

D3 CASE STUDY

Improving Efficiencies & Creating a Standardized System
D3 Incident Management System at AMD



AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments, and its superior graphics technologies are found in a variety of solutions ranging from game consoles and PCs to supercomputers.

The company's Physical Security department is responsible for building security, incident investigation, facilities compliance, building safety and emergency management, with a mission of protecting AMD's global employees and visitors.

The Challenge

Prior to AMD's work with D3 Security, each of the company's facilities had a different way of reporting incidents and managing security, ranging from pen and paper reporting to in-house database systems and non-customized incident reporting software. This meant that an average incident was recorded using whichever system was available, and documents were scanned and saved in a physical file. Then, these incidents were shared in both shift and daily reports, which were distributed to various security management representatives in the company.

Because each facility had a different system in place, each report had a different format, causing a lack of continuity. This resulted in lost efficiencies, as well as a lack of company-wide standardization with how incidents were reported.

Thus, AMD's Physical Security team determined that it needed to align these disparate systems and find a single solution that would meet the needs of all users. This needed to be done without developing a system that was too cumbersome or difficult to navigate. Processes and procedures specific to AMD needed to be incorporated into the system, and it would need to be highly scalable and secure.

As a next step, AMD began its search for a system that could offer both efficiency and standardization, as well as provide ease of use. It needed a system that allowed every facility and every department to connect seamlessly, and that would also aid in ensuring all reports were addressed in a timely manner.

The research team, which consisted of systems and operations management staff and a select group of end users, chose D3's system as the best match for AMD's needs, at an acceptable cost of use.

"It best suited our needs of allowing for standardization while achieving departmental efficiencies at a cost of use that we felt was fair and in a manner that was easy to use," says Paul Parent, Site Security Manager for AMD.

The D3 Solution

With the D3 system, all incident reports and associated case information are stored in a single location, regardless of the source. This helps ensure comprehensive, consistent information, as well as the ability to easily generate accurate, organization-wide analysis reports that can be saved, exported and published for other users.

The automated approval workflow feature allows for more efficient routing of incident reports during their creation and approval phases. The D3 electronic post orders feature provides access to policy and procedure documentation, which is also available from the field via a mobile device.

With the help of a dedicated D3 Business Analyst, D3 was able to configure a system designed to address

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the specific incident reporting and case management system needs of the AMD security team. D3's training resources, project management and knowledgeable support staff members were also instrumental in achieving a seamless rollout of the system.

The Results

The ease of use and customizability immediately became the elements of the D3 system that were the most useful to AMD. It is simple to access for users across the board, with a minimal amount of training required. This allowed the system to be used intuitively by the security staff and management personnel of the company, in a customized manner that best suits AMD's needs and processes. This helps ensure all critical incident information is getting to the appropriate destination quickly and effectively.

According to Parent, "the customization available in the system allowed AMD to match it to our current organizational structure."

Using the D3 Security system has been a major success for AMD, as it allows AMD to achieve its goals. D3 is extremely responsive to AMD's needs, and all questions are answered quickly without unnecessary delays. The team at D3 invests as much time as is needed to ensure that all of AMD's users are completely comfortable with the system.

While AMD's system requires a great deal of customization, D3 has been there every step of the way, providing expert technical assistance. This includes not only helping implement and support changes, but also offering guidance and recommendations in order for the system to run as smoothly as possible.

"AMD has a lot of customization in its deployment and we are constantly tweaking for performance or matching of our processes," says Parent. "The D3 support team is always there to support us providing all the support and advice they are able in order for us to achieve our goals - whether using methods we suggest or by using alternate methods that can meet our needs in an easier manner within the system."

Now that the system has been implemented, security investigators at AMD have the tools and instant information they need to conduct their investigations. The company particularly utilizes the system's variety of valuable reports, statistics and analytics—including by time of day and time of year—in order to identify trends and determine commonalities between incidents, their involved parties, the time of day they take place and more. As time goes on, the company continues to use more in-depth reporting and analysis to not only address incidents, but to help prevent them.

One of the features that the team at AMD has particularly enjoyed has been the workflow platform, which allows for more efficient routing of incident reports during their creation and approval phases. This provides for better tracking in determining who within the organization may need more training in report writing and follow-up, as well as provides a better overview for systematic issues that may require company-wide changes.

AMD actively leverages the access permission capabilities within the system, which allow the organization to control the access of its employees. "The permissions in our system allow for the end user to have access only to those functions they need to access," Parent says.

The Tasks feature of the D3 system is also highly beneficial for AMD, as it allows for the assigning and tracking of tasks related to incidents in one common location, with the ability to link those tasks to specific reports or cases. It also gives the company the capacity to track who might be over-tasked or habitually late on providing feedback to certain tasks. This allows the company's management team to keep an eye on what tasks are being done by which employees, as well as when results can be expected.

When it comes to case management, AMD plans to use the D3 system to track communications between stakeholders, case activities, item due dates and more.

The Post Orders module within the system allows AMD security personnel to have easy access to post orders so that they can follow up on any uncertainties they may have. They may also study these orders so that they have all the information they need for future decision-making. Plus, with the mobile feature, security personnel can carry post orders with them through their rounds, referencing them if any incident comes up where they might not know the specific policy. This helps ensure that all processes and procedures are followed, resulting in more efficiencies and less information lost.

By working with D3, AMD achieved its main goals: to standardize its procedures while achieving efficiencies that save time and effort for all who are involved in its use.

At this time, AMD is planning to roll out the D3 system globally within all of its security departments, including in Asia. It is already in place in North America and Europe.

"The system is on its way to allowing us to achieve our goals, and D3 is responsive to our needs," Parent says.



D3 Security Management Systems would like to thank Paul Parent and AMD for sharing their experiences with the D3 application. For more information on D3 or any of the topics discussed, please contact us directly at cbrown@d3security.com or visit us at www.d3security.com.

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