Mobile Business Continuity for Home Shopping Channel

QVC, part of the Liberty Media Corporation, is one of the world's top five shopping channels, with worldwide revenues of more than $7 billion. Today, QVC (Quality, Value, Convenience) is a household name, broadcasting 24 hours a day to 18 million UK homes, serving around one million customers every year. QVC employs more than 2,000 people in the UK at its broadcast centre in London and vast distribution and contact centre at Knowsley near Liverpool.

The challenge

As a 24-hour business, business continuity planning (BCP) and disaster recovery (DR) are crucial concerns for QVC. The company had developed a strategy based on "battle boxes" (red folders that contained all the critical information required by key executives in the event of a serious disruption to operations) but now needed a better solution. QVC knew that the system was effective, but complex and costly to maintain. They have about 230 people with specific responsibility for aspects of BCP and DR and each person had to keep their battle boxes handy at all times. Whenever there was a change or update to the documentation, they all had to remove the old document and replace it with the relevant new sections.

Inevitably, there were flaws in the process, mostly attributable to its reliance on busy people with plenty to distract them in their day-to-day routines. When there was a fire drill, you could see all the people going through their battle boxes at the fire assembly points but every now and then there would be a problem: on one occasion, one of the team left his desk in a hurry, rushed to his car to get his box and found he'd left his car keys on his desk. Clearly, there had to be a better way.

The solution

The solution selected was based on Interchange's P2M Push to Mobile software for smartphones. Using the P2M software allowed QVC to automate the process of getting the right document to the right people, at the right time. The new file simply replaced the old file, automatically, and was stored directly on the device.

One of the compelling new features of the solution was the ability to deliver multiple file formats to the users smartphone, including MP4 movie files. It allowed QVC to extend the capabilities of the P2M application into other key areas of the business. For example, if QVC has a new soundbite or trailer that needs rapid approval, it can be delivered instantly it to everyone who needs to see it. P2M can also store all kinds of essential documentation locally on each user's smartphone - Word files, PDFs, HTML files, MP3s and more - so that it can be accessed even if there is no mobile signal.

The Benefits

- Up-to-date BCP and DR documents are accessible even if the corporate infrastructure or mobile network are down
- Greater efficiency – executives always have their smartphones with them
- Rapid disaster recovery and enhanced business continuity – everyone has fast access to all the resources they need
- Lower costs – less paperwork, less time taken to distribute new documents and updates
- Easy management and maintenance; everything is organised electronically

The P2M Push to Mobile solution has brought an end to the battle boxes and QVC says that now there is far less risk of error as no-one goes anywhere without their smartphone, and all the relevant files are updated automatically.

If the worst should ever happen - or even a minor disruption - then all the key people have everything they need to keep the impact on the business to a minimum. With the P2M solution, QVCs business continuity and disaster recovery processes are more effective, more reliable and easier to use.

The management and maintenance of the system is less costly, with less paperwork and less time taken to get the information to the right people. The necessary changes are made centrally and the platform pushes the right documents out to the right people electronically. QVC say it's faster, easier and much less expensive to manage than the battle boxes.

The solution is also scalable and adaptable, enabling QVC to take advantage of new technologies as they become established: indeed the ability to deliver MP4s to smartphones is going to become increasingly valuable.

What can P2M Push to Mobile do for your business?

P2M Push to Mobile Business Continuity provides a total corporate information tool that doesn't rely on email. With P2M you can securely deliver documents, procedures, service manuals, diagrams, videos, rotas etc directly on to smartphones, unobtrusively and reliably; and be assured that the information will be refreshed each time it is updated at the office.

So when remote or peripatetic staff need immediate access to critical or even just useful information, it is available to them immediately - even if enterprise IT systems are down or the mobile network isn't accessible.

To find out more about an Interchange digital communications or P2M Push to Mobile solution and other mobile working solutions or our applications development and support services contact us on **0333 555 5716** or email **info@interchangegroup.com**

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