

WorldReach Software Newsletter

# CONSULARIS

Of or pertaining to a consul; performing the duties of a consul; as, consular power; consular dignity; consular officers.



Contract signing at the Spanish embassy in Ottawa, Canada on November 20, 2006. Pictured left to right: Gordon Wilson—President, WorldReach, Ambassador Mariano Alonso-Burón y Aberasturi, and Mark Stoochnoff—Manager, Sales and Business Development.

## INSIDE CONSULARIS

Spain awards contract

WorldReach rebrands product lines

Challenges facing a Consular Crisis Directorate



### About Spain

Population: 40,397,842  
[World Factbook July 2006]

Official Name:  
Kingdom of Spain

## WORLDREACH ADDS SPAIN TO LIST OF CLIENTS

The Spanish Ministry of Foreign Affairs and Cooperation (known in Spain as MAEC) has become the latest country to join WorldReach's community of clients; a group that also includes the United Kingdom, Canada, the Netherlands and New Zealand.

Spain will use CrisisReach to help deliver assistance to citizens in crises abroad. The Spanish configuration of CrisisReach will consist of the Crises module. During a crisis, Foreign Affairs groups can be pressured to report timely and accurate statistics. The Crises module focuses on consular crisis response from inquiry logging to real-time reports and statistics.

The full CrisisReach suite includes preparedness tools such as travel advice, traveler/resident registration, and contingency plans. CrisisReach has been used to deliver assistance to millions of citizens involved in all types of crises, including: Lebanon evacuation; South East Asian Tsunami, September 11th, Bali

& Madrid bombings; and the Ankara earthquake.

Spain has long been noted as a country whose citizens have a great propensity to travel abroad. Spaniards make roughly 10 million foreign trips per year and approximately 1.5 million citizens currently reside outside of the country. The Spanish MAEC provides consular assistance in both normal and crises modes of operation.

Spain has a large consular network in place to support its citizens. There are currently 159 Spanish consular offices and embassies around the world, which are augmented by nearly 500 additional honorary consulates.

WorldReach delivered CrisisReach to Spain in December 2006 and the deployment of the software will be carried out in 2007.



## WORLDREACH CHOOSES NEW PRODUCT NAMES

### INFO

The WorldReach Software corporate name was chosen to reflect the global nature of operations as well as the reach the software allows

WorldReach Software products have been available for 13 years under various names. System names such as COSMOS in Canada, COMPASS in the UK, and RONZ in New Zealand were chosen by clients to help personalize the software to their own environments; however each system is configured a little differently.

To help increase name recognition among potential clients, WorldReach decided to develop unique and recognizable names for the product lines.

It was crucial to choose names that reflected synergy with the corporate name of WorldReach Software as well as allude to the overall purpose of the software.

At the core of our business, WorldReach extends the reach of a government beyond its own borders to help citizens in need, wherever that may be. That was the idea behind the incorporating 'Reach' of our corporate name into our product names as well.



WorldReach products are used by 4,000 users in 700 sites

Simultaneously there was a shift underway in the consular world in terms of differentiating business lines between consular assistance and crisis assistance. High-profile and large consular crises have made Foreign Affairs groups realize that consular crises response comes with a very unique operating environment.

After much thought and consideration, AssistReach, CrisisReach and PassportReach were chosen as the official new names of WorldReach Software's product lines.

## ASSISTREACH

DELIVERING CONSULAR ASSISTANCE ABROAD

AssistReach is comprised of the core consular assistance case management module or Cases as well as our consular management Resources module.

## CRISISREACH

MANAGING CRISES ABROAD

CrisisReach is an integrated set of tools from preparedness (Travel Advice, Registration and contingency Plans) to crisis response (Crises).

## PASSPORTREACH

ISSUING TRAVEL DOCUMENTS ABROAD

PassportReach is our cost effective, secure and timely method to produce Machine Readable Passports (MRPs) abroad.

All product names are currently in the process of becoming trademarked and are used in new marketing material targeted towards potential clients. The names will help support WorldReach's corporate brand and confirm our position as the leading supplier of consular management solutions.

## CHALLENGES FACING A CONSULAR CRISIS DIRECTORATE



David Fitton, former Head of the Consular Crisis Group for the UK FCO talks to WorldReach Software about the challenges faced by his Consular Crisis Directorate

It was perhaps one of the most tumultuous periods a Head of Consular Crisis Directorate can ever experience. On December 26, 2004 the world was rocked by one of the gravest natural disasters in human history when a massive earthquake occurred in the Indian Ocean, resulting in a large tsunami that would ultimately kill nearly a quarter of a million people. David Fitton, former Head of the Consular Crisis Group for the UK Foreign and Commonwealth Office (FCO) was on the job for just over a month at the time; unfortunately the Asian Tsunami was just the first in a string of many large crisis incidents that occurred during his term. Over Mr. Fitton's two-year term he was heavily involved in other incidents such as the 2005 U.S. hurricanes and the 2006 Lebanon evacuations.

With the ever-increasing scale and destruction of both natural and man-made disasters, consular crisis response evolves and requires analysis. No event triggered more evolutionary action within crisis groups than the Tsunami, "I can really only speak for our crisis group at the British Foreign Office but the Tsunami helped speed up some of the changes we were already considering and made us consider others too – introducing different systems, better training, and different systems of management at home", Fitton said.

"I think we felt, not just in Britain but elsewhere that there was criticism for not reacting quickly enough in certain circumstances and we therefore had to have better systems to enable us to respond more quickly and more effectively."

Criticism and pressure from the media, public and other government departments are a natural occurrence that Foreign Affairs groups encounter when responding to large-scale crises.

"During a large incident overseas, particularly in the first hours and first days if it's a big incident then I think the media pressure is intense, particularly if there's a perception that things are not going as well as they might. It may be that the media or the public in general don't know the full facts; that's part of our job too to tell them what's going on."

Fitton goes on to elaborate, "In the first stages, first hours and days we are more concerned with trying to identify missing persons; people who were out in the country affected and haven't called home or relatives of those people who are very worried. If there is media pressure/media interest in what's going on than we have to devote some of our attention to that."

Much of how crisis groups are evaluated, especially in the early stages of a crisis is measured in the timeliness and efficiency in information reporting, this brings up the importance of having real-time crisis information.

"It struck me that particularly during Hurricane Katrina - we could have benefited more from real-time access to information on missing people or potentially missing people. We were using a fairly outdated system ourselves (at the time) and it hindered the work on the ground because the people who were going out trying to visit families, check on their safety and so on, weren't really as up-to-date as we were at the centre. If they had access via a computer, via the internet to that real-time information, I think they could have done the job much more effectively."

Described as one of the largest mass evacuations since WWII, the crisis in Lebanon changed the mindset about the role that registration plays in crisis management.

## CHALLENGES FACING A CONSULAR CRISIS DIRECTORATE [CONTINUED]

“It seems to me that the value of registration is really very important where you need to identify the people who, for example want to leave the country. If they’ve registered with you then you’re having regular contact with them through your warden networks or through your other networks; you’re informing them and you can quickly get that information to them when you’ve got to get them out.”

Although the importance of registering citizens is quite evident, the manner of accepting those registrations is a whole other challenge as Fitton goes on to detail.

“For example in the Lebanon crisis we were responding as best we could but half of our teams were on the ground trying to help vacuate people, while the other half were in the office trying to take down all the details of those who hadn’t been registered but suddenly wanted to. I think software can help in that respect and a software system where by those wanting to register can do quickly and efficiently; it’s going to be helpful to them and us.”

The National Audit Office (with assistance from the Zito trust) has just published the “Review

of the Experiences of United Kingdom Nationals Affected by the Indian Ocean Tsunami.” It details many recommendations for improvement. The FCO has already started to make improvements to their crisis response with the purchase of WorldReach Software’s CrisisReach modules of Crises and Registration to be known under the system name of LOCATE. Large-scale emergencies such as the Tsunami and Lebanon help refine rather quickly the additional functionality necessary in a consular crisis directorate.

The UK FCO is one of the front-runners in the consular world to implement improvements that will ultimately improve the delivery of assistance to nationals abroad involved in crises.

### Improving public safety and security through information

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#### Open Invitation

WorldReach Software welcomes article submissions from the consular world. For more information on how to submit an article or to suggest a story idea, please send an email to [marketing@worldreachsoftware.com](mailto:marketing@worldreachsoftware.com).

#### Quality Policy

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