

## Case Study Braskem Idesa Sapi



Sector  
**Petrochemical**

F24 solution  
**FACT24 CIM starter**

In use since  
**2019**

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## Problem

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## Solution

Thanks to the geolocation and crisis management system FACT24, Braskem Idesa Sapi was able to react quickly and effectively to the earthquake of 23 June 2020; all its employees were alerted promptly and their health status was checked.

### Benefits

- ✓ Avoid human misfortune, be able to support employees quickly and reduce the risk to the organisation.
- ✓ Warn and geolocate employees in risk areas.
- ✓ Use of multiple channels leads to location success rates of over 75%, even after a major earthquake

### First on the Scene

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## Challenges

Braskem Idesa Sapi started out with several challenges that they as a company had to handle. The biggest of these was natural disasters. Due to its geographical location, Mexico is a country on constant alert for earthquakes. One of the largest took place on 19 September 2017 – a significant day for Mexico City as there had been an earthquake with serious consequences on the very same day, 19 September, in 1985. Disaster struck at lunchtime, and with many employees out of their offices, the 2017 earthquake caused chaos in the city. The phone lines became overloaded, making it almost impossible to communicate by telephone with individual employees to find out their status. Even well-known messenger channels such as WhatsApp could not cope with the enormous traffic demand generated.

Because of this, Braskem Idesa Sapi decided to look for alternatives to be able to locate their employees. After a search process, the purchasing and IT teams reviewed several companies that were offering similar services. Once they decided to implement FACT24, it was operational in under a week. They chose FACT24 for various compelling reasons: “The most important issue was geolocation; this is very relevant to us. More important are the credentials; for us as a Latin American company, having European references for process certification issues generates a lot of confidence. Additionally, of course, it must be confirmed that it is already in operation in other locations in Latin America. Having a company with this experience gave us a lot of confidence about our decision.”

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### The problems with popular messaging apps.

Mexico is not just faced with the danger of natural disasters. Both in Mexico City and in the rest of the country, a long range of dangerous social events could pose a risk to employees. If something potentially dangerous happens at a particular location, FACT24 geolocation can be used to find out whether there are any employees in that area. Before having FACT24, Braskem Idesa Sapi

experienced a shooting in the state of Sinaloa in 2019. A company sales employee happened to be at the scene of the incident. Braskem Idesa Sapi attempted to communicate with the employee through WhatsApp, but did not succeed because the telecommunications network was deliberately shut down in a complicated political context.

## The experience during the earthquake.

Braskem Idesa Sapi has had the opportunity to test FACT24 during a real-life incident that was felt in large parts of the country: the earthquake of 23 June 2020, which measured 7.4 on the Richter scale. The earthquake happened at 10h29, and FACT24 was activated at 10h36, seven minutes after the incident. This was within the time period the telecommunications networks typically become overloaded after such large-scale events. Of a total of approximately 200 people alerted, 150 people responded using FACT24. 29% of the 150 responded via the telephone call they received from FACT24 where they were asked to press “1” if they were OK, or to press “0” if they required help and wanted to alert the person handling the emergency. The average time it took to make the telephone confirmation was 49 seconds. Another 52% responded via the Internet and 19% did so using F24’s secure business messaging app, TrustCase, which sends out push notifications to smartphones. These notifications appear on phone screens and offer the ability to respond, receive information or chat. Considering the hysteria that follows monumental earthquakes like this, it is a considerable success to reach 75% of the employees (150 of the 200) in such a short time. Thankfully, all employees were able to confirm that they were safe in an average of 10 minutes.



Photo: Braskem Idesa Sapi

According to the Internal Communication Coordinator at Braskem Idesa Sapi, “The application of FACT24 is highly effective for what we were looking for as an organisation. We wanted a quick and agile response so people could respond and with FACT24, we have already demonstrated, in a real event, that it does work.” Braskem is so satisfied with the FACT24 incident management system that they decided to expand the number of persons included in the license from an initial 250 to 1000.

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## Expansion to petrochemical plants

In addition to the office in Mexico City, Braskem Idesa Sapi has a petrochemical plant in the state of Veracruz. The plant director wanted to include the Veracruz employees in the license: “For security reasons at the plant, employees are not allowed inside the plant with mobile phones. It does not matter if they are operators or not. But now, if an event occurs outside of operating hours, they are allowed to answer the phone. That was the initial reason why we had not considered Veracruz staff, but today we already have the go-ahead to increase licenses for 550–600 more people.”

Braskem Idesa Sapi strives to efficiently tackle any type of incident that could cause either economic or human damage. As a result, they are working on implementing new features in FACT24. One such some notable add-ons is the use of SMS to respond to an alarm.

“In Mexico, responding with an SMS is very practical and helpful to us, because is simple and widely used used by the people.” Another feature is the integration of FACT24 with the National Seismological Centre (CSN), which automatically warns of earthquakes, volcanic eruptions and tsunamis. After having used FACT24 for a year, Braskem Idesa Sapi’s Internal Communication Coordinator stated that what they value the most is the availability of the F24 team and the training they receive from the sales and support teams. The feature Braskem Idesa Sapi uses the most is the roll call, which they exercise with their employees every 3 months. This is a preventative measure in the company’s crisis management.

According to the Internal Communication Coordinator, in the case of Mexico, natural disasters and socio-political events are

particularly relevant to the company: “Every organisation must analyse its environment and based on that, FACT24 can offer a good

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## ABOUT BRASKEM IDESA SAPI

The logo for Braskem Idesa features the company name in a dark blue sans-serif font. To the right of the text is a stylized graphic element consisting of two overlapping curved shapes, one in orange and one in blue, resembling a drop or a stylized letter 'B'.

Created in 2010, Braskem Idesa Sapi is an association in which Braskem participates. It is the largest and leading producer of thermoplastic resins in America, together with Grupo Idesa, one of the principal Mexican business groups. Together, the companies lead the Braskem Idesa complex (formerly the “Etileno XXI” project), which focuses on the development and implementation of a petrochemical complex for the production of polyethylene in Nanchital de Lazaro Cárdenas, in the state of Veracruz.

The Braskem Idesa Sapi Project represents a significant advance for the petrochemical industry in Mexico because it adds value to the entire production chain in the country. In addition, it creates opportunities for social and economic development, since the Mexican balance of trade benefits from the significant decrease in imports of polyethylene, and also from the generation of employment and sales.

**F24 – That great feeling when you know your company is equipped to deal with any critical situation.**

**F24**



**F24 – We are Europe’s leading Software-as-a-Service (SaaS) provider for incident and crisis management, emergency notification, as well as for business messaging.**

F24 is the leading Software-as-a-Service (SaaS) provider for **incident and crisis management, emergency notification and business communications** in Europe. The highly innovative F24 solutions for alerting and crisis management help companies and organisations around the world with efficiently and successfully managing incidents, emergencies and crises. F24 also offers solutions for high-volume communication of critical or confidential content in the corporate environment.

More than 3,000 customers worldwide rely on F24’s solutions to manage their communication needs, as part of their day-to-day communication of critical or confidential content, or in the event of a crisis. Our clients operate in virtually every sector ranging from energy, healthcare, industry, finance, IT, tourism and aviation through to a wide variety of public organisations. Our many years of experience have made us international experts on incident and crisis management, as well as confidential communications.

Our roots have always been in Munich. The company was founded there in 2000 and F24 AG’s head office is still located there. The F24 AG Board of Directors is made up of Christian Götz, who founded the company together with Ralf Meister, Dr. Jörg Rahmer and Jochen Schütte. We now support companies and organisations in more than a hundred countries all over the world through our international subsidiaries in Brussels, Zurich, London, Trondheim, Paris, Luxembourg City, Madrid and Munich, as well as offices in Mexico City, Santiago de Chile, Vienna, Dubai and Auckland.

**For additional information, please contact us at any time or visit our website [f24.com](https://f24.com).**