Microsoft's Role in International Disaster Risk Reduction

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Microsoft Disaster Response

Microsoft® Disaster Response

Our Vision

Build resilient communities and reduce the consequences of disasters.

Our Mission

Deliver innovative technology and trusted expertise to enhance disaster management capacity.

Short Video

What are we working on?

We work with companies, nonprofits and public-sector agencies to extend the positive impact of ICT in disaster response globally

Public/Private Partnerships

Partner with governments, IGOs and NGOs to proactively build ICT solutions and engagement models
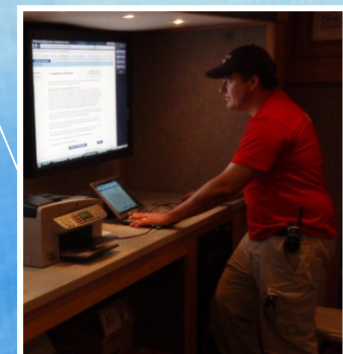
- **Partner with NetHope to enable NGOs to improve capacity and efficiency by using ICT**
- **Partner with UN OCHA to enable multi-agency collaboration during disasters (OneResponse)**

Disaster Management ICT Capacity Assessments

Help countries and organizations determine their Disaster Management Infrastructure Capacity

- **Built on a proven framework created to assess the IT capabilities of enterprises**
- **Technology independent guidance on where improvements are needed**

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Challenges of Coordination

People

Process

Technology

First Responders

Public Health

Private Enterprise

Leadership

Inter Governmental Organization

Critical Infrastructure

Nations

Non-Governmental Organizations

Citizens

Lack of common operational picture impedes efficient response

Increasing interagency coordination / complexity

Mapping / topography identification is outdated, slow and paper-based

Difficult to disseminate information quickly
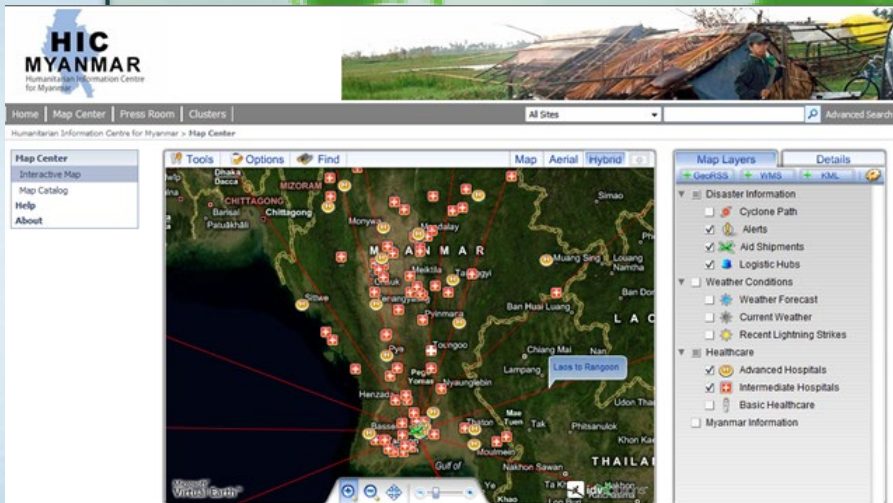
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Role of Technology in Disaster Response
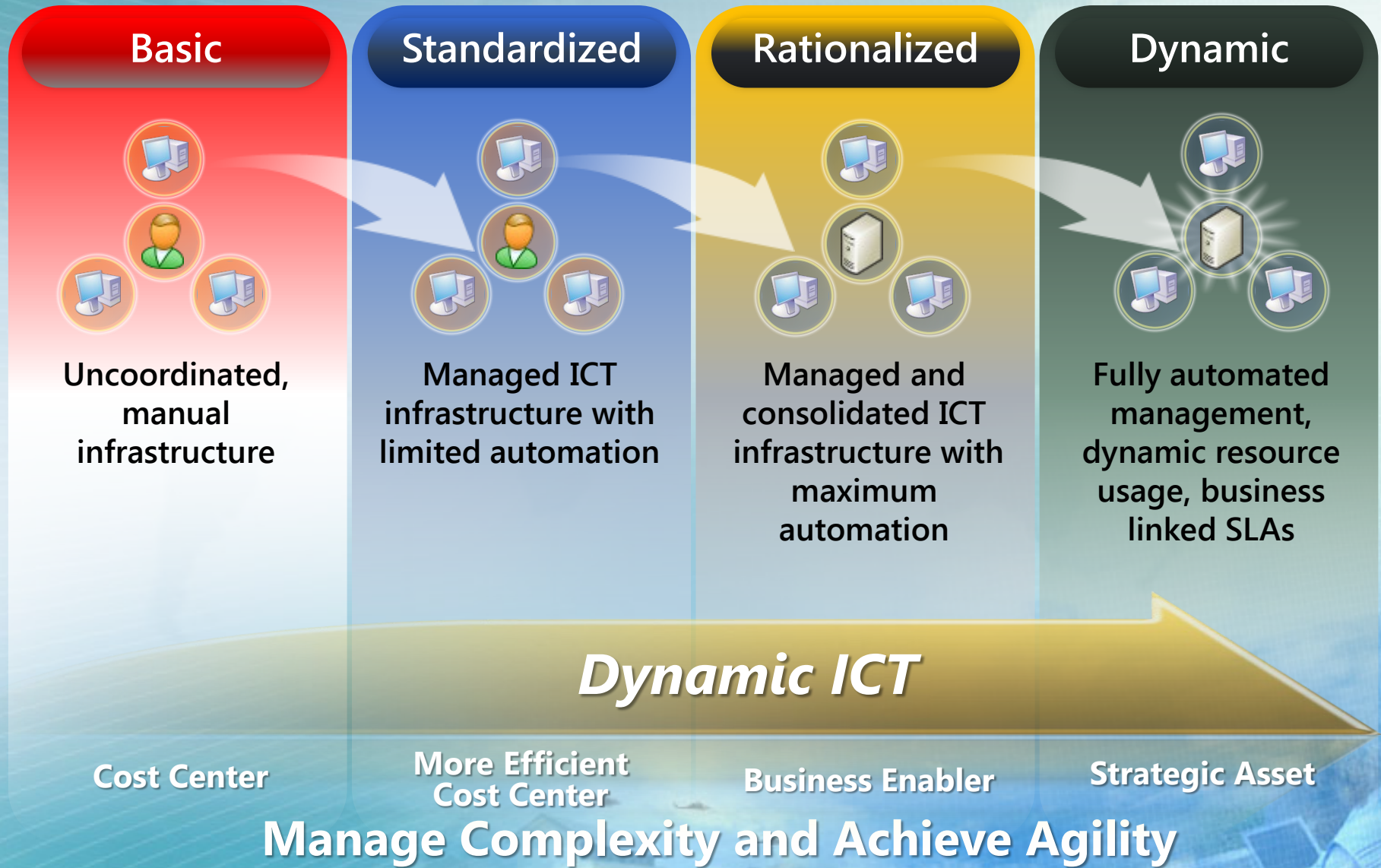## Coordination with IGOs

United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA)

- Built in response to Cyclone Nargis in Myanmar
- Microsoft worked with 19 technology partners
- Single source of accurate situational information
- Coordinated daily activities for multiple responders

Based on lesson's learned from HIC Myanmar, the portal was deployed in subsequent disasters and became the tool for inter-agency coordination renamed as **OneResponse (http://oneresponse.info)**

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Disaster Management Infrastructure Optimization

Basic	Standardized	Rationalized	Dynamic
Uncoordinated, manual infrastructure	Managed ICT infrastructure with limited automation	Managed and consolidated ICT infrastructure with maximum automation	Fully automated management, dynamic resource usage, business linked SLAs

Dynamic ICT

Cost Center	More Efficient Cost Center	Business Enabler	Strategic Asset

Manage Complexity and Achieve Agility

Disaster Management Infrastructure Optimization

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Citizen involvement

Situational Awareness

Incident Management and Multi-Agency Collaboration

Early warning

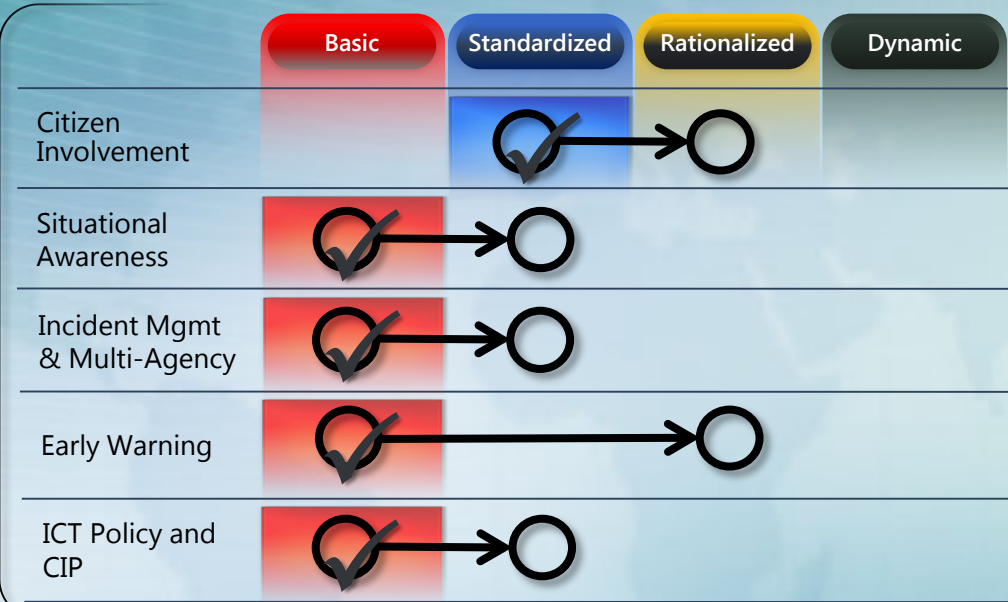**ICT Policy and Critical Infrastructure Protection**

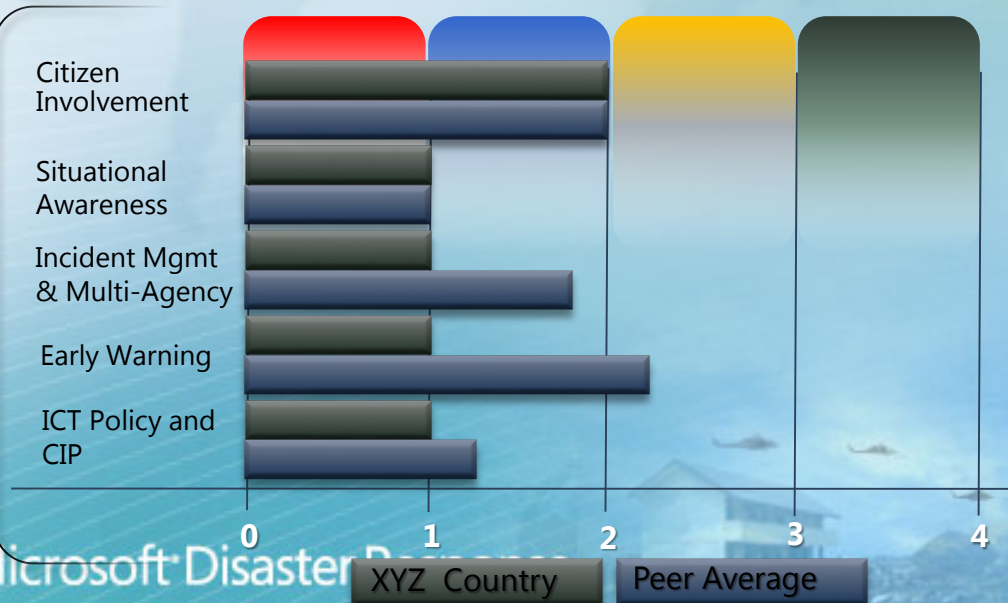*Cost Center* ▸ *Efficient Cost Center* ▸ *Business Enabler* ▸ *Strategic Asset* ▸

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Disaster Management Infrastructure Optimization

How Coutnry XYZ Scored

	Basic	Standardized	Rationalized	Dynamic
Citizen Involvement		✓ → ○		
Situational Awareness	✓ → ○			
Incident Mgmt & Multi-Agency	✓ → ○			
Early Warning	✓ → ○			
ICT Policy and CIP	✓ → ○			

DM IO Comparison

Citizen Involvement
Situational Awareness
Incident Mgmt & Multi-Agency
Early Warning
ICT Policy and CIP

0   1   2   3   4

XYZ Country   Peer Average

Build your optimization road map
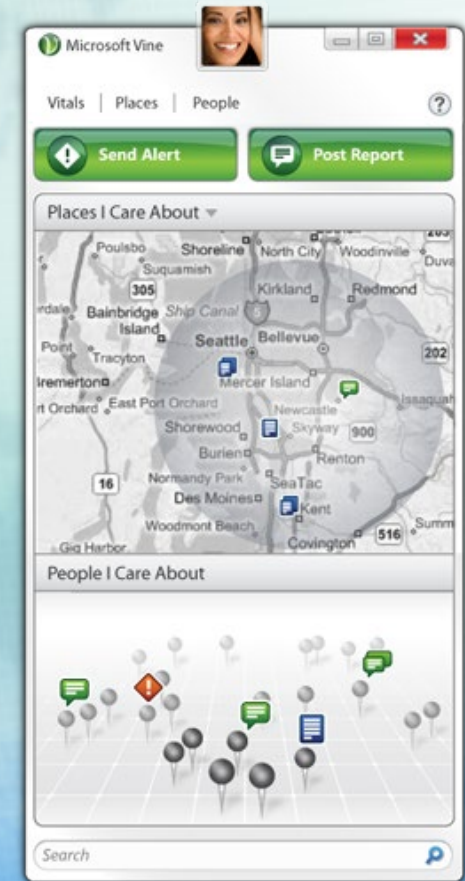
Technologically independent

Personalized and private optimization score

- Where does my organization rank on the optimization model?
- How do we compare to other countries?
- What road map should we follow?
- What is the quantifiable value of improving?

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Microsoft Vine

- **What it is:** A new service from Microsoft, currently in beta release in the U.S., that keeps people **in touch**, **informed** and **involved** when it matters.

- **What it does:** Vine enables people to connect and take action in emergencies and in everyday situations – via alerting, reporting, and local news and public safety information .

- **Who's using it:** Vine is currently being piloted with select organizations responsible for helping communities prepare for, respond to, and recover from emergencies. Individuals may also request invitations on a first-come, first-served basis.

- **What's next:** Over time, Vine will add enhanced capabilities for organizations. And, Vine will extend the ways individuals participate, i.e.: via social networks, any computer connected to the Internet, kitchen phones and special needs devices.

- **For more information:** Please visit http://www.vine.net.

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