Kenyon launches world's first complete Crisis Data Management System

3rd April 2012 – Bracknell, UK. For over one hundred years Kenyon International has been responding to emergencies and disasters around the world. Working with governments, companies and organisations, we have helped deal with the aftermath of natural disasters, transport accidents and terrorist incidents. Our tasks are always varied as no two disasters are ever the same; but the one common focus to our work is that it is always centred on helping the people caught up in the crisis, their relatives and friends.

What that hands-on experience has taught us, especially when dealing with a complex crisis involving large numbers of fatalities, nationalities and family members, is the need for a completely integrated data management system that captures and shares information between the different organisations involved in the emergency. Until now various data systems were used which meant critical information was not automatically shared as efficiently or swiftly as it should have been. This often led to confusion, duplication and multiple requests for information from family members at a time of extreme distress.

Now **Kenyon Response™** the world's first complete data management system, harnesses all our experience and expertise to create software which manages, tracks and shares information about all those involved: victims, missing people, families, members of staff, emergency services and anyone else caught up in the disaster, crisis response and recovery.

We have designed two different software packages; Kenyon Response Commercial ™ and Kenyon Response Government™ which can be tailored according to specific needs resulting from the type of crisis being handled.

Speaking about the launch Robert Jensen CEO, Kenyon International said:

"The one thing all crises have in common is that people are involved. The two critical aspects of managing a crisis are making sure all the parties involved know what each other are doing and focusing on the people directly affected and their families. Until now no system existed that gave organisations the tools they need to collect, share, and manage the response to a complex crisis. Now Kenyon Response™ finally offers a solution which is built on our decades of experience"

For organisations which are placed in the media spotlight because of the crisis they are handling we have introduced Kenyon Response Media™. This offers a real chance of dealing effectively with the media storm which will follow a full scale emergency. This software provides staff who have been reassigned from other duties a pre-configured script to help them answer media related calls. Information which is collected on a single data base will allow the communications team to track media interest by region, media type or nature of the inquiry thus identifying key or emerging themes which will need to be dealt with.

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