

Entertainment Group

Case Study

Battlegroundgroup.com





Centralising Continuity & Incident Response: How a Multi-Site Entertainment Leader Adopted Battleground

Background

This premier hospitality and entertainment company operates large-scale venues across multiple sites, each offering gaming, dining, and event experiences to thousands of patrons daily.

Given the high volume of visitors and the complexity of live operations, robust risk mitigation and continuity planning are crucial to sustaining brand reputation and ensuring guest safety.

Challenge

With three major sites under its umbrella, the organisation needed a more consistent approach to business continuity and emergency management. Maintaining multiple incident response plans and Business Impact Analyses (BIAs) proved unwieldy, especially as each venue had unique layouts, staffing considerations, and regulatory requirements.

Leadership searched for a unified platform to:

- Consolidate 34 BIAs, ensuring each site's critical processes were clearly mapped
- House all incident management plans and emergency procedures in one accessible location
- Offer mobile and web-based access for staff across shifts and roles
- Support realistic annual training exercises to keep response teams prepared

Modules Used

- Business Impact Analysis (BIA) – capturing 34 BIAs across various departments and venues
- Plans – storing and updating emergency and continuity plans, with three major Incident Management Plans (IMPs) for each site
- Incident Management – activating incidents, logging key actions, and managing real-time response
- Simulations – designing and conducting yearly exercises to test the plans for each site

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Implementation

Battleground provided both the software platform and consulting expertise—acting as an extension of the organisation’s internal teams.

First, they facilitated BIA sessions, mapping out dependencies and critical processes specific to each site, then standardising and centralising 34 BIAs within the system.

Over time, Battleground helped develop and refine three major Incident Management Plans, uploading them to the Plans module so that staff could access the most up-to-date procedures anytime.

The Incident Management module enabled the automated activation of incidents and the assignment of tasks, while regular Simulations tested each site’s readiness to handle emergencies effectively.

Throughout the process, Battleground trained key personnel so they could maintain and update their plans with minimal outside assistance, although ad-hoc support remained available as needed.

Results

Today, the entire organisation benefits from a streamlined, integrated approach to operational continuity and incident response. Staff appreciate the ability to view and print out BCPs (linked to always-current BIA data) and their site-specific emergency management plans directly from their mobile devices or the web.

Annual exercises designed via Battleground’s Simulations module reinforce a culture of preparedness, equipping teams to coordinate swiftly in real incidents.

By centralising and standardising these critical processes, the company has bolstered guest safety, strengthened regulatory compliance, and minimized downtime across its high-traffic venues—all while providing peace of mind for management and frontline teams alike.

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