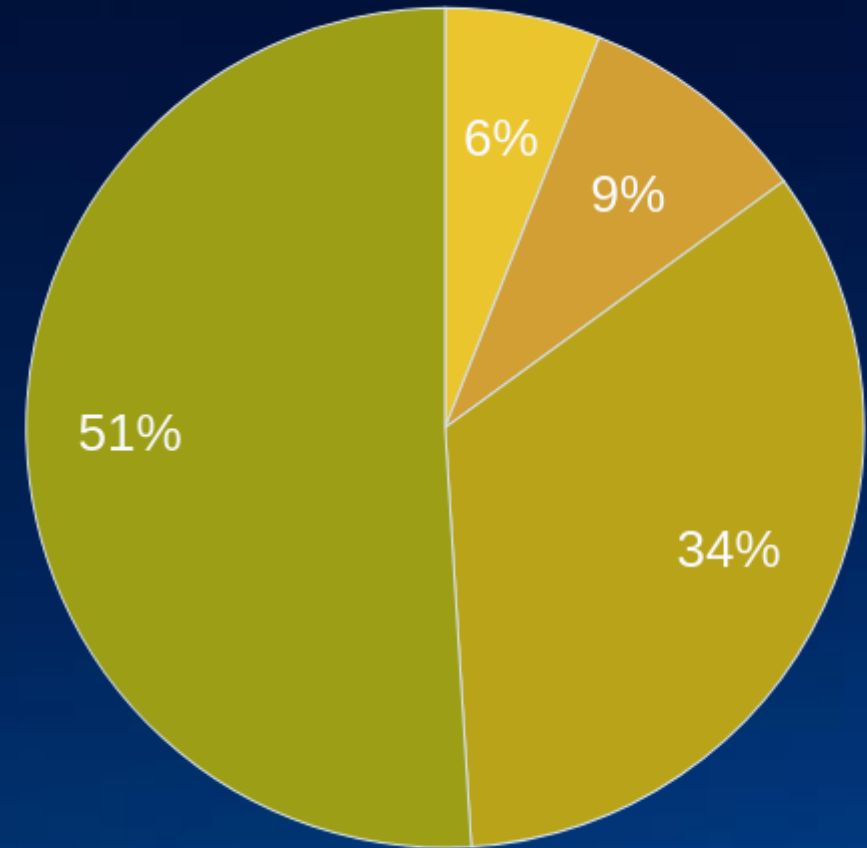
Mfg - General	19%
Mfg - High Tech	19%
Retail Trade	14%
Business Services	11%
Wholesale Trade	9%
Healthcare	5%
Mfg - Primary	5%
Transportation	4%
Consumer Services	3%
Other: Construction, Mining, Education, Public Admin, Telecom Svcs, Utilities, Financial Svcs, Media	12%



JOB LEVEL

49% of survey respondents hold director or executive level positions in their organization.

CxO	6%
VP	9%
Director	34%
Manager	51%





Everbridge is a software company that provides an end-to-end critical event management and threat assessment platform to manage the full lifecycle of a critical event, such as a pandemic.

[Learn more at Everbridge.com](https://www.everbridge.com)