

# Automated Text Alerts for England Rugby

## Enhancing security at 28 Venues across England



# 2.5m

Members & players across England

### Challenge

The RFU's manual communication for emergency updates was slow and inefficient, prompting the need for an automated solution to improve response times and streamline stakeholder alerts.

### Outcome

With Finfo's automated alert system, the RFU achieved faster, simultaneous communication, enhancing crisis response efficiency and safety measures at the Allianz Stadium.

Headquarters London, UK	Founded 1871	Industry Sporting Body	Members 2.5 Million
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### About RFU

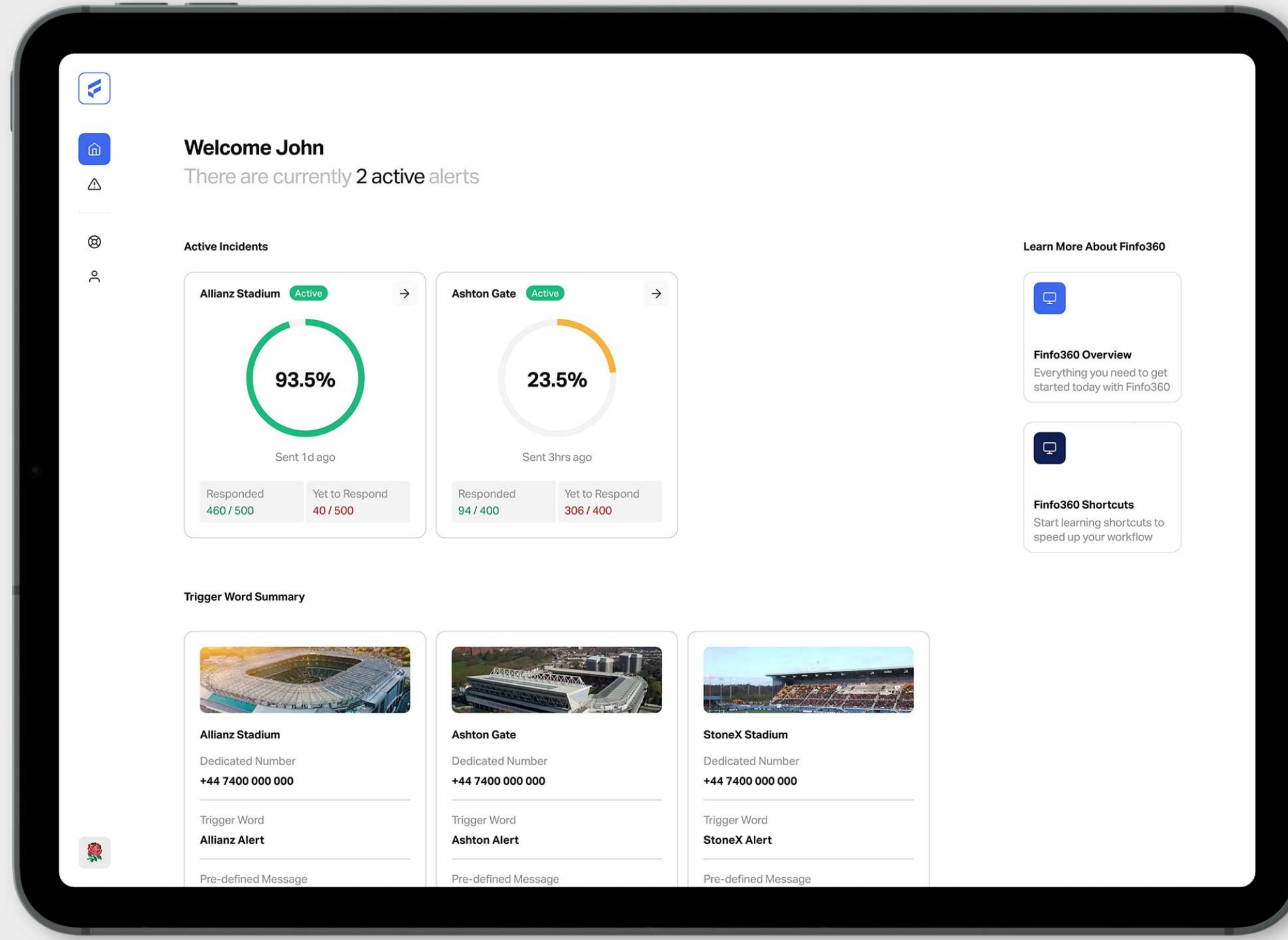
The Rugby Football Union is the national governing body for rugby union in England. It is an industrial and provident society owned by over 2,000 member clubs, representing over 2.5 million registered players, and forms the largest rugby union society in the world

### Challenges & Objectives

Historically, RFU security teams relied on designated individuals to manually communicate emergency information to stakeholders in times of crisis. This process proved slow and resource-intensive, falling short of the immediacy needed for optimal response. The RFU identified automation as the key to reducing these inefficiencies and achieving faster, more effective communication in emergency situations.

Leveraging its expertise, Finfo partnered with the RFU to design a solution that would address their main challenge:

- 01 Streamline communication and safeguard stadium operations.



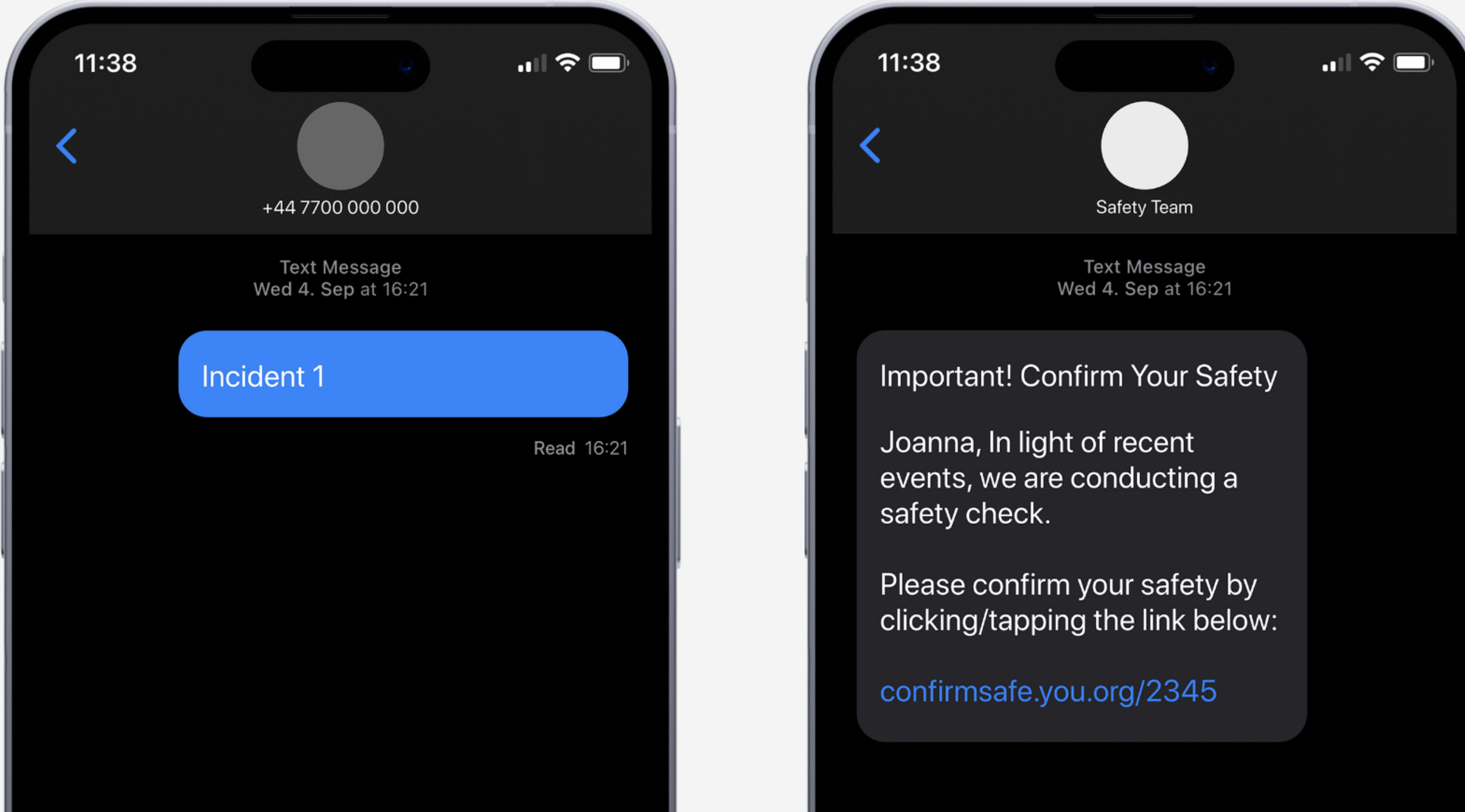
Alert Dashboard

Alerts are set-up and monitored through our online platform, Finfo360.

### Automated Alert System Benefits

With Finfo's automated alert system, the RFU benefits from a secure and agile communication platform that integrates seamlessly with existing data sources. Contact details are kept current using information from network providers and active directories, while customisable message segmentation allows different teams to receive tailored alerts.

Trigger words and predefined messages also support more advanced incident management. Messages can include specific links or actions, empowering security teams to execute detailed crisis responses with ease and clarity. By simplifying the crisis management process, the Allianz Stadium's RFU security teams now maintain a heightened level of safety and control across all events.



Alert Trigger System

Triggering an alert is as simple as sending an SMS message. In the example above the phrase "Incident 1" is sent to a dedicated number which then automatically and instantaneously sends a bulk message to all the numbers associated with that alert warning them about potential dangers or asking them to confirm their safety.

### Outcomes & Impact

Through its collaboration with Finfo, the RFU has significantly reduced emergency response times at Allianz Stadium, securing a safer environment for both staff and visitors. The automated emergency alert system has streamlined communication protocols, eliminated inefficiencies, and enhanced the stadium's overall security operations.

Finfo's support has not only optimised the RFU's response strategy but also demonstrated the tangible benefits of automated communication in a high-stakes setting. This partnership reaffirms the value of innovative, data-driven solutions in ensuring the safety of large-scale venues and public gatherings.

### Any Questions?

Book a personal introduction to Automated Alerts via [info@finfo.io](mailto:info@finfo.io)