

Business Continuity Planning

Preparing for the Worst –

Hoping for the Best!

Business Recovery Managers Association (BRMA)

BRMA's mission is to provide:

- Outstanding leadership to the contingency planning profession and industry
- An environment which facilitates information exchange among contingency planners and related disciplines
- Educational opportunities to members promoting awareness and development
- Information related to industry products and associated services

What Is It?

Business Continuity Planning is the identification of your critical functions, the selection of cost-effective strategies to recover these functions, and the development of a plan that scripts instructions and list resources required to implement the strategies.



Business Drivers for BCP

- Health & Safety
- Revenue/Income
- Market Share
- Brand/Image Protection
- Regulatory/Laws/Litigation



Preparedness

- Stockpiling extra food;
- Vaccines and medications;
- Drinking water, washing cages;
- Community education.



Mitigation

”Sustained action that reduces or eliminates long-term risk to people and property from natural hazards and their effects.”

Prevention or loss reduction measures



Mitigation Will:

- Reduce property / asset damage
- Avoid need to restore operations
- Achieve a faster recovery
- Reduce the 'oops' factor
- Allow for a smoother recovery.



Mitigation

- **Secure cages and equipment to the wall;**
 - Seafirst Bank spends \$17.00 to save \$3,000 computer systems; estimates 4-5% mitigation cost vs. replacement, saving \$30 Million in replacement costs.
- **Backup power systems;**
- **UPS on servers;**
- **Identify through Risk Analysis and Business Impact Analysis.**



Response

- **Employee safety;**
- **Evacuation and housing of animals;**
- **First Aid;**
- **Fire control;**
- **Loose animals;**
- **Community assistance.**



Recovery – Basic Steps

- **Management Support;**
- **Identify Critical Functions;**
- **Choose Recovery Strategies;**
- **Develop Plan;**
- **Training / Orientation;**
- **Exercises;**
- **Plan Maintenance.**



Critical Functions

A critical function is a process, service, duty, or piece of equipment that will have a significant impact on the financial position of the company, regulatory consequence, or loss of public image if that function is lost.



Critical Functions - BIA

Critical functions and strategies are identified through a Business Impact Analysis that examines the financial and subjective loss of a function over time.



Critical Functions

- **Billing systems;**
- **Payroll;**
- **Delivery of veterinary services;**
- **Public Health;**
- **Others?**



Recovery Strategies

- **Trailers; tents;**
- **Alternate locations;**
- **Manual Methods;**
- **Use of restoration contractors;**
- **Reciprocal agreements;**
- **Others?**



Plan Development

- **Use a recovery team methodology;**
- **Software tools available;**
- **Don't use templates;**
- **Simple, but complete;**
- **Have each team develop their own plan;**
- **Resources.**



Business Continuity Planning Process

- **Initialize**
- **Analyze**
- **Strategize**
- **Proc-ize**
- **Exercise**
- **Socialize**
- **Revise**



Essential Plan Components

- **BCP Policy & Strategy Overview**
- **Personnel**
 - **Contact Information**
 - **Communications Plan**
 - **Team assignments**
- **Business Process Analysis Results**
 - **Business process requirements matrix**
- **Processes and Procedures**
 - **Infrastructure documentation**
 - **Procedures to perform critical tasks with specific information**
- **Plan Assembly, Exercise, Training, Awareness, & Maintenance**
 - **Document the plan and establish a maintenance program**
 - **Exercise the plan and establish an exercise program**
 - **Socialize the plan and establish a training and awareness program**



Anatomy Of An Event

- EVENT
- Incident Response
- Emergency Response
- Crisis Management
- Resumption
- Recovery
- Restoration



Additional Elements

- **Project Management;**
- **Training;**
- **Effectiveness evaluation;**
- **Maintenance.**

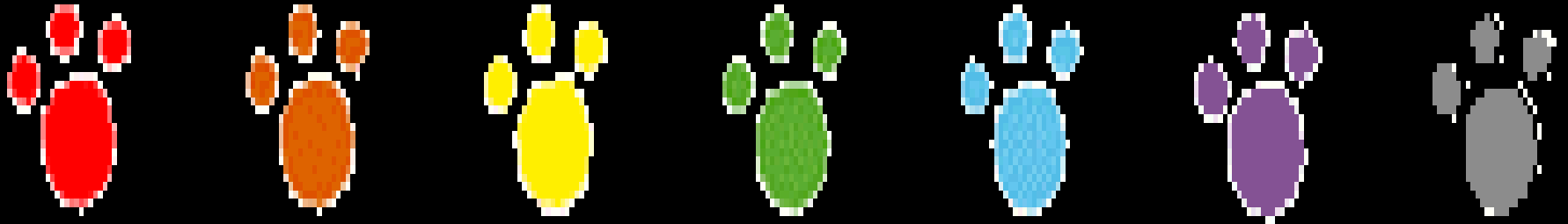


Important Points

- The process is more important than the plan;
- Scenario planning;
- Pre-agreements;
- Test, test, test.



Questions?



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Other Information Sources

- Journals
 - Contingency Planning and Management Magazine (<http://www.contingencyplanning.com/>)
 - Continuity Insights Magazine (www.continuityinsights.com)
 - Disaster Recovery Journal (www.drj.com)
- Conferences
 - Disaster Recovery Journal's Spring and Fall Worlds
 - National Emergency Management Association (NEMA) Annual Conference
 - International Association of Emergency Managers Annual Meeting.

Other Information Sources

- Organizations
 - ASAP - Association of Sacramento Area Planners
 - BRMA - Business Recovery Managers Association
 - CESA - California Emergency Services Association
 - DRI - Disaster Recovery Institute
 - FEMA - Federal Emergency Mgmt Agency

Contact Information

- **Eugene Tucker**
 - **Praetorian Protective Services**
 - **925-376-7169**
 - **Gene@praetorianprotective.com**
- **Rhonda Jones**
 - **Enterprise Security And Availability Group, LLC**
 - **rhonda.jones@esaag.com**
 - **Office: 925.361.7647**



Thank you!



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