



Continuous visibility of NC4 tracked incidents shown on NC4's Situation Map gives you immediate situational awareness.

Vertex Pharmaceuticals: Caught in the Aftermath

Having lay quiet in a deep slumber for close to two centuries, Iceland's Eyjafjallajökull awoke with start on April 14, spewing an enormous ash cloud into the skies, leading to a shutdown of airspace across most northern European countries. In the days that followed, air travel ground to a halt, stranding an estimated 10 million travelers worldwide and creating travel disruptions lasting for over a month.

NC4's team of analysts had been monitoring and reporting on Iceland's Eyjafjallajökull since late March when it began showing signs of activity. When it unleashed its fury the morning of April 14, NC4 analysts were quick to react and began reporting on airspace closures and flight disruptions resulting from the volcanic ash cloud.

"NC4 is so much faster than iJet."

Hamilton Mixon
Senior Director, Risk and Global Security
Vertex Pharmaceuticals

Vertex Pharmaceuticals had 30 people in Vienna, Austria at the time of the April 14 eruption, attending the annual European Association for the Study of the Liver (EASL) meeting. Hamilton Mixon, Vertex's Senior Director of Risk and Global Security was part of this group, and got to witness firsthand how having fast information literally at one's fingertips can vastly improve situational awareness and the ability to be nimble and swift in making decisions. Hamilton closely monitored the NC4 notices about the air travel disruptions and by Thursday, April 15, the decision was made to evacuate all but 5 of the 30 people attending the EASL meeting back to the States.

Situational Readiness

Vertex Relies on NC4 for Reliable, Timely Information

Vertex Pharmaceuticals was founded in 1989 and has 1,400 employees worldwide. Vertex's goal is to advance science and breakthrough drugs, and the EASL meeting is a significant event for Vertex given that one of their focus areas is on the treatment of Hepatitis C infection.

Vertex depends on NC4 for providing them reliable, timely information. Hamilton Mixon, Vertex's Senior Director of Risk and Global Security and a long time user of NC4's services, says that the main difference between NC4 and iJet is that "NC4 is so much faster than iJet". And, when it comes to making quick decisions on whether to shelter in place or evacuate, reliable and timely information can be the difference between life and death.

NC4 was pivotal in providing Vertex information about airport closures and other regional impacts in the aftermath of the eruption of Iceland's Eyjafjallajökull. When the decision to evacuate was made, they had missed the window for buying train tickets, so they chartered a bus to Rome, knowing from NC4 that Rome was one of the few cities that still had an airport open. Thirteen hours later, the 25 Vertex employees were on a plane home, while thousands of other travelers remained stranded across Europe, with no clear picture of how to get home.

Vertex's Global Security Information Center (SIC): a hub of information

In Vertex's Cambridge Massachusetts headquarters, the security information center serves as the hub for information, focusing on all things happening globally. Operating 24x7x365, the SIC triages, manages and disseminates information to the security, travel and management teams. The control room keeps a constant watch, using multiple sources for gathering information, one being NC4. The information provided by NC4 bridges the information gap between the public and private sectors, providing Vertex reliable information that is current and relevant.

NC4 is key in Vertex's day-to-day operations. Utilizing NC4's geo-relevancy technology, the SIC team puts a "bubble" around Vertex's sites in England, San Diego, Montreal, Iowa and Washington D.C., around their supply manufacturers in Japan, China, U.K. and Portugal, and around corporate planned events as well as their traveling executives. The team then monitors all activity happening in proximity to these "bubbles".

During the tense hours following the eruption the morning of April 14, Vertex's SIC turned to NC4 analysts to get the most up-to-date information on the unfolding situation happening across northern Europe. The NC4 analysts worked closely with the SIC staff to keep them abreast of airport closures and travel disruptions. It was through this exchange of relevant, time-sensitive information that Vertex was able to quickly access the situation and move their employees in Vienna before it became impossible to make alternate travel arrangements for getting these employees out of Europe. According to Hamilton, "The information we were getting from NC4 was so much more relevant than what we were getting from our other intelligence providers, giving us the edge to be able to anticipate and respond to what was happening. NC4's intelligence allowed us to be proactive instead of reactive. With the information from NC4, we were able to maneuver quickly to avoid getting stranded in Vienna". The NC4 analysts continued to assist the SIC by tracking the progress of the Alitalia flight out of Rome and providing regular updates on the progress of the flight.

Being prepared

While Eyjafjallajökull has returned to slumber, those charged with managing a corporation's risk, security and travel should not rest. East of Eyjafjallajökull is the much larger Katla volcano, which scientists warn will erupt. Katla has erupted on an average of every 60 years and has not done so significantly since 1918. The previous three times Eyjafjallajökull erupted, Katla did also.

NC4 provides up-to-date, timely intelligence on global risks, to protect global operations, corporate travelers, expatriates and domestic employees. Like the "bubbles" that Vertex places around their key locations using the NC4 Risk Center™ for security operations, the NC4 Risk Center for travel risk management lets organizations place a "bubble" around traveling employees and expats.

NC4 Risk Center for travel risk management is the seamless integration of global security intelligence and analysis, traveler tracking, and real-time incident alerting. It gives security, human resources and travel departments the ability to actively manage corporate travelers and to be notified of incidents that may affect the safety and security of those travelers. With the ability to link directly to real-time traveler information from NC4's Situation Map, travelers can be located at any time based on their flight, ground transportation or hotel itineraries.

NC4 Risk Center brings a new proactive travel risk management capability to travel managers and solidifies NC4's leading position in providing accurate, timely and secure global information to manage uncertainty.

Situational Readiness

More about NC4

NC4's Situational Readiness solutions are a suite of integrated applications that revolutionize how government and businesses collect, manage, share and disseminate information to mitigate risks, manage incidents, and securely communicate and collaborate with one another. Aggregating and integrating information from public and private sources, NC4 leverages its cutting-edge technologies to bring users a highly customized presentation of relevant information in a single, easy to use console.

NC4 has a number of solutions that address the specific needs of corporate security, business continuity, enterprise risk management, supply chain management, travel management, crisis management, emergency management, intelligence fusion and law enforcement, as well as for federal agencies with a need to share critical information across organizational boundaries.

To learn more about how NC4 can benefit your organization, visit www.NC4.us or call 877-624-4999.



100 N. Sepulveda Blvd.
El Segundo, CA 90245
877-624-4999
www.NC4.us

© 2012 NC4