



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

Dell

Organization URL:

dell.com

Project Name:

American Red Cross Listening Center for Humanitarian Relief

Please select the category in which you are submitting your entry:

World Good


Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

The American Red Cross and Dell launched a new Digital Operations Center, the first social media-based operation devoted to humanitarian relief, demonstrating the increasing importance of social media in emergency situations:

<http://www.dell.com/Learn/us/en/uscorp1/secure/2012-03-07-dell-red-cross-digital-operations-center>

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

Located in the Red Cross National Disaster Operations Center in Washington, D.C., the center is modeled after Dell's Social Media Listening Command Center and uses Dell technology solutions and consulting services. Specifically, the Digital Operations Center will help the Red Cross: Source additional information from affected areas during



emergencies, so it can better serve those who need help; spot trends and better anticipate the public's needs; and connect people with the resources they need during a disaster, like food, water, shelter or even emotional support.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

Yes.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

For Hurricane Sandy it was used extensively to find out where human need was most critical (food/water) and allowed the American Red Cross to distribute that aid more quickly.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

Yes. If you read the press release and look at the video, this was the first time that social media was used this way. People were able to Tweet or post on Facebook but were unable to make calls.

If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

There are videos on the Dell site. <http://www.dell.com/Learn/us/en/uscorp1/corp-comm/red-cross-digital-operations?c=us&l=en&s=corp&cs=uscorp1>