

IT happens

How to reduce the damage of IT downtime



IT downtime is bad news. It's bad for productivity and morale, it costs loads of money and, ultimately, it reflects badly on the reputation of your organization. But, in a tech-powered world, occasional downtime is inevitable.

But even if you can't eliminate downtime completely, you can mitigate against it with a proactive IT communications strategy.

That's where indigo, our multi-channel messaging platform, comes in.

Real-time communication

Communication is the key to minimizing the damage done by IT outages. If you keep people informed, they can adapt. Leave them in the dark though, and you can expect confusion, stress and wasted time.

Using OpenMarket's platform, you can provide clear, up-to-the-second information about servers or networks when they're offline. The platform uses SMS and MMS to let people know what's going on using the channel they prefer.

So, if you're undergoing a server restoration process, you can keep employees informed throughout, eliminate confusion and provide alternative work instructions. And if there's been a security breach, you can notify employees of the threat and let them know they need to change their passwords right now.

IT downtime happens, but using OpenMarket's platform, you can keep people informed, efficient and happy.

The indigo platform in action

An enterprise operating across several time zones has a sudden and unexpected server outage in one of its territories.

Using intelligent messaging workflows, the IT department can alert any employee around the world who will be affected by the outage. And they can request a response from a member of the team in that region to ensure someone is 'owning' the issue.

If no one responds within a certain amount of time, they can escalate the notice to the next level, for example, by notifying a manager.

This means that the problem gets fixed as quickly as possible, and employees are kept informed so they can find a workaround and productivity won't suffer too much.

We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

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