



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**LOCATION:**  
*Baton Rouge, LA, US*

**ORGANIZATION:**  
Transformyx, Inc.

**YEAR:**  
*2011*

**ORGANIZATION URL:**  
<http://www.myrallypoint.net>

**STATUS:**  
*Laureate*

**PROJECT NAME:**  
RallyPoint for Crisis Communication, Workforce Recovery and Business Continuity

**CATEGORY:**  
*Innovation*

### PROJECT OVERVIEW

RallyPoint is a web-based platform forged from the real-world challenges of Hurricane Katrina, Rita, Ike and Gustav. Through the implementation of our "RallyPoint" crisis communication system we have saved our clients millions of dollars in recovery costs, and helped many new clients become better prepared for workforce recovery and continuation of operations. RallyPoint stands in a unique position offering the only "true" inbound and outbound messaging solution. By combining all modes of standard communication with the web and a touch-tone based phone system, RallyPoint can quickly and accurately provide secure communications and accountability between management, employees, clients, vendors and even the media.

### SOCIETAL BENEFITS

Provides workforce and their families with a crisis communications tool.

### PROJECT BENEFIT EXAMPLE

"Serving as the Joint Task Force Commander in the aftermath of hurricane Katrina, I realized the need for a much more reliable means to notify and communicate with local, state and federal employees as well as public and private partnerships in a regional recovery. I've had the opportunity to work with the innovative folks at RallyPoint and after a thorough review of their system I am proud to promote them and their product for your review." - General Russell Honore' "RallyPoint is an essential tool for any business or organization who need to evacuate and communicate to personnel in a crisis." - Lt. Colonel Jerry Sneed "Thanks to RallyPoint we knew the exact location of our employees and their families before, during and after the storms. We depend on RallyPoint" - Peoples Bank of Louisiana "Using RallyPoint enabled us to resume operations 48 hours after Hurricane Gustav." - American Gateway Bank, Louisiana. "Our partnership with RallyPoint is just one way we can prepare our entire franchise for an emergency," said New Orleans Hornets Vice President of Information



Technology Tod Cafilich. "Communicating with each employee and maintaining business functions are of the utmost importance during a disaster, and RallyPoint offers a great plan that fits our needs."

**IS THIS PROJECT AN INNOVATION, BEST PRACTICE?** Yes

