

DON'T LET A CRISIS
LAY THE FOUNDATION
TO A CALAMITY FOR
YOUR BUSINESS!

UNPREPARED



CRISIS
MANAGEMENT
SYSTEM



For a demo, please contact:
sales.support@tcg-digital.com

www.tcg-digital.com

Introduction

A new age, modern digital airline deals with economic, political and environmental hazards that necessitate a responsive, automated and real-time system. The CMS helps you collaborate and coordinate to ensure responsiveness in times of crisis/emergency. Though there are well set rules & policies to deal with such situations, lack of automation not only induces delays but also makes the enterprise prone to human error. These are times where the human mind is more tense than normal and every second counts. With stringent regulatory & compliance policies, it becomes critical to maintain logs, audit trails and reports for future reference and learnings. This ensures you protect your valuable brand equity when media, government, regulatory bodies and public sentiments have the airline in the spotlight.

TCG Digital, a global leader in providing technology solutions to the aviation industry for 17+ years, offers a state of the art Crisis Management / Emergency Response System. Our solution helps you ensure you don't create a bigger crisis while trying to deal with a crisis and empowers your response team to collaborate, communicate and interface with internal and external stakeholders. Consequently you save time, adhere to guidelines and SLAs and respond empathetically but with surgical perfection! Thus you mitigate risks of human intervention which is expected in such scenarios and streamline an efficient crisis management process.

TCG DIGITAL Crisis Management System Incident ▾ Department Team ▾ HI Demo User Last Login 09 Feb 17 19:20:34

DRILL Demo Crisis Incident Name [View Details](#) Department Command Center

DAY	HR	MIN	People on board		Casualty Status		Demand Recieved	Demand Raised	Checklist
008	20	12	02 Passengers	02 Crew	02 Critical	02 Minor Injury	02 Allocated	02 Allocated	02 Allocated
			00 Enquired Passengers	02 Enquired Crew	00 Deceased	02 Reunited	00 Completed	00 Completed	00 Completed

President Message: There is no broadcast message now.

Media Release: There is no broadcast message now.

Broadcast Center: There is no broadcast message now.

Checklist | Demand | Search PDA | Search Cargo | Broadcast Message | Media

Log Enquiry

Enquiry Type * Caller Name * Max 25 chars Contact No * Max 20 chars Alt Contact No. Max 20 chars PNR *

PDA Name * Relationship Discussion Note * max 1000 chars

Call back Travel request Admin request

TCG Crisis Management Solution

Our solution enriches your response to a crisis situation through fast, reliable and secure communication aided by a simple and convenient information and document sharing platform. System enables dashboard based reporting and real time information sharing leveraging seamless integration with your existing software systems / applications.

Business Need



Efficient Response to Crisis

- Effective coordination & organized handling of a crisis situation
- Controlled resource allocation and system integration during crisis
- Transparency in Identification, creation and execution of mission in order to manage the crisis



Brand Equity & Reputation

- External and Internal communication
- Management of public sentiments with empathy
- Sensitization of media & corporate communication releases
- Social media impact management



Compliance & Reporting

- Flexible and custom reporting for actionable insights
- Archiving crisis information for future analysis
- Audits/regulatory compliance
- Data Security & Governance

Crisis Management System Business Benefits

- Automated, structured and process driven preparedness to deal with uncertainty
- Mitigating risks of impact of crisis on brand reputation and brand equity
- Single source of truth and controlled flow of information for actionable insights
- Enhanced efficiency of Crisis response team of the airline
- Leverage learnings, optimize process and maintain records for future reference
- Collaboration and communication between stakeholders

Why TCG Digital's Crisis Management Solution

Value for Money:

Optimal pricing and on-demand business models

Best in class:

Proven, secure and configurable product built by experts with Deep Business & Process Knowledge serving aviation industry for 17+ years

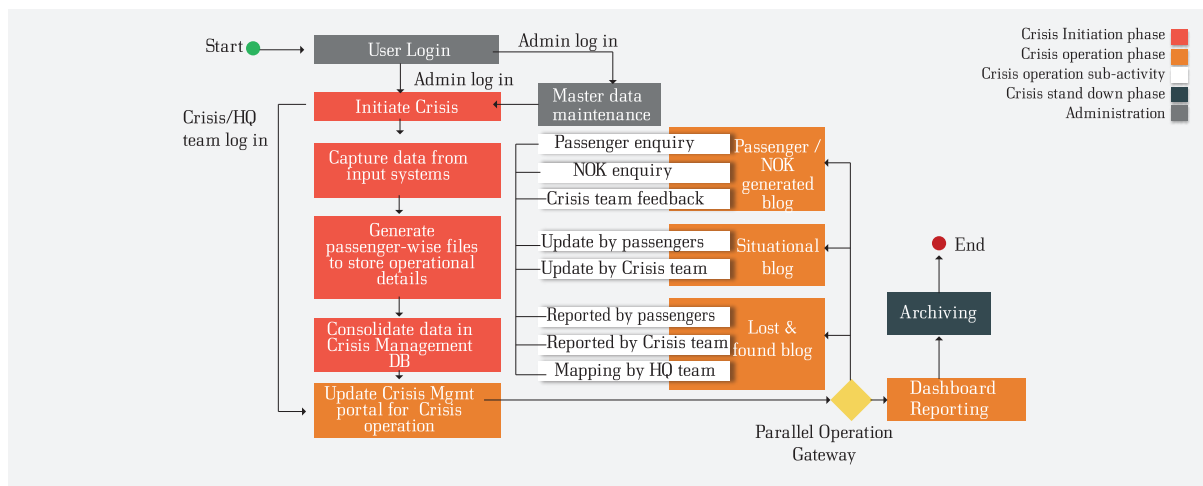
Easy to Implement:

In-premise and on the cloud and seamless integration with surround systems

Time to Market:

Modular and rapid implementation with consultative approach for rapid adoption

Functional Workflow: End to End Crisis Management



CMS SOLUTION HIGHLIGHTS

Event & Action Logs

- Log progress during any emergency operation for future reference
- Optimize process, leverage learnings and meet auditory needs

User Notification

- Real time status updates over web/mobile channels
- Auto-notifications sent for emergency creation, department wise broadcasts, checklist updates and workflow approval request

Seamless Integration

- External systems like PSS/GDS, scheduling system, manifests, HRMS and gateways
- Broadcasting of information to relevant groups with in-built interfaces

Flexible User Group

- System accommodates designated members of airlines as well as allow additional members (volunteers and call centers) required during emergency

Drill Mode

- Provides facility for users to train the support members with emergency experience when drill mode is activated

Hierarchy based approach

- System supports multi level hierarchy for user roles, associated departments and department specific checklists

Crisis Dashboards

- Reports based on real time feeds with role based access
- Single source of truth across the crisis resolution process

In-built Crisis Management Workflow

- Easy to use and rapid access to crisis procedures
- Defined workflow to assign activities to relevant authorities
- Streamlines authorization process for successfully resolving a crisis situation

Available on premise and cloud

- 24 X7 services

Mobile enabled

- Access critical functions through mobile apps.
- Push notifications for users to their respective devices

Manifest updates

- Ensures data integrity and tracks updates for consistency of information
 - Passengers
 - Crew
 - Cargo
 - Next-to-kin
 - Persons-Interested

Configurable Scheduler

- Automatically updates support-member data at pre-defined intervals
- Current info is available at the time of emergency

Data Security

- Data security across 3 levels:
 - User-role based security for access to data and information
 - Internal / external access security
 - Data retrieval for disaster recovery and business continuity

GLOBAL OFFICE

USA
SOMERSET, NJ
CHICAGO, IL
INDIA
MUMBAI, MH
KOLKATA, WB
GURUGRAM, HN
UAE
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TCG Digital helps build the Digital Aviation Enterprise of Tomorrow leveraging analytics, cyber security, mobility and automation solutions. We have been razor-focused on the aviation industry since 1999 with focus on delivering business value enabled with technology. Our global aviation clientele spreads across North America, Latin America, Europe, the Middle East, Asia Pacific, and Africa including Full-Service Carriers (FSC), Low-Cost Carriers (LCC) and "Hybrids" with multi-year strategic partnerships committed to our client's success.