

# 9 Reasons Why Business Continuity Plans Must Include Contact Management SaaS for Smartphones



Business Continuity is critical for businesses and government organizations so that the organization can continue with ongoing operations and recover from potential threats and disasters while minimizing financial loss and interrupted operations. Business continuity plans include creating systems of prevention and recovery that keep employees and infrastructure from harm. The stakeholders are driven by the need to galvanize resources and link key decision-makers and personnel during emergencies.

A key piece in Business Continuity is ensuring all teams can receive the latest information and communicate effectively via business smartphones in emergency situations.

## 9 Benefits to Deploying a Secure, SaaS for Contact Management Before an Emergency

1.

Employees always have the latest and most complete contact details for decision-makers and responders on their business smartphones.



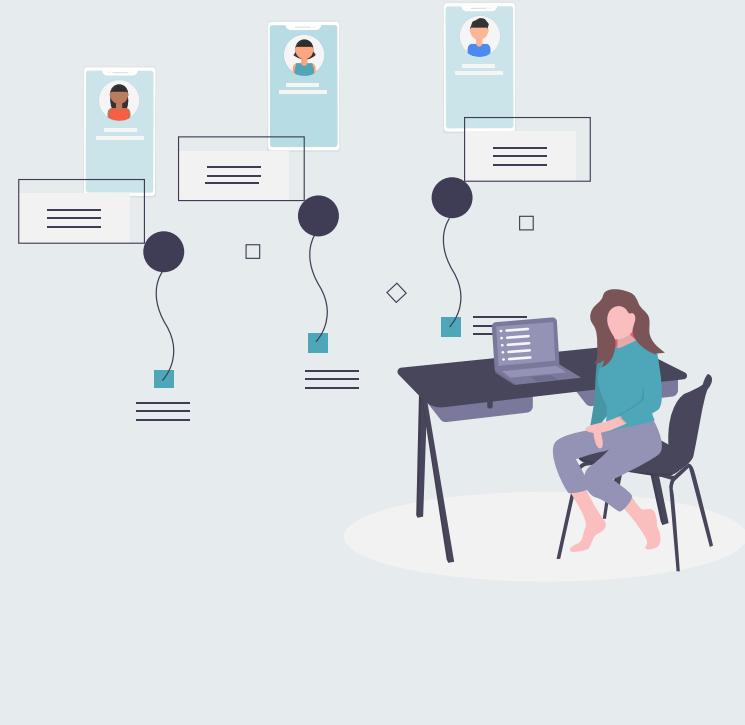
2.

Custom contact lists of the disaster-management chain of command from the CEO to the lowest-ranking employees are automatically synced for employees who need them.



3.

Managers have In Case of Emergency (ICE) confidential contact lists for their direct reports that are not shared company wide.

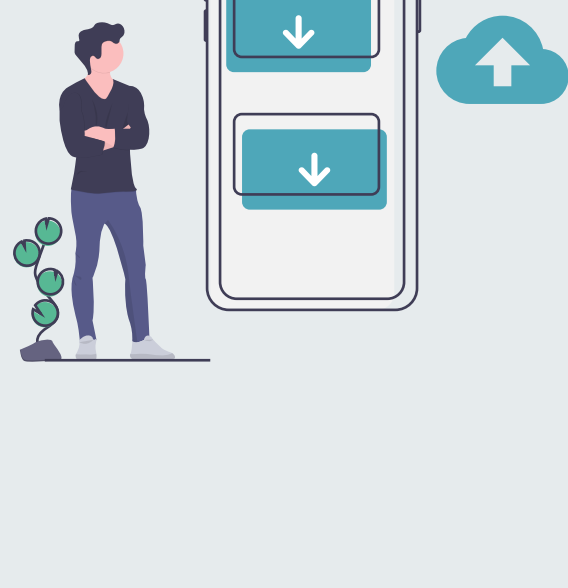


CiraSync is quick and easy to set up and get running. Runs as it should with little to no intervention.

CiraSync Reviewer on g2.com

4.

New and changed data is automatically pushed via the secure Azure cloud to authorized employees without any action on their part, even if there is a disruption in the business.



5.

Broadcast and/or employee-to-employee communication can be enabled via SMS, PIN-to-PIN, or via PTT.



6.

Personnel can instantly identify and prioritize incoming calls and messages from authoritative sources.



We looked for a product to do this for a very long time and even invested a ridiculous amount of money to have someone build us an Azure based app/site to do the sync, which eventually stopped working after Azure updates and changes. We are so glad that we found CiraSync. It has done exactly what we wanted it to do, and I know it can do more. And, it's reasonably priced.

CiraSync Reviewer on capterra.com

7.

Accurate and up-to-date emergency plan documents and external contact lists are delivered to smartphones.



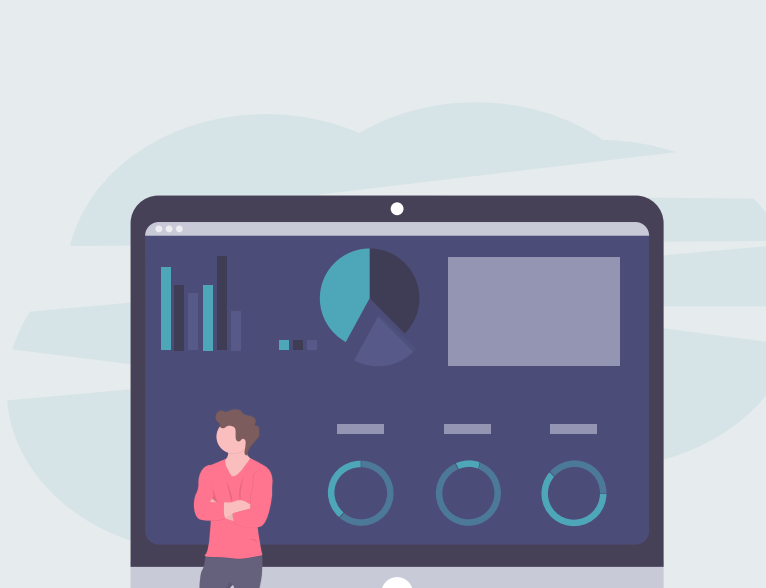
8.

Accurate contact information means wide-scale Continuity of Operations/Disaster Recovery broadcasts via third-party notification systems will reach the right people instantly.



9.

Centralized administration by a single Global Administrator means manual pushes, data or user edits, and after-the-fact error corrections are eliminated. And, the administrator sets privilege levels and access to protect employee and executive privacy to conform to organization privacy standards.



Join more than 6,000 companies with over 100,000 users who rely on CiraSync every day.

### About Cira Apps Ltd.

Cira Apps Ltd is a SaaS company with solutions that enhance Office 365 productivity for iPhone and Android business users. CiraSync, the flagship product, is used by more than 6,000 companies to provide productivity gains and cost savings of contact and calendar automation to over 100,000 smartphone business users. The company is headquartered in San Jose, California.

Learn more at [www.cirasync.com](http://www.cirasync.com).