



SECURITY EXECUTIVE COUNCIL

A research and advisory firm

Solution Innovation Case Study: JetBlue Brings AlertMedia on Board to Take Its Resilient Culture to New Heights

The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved to help security practitioners expedite choosing a trustworthy risk mitigation vendor with confidence given the myriad of viable options in the marketplace. Proven Solution Innovation Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

Risk Issues and Mitigation Opportunities:

- **Complex Risk Environment:** “We have planes in the air at all times across over 30 different countries,” Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue. With 1,000 daily flights and over 23,000 employees, JetBlue faces crisis management challenges unique to the aviation industry. “Critical events happen every day in the aviation industry. Whether there’s an aircraft with a mechanical issue that requires maintenance, a winter storm that grounds our planes, or a medical situation that requires an emergency landing, we always need to be prepared,” Penny Neferis.
- **Disparate Tools and Data Sources:** Before AlertMedia, JetBlue’s business continuity and emergency response team was using a number of different emergency communications solutions to act on its robust crisis response plans that cover a wide range of potential events.
- **Manual Risk Identification:** The team was manually identifying threats via news alerts or by fielding calls from employees about something happening in a specific location

Solution Requirements:

- **Two-Way Emergency Communications:** Reach those at risk quickly and effectively with two-way, multichannel notifications and delivery confirmation
- **Notification Templates:** Streamline notification process with customizable templates.
- **Verified Threat Intelligence:** Reliable information the team can trust with analyst-vetted intelligence.
- **Mobile App:** Monitor threats and communicate from anywhere with a powerful mobile app companion.
- **Integrated Platform:** Assess and respond to risks in one place without ever having to switch systems.
- **Intuitive Interface:** Empower admins with a user-friendly system designed for speed.

Delivered:

- **AlertMedia Emergency Communication Software:** “AlertMedia is incredibly intuitive to use. Even if someone only uses the platform once or twice a year, it’s easy for them to select the

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right template and send off a message.” Marlene Wild, Emergency Response Manager, JetBlue. JetBlue regularly uses the emergency communication capabilities of AlertMedia for both real and simulated events. May 2022, when a mass shooting event in the Buffalo area threatened its team members, the business continuity and emergency response team sent wellness check surveys to all employees in the surrounding area. “Often, our crewmembers will reply to messages to say thank you or how much they appreciate knowing that we care for them. That’s important to us,” Penny Neferis.

- **AlertMedia Threat Intelligence:** After finding success with AlertMedia’s emergency communication solution, JetBlue began using the platform’s integrated threat intelligence capabilities. “When it comes to monitoring threats, there’s a lot of noise. Before AlertMedia, we had to spend a lot of time sifting through to see which threats were credible and which weren’t,” says Neferis. This manual attention was a serious issue for JetBlue in the past, with the business continuity and emergency response team relying on news alerts or fielding calls from employees about something happening in a specific location. “AlertMedia’s analyst-vetted threat intelligence makes a huge difference in how quickly and effectively we can respond to critical events,” says Neferis. “Now, we feel like we’re always a few minutes ahead. When we get an alert, we can jump into the tool to see what’s happening, identify which employees may be affected, and proactively communicate with them.”

Outcome and Benefits of Service:

- **Platform Consolidation:** Thanks to AlertMedia, JetBlue can stay on the pulse when it comes to monitoring threats, gauging employee wellness, and ensuring efficient communication through an emerging situation—all from one intuitive platform. By integrating threat intelligence with emergency communication, the business continuity and emergency response team at JetBlue can monitor threats and communicate with their crewmembers as quickly as possible. “We need verified information, and we need it fast. Having the confidence that trained analysts vet the information is crucial. Of all the emergency communication solutions we’ve used, only AlertMedia has been able to provide us with that,” Marlene Wild, Emergency Response Manager, JetBlue. “Before partnering with AlertMedia, JetBlue’s business continuity and emergency response team used a number of different emergency communication solutions. By far, AlertMedia’s combination of high-speed notifications and threat intelligence has proved to be the most agile tool we’ve used to date. We also always seek business partners who align with JetBlue’s mission and culture,” Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue
- **Ease of Use:** “AlertMedia is incredibly intuitive to use. Even if someone only uses the platform once or twice a year, it’s easy for them to select the right template and send off a message.” Marlene Wild, Emergency Response Manager, JetBlue
- **Mobile App:** JetBlue also relies on AlertMedia’s full-featured mobile app to monitor events and communicate with employees. “The AlertMedia mobile app is fantastic because it mirrors what

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I see on my laptop. Having a mobile workforce that is also on call at times, this kind of cross-functionality matters. Whether I'm in the office or standing in line at a coffee shop, I can confidently use it to send out messages from wherever I am." Marlene Wild, Emergency Response Manager, JetBlue

- **Analyst-Verified Threat Intelligence:** After finding success with AlertMedia's emergency communication solution, JetBlue began using the platform's integrated threat intelligence capabilities. "When it comes to monitoring threats, there's a lot of noise. Before AlertMedia, we had to spend a lot of time sifting through to see which threats were credible and which weren't. AlertMedia's analyst-vetted threat intelligence makes a huge difference in how quickly and effectively we can respond to critical events. Now, we feel like we're always a few minutes ahead. When we get an alert, we can jump into the tool to see what's happening, identify which employees may be affected, and proactively communicate with them." Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue
- **Transparent, Upfront Pricing:** "Early on, AlertMedia stood out to me because there was no nickel-and-diming. It was like, 'this is the product, and when we roll out enhancements, you're going to get them'," Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue
- **Partnership Approach:** While functionality is essential, so is flexibility and support. With AlertMedia's collaborative approach to development, JetBlue can consistently leverage the AlertMedia platform in the best possible way. "We work with many business partners, and the level of service provided by AlertMedia is second to none. With AlertMedia, we immediately felt taken care of and supported. The support team is incredibly receptive to our requests and ideas, which are always listened to and implemented, when possible," Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue
- **CareTeam Use** – Jet Blue's CareTeam uses the solution to promote the company's employee humanitarian aid post incident, such as hurricanes, fires, floods, etc.
- **Operations Team Use** – overtime shift requests are now filled in 50% less time, dramatically improving enterprise-wide incident response and recovery efforts and reducing operational downtime.

"Finding AlertMedia was like a breath of fresh air. From the start, we were impressed with how the product and people match our core values. Our confidence in the alert information was 4/10 before Alert Media. It is now 9.5/10. " Penny Neferis, Director of Business Continuity and Emergency Response, JetBlue

Video: [AlertMedia Overview | Identify Risk, Communicate Faster, Protect Your People](#)

SIP Case Study Authentication Process

This process was overseen by a Security Executive Council subject matter expert with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. Client end-user authenticated **October 2024**

Note: *The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

A General Comparison of Competition

Client Service/Resource Attributes or Capabilities	AlertMedia YES/NO	Company A YES/NO	Company B YES/NO
Emergency Communications			
Multi-Channel Notifications	Yes	Yes	Yes
Two-Way Communication	Yes	Yes	Yes
Surveys & Feedback	Yes	Yes	Yes
Read Confirmation	Yes	Yes	Yes
Notification Templates	Yes	Yes	Yes
Event Pages	Yes	Yes	Yes
1-click to Initiate a Notification	Yes	No	No
Simple 5-Step Framework to Send a Notification	Yes	No	No
Threat Intelligence			
US Incidents	Yes	Yes	Yes
International Incidents	Yes	Yes	Yes
On-Staff Meteorologists	Yes	No	No
Analyst-Verified Intel	Yes	Yes	No
24/7 Access to Analysts	Yes	No	No
In-Depth Reports	Yes	Yes	No
Historical Threat Search/Reporting	Yes	Yes	No
Platform			
Straightforward data and group management	Yes	No	No
HRIS Integrations	Yes	Yes	No
Flexible Admin permission settings	Yes	No	No
Fully integrated, natively built solutions	Yes	No	No
Train Admins in 20 Minutes	Yes	No	No



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Full-Featured Mobile App	Yes	No	No
Customer Support			
Dedicated 1:1 Customer Success Manager	Yes	No	No
No-Cost Implementation Support	Yes	No	No
24/7/365 Live Customer Support	Yes	No	No
Proactive Account Check-Ins	Yes	No	No

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<https://www.securityexecutivecouncil.com/solutions/vendor-innovations>