BUSINESS CONTINUITY AND RESILIENCY SERVICES

Business Continuity and Resiliency Services help keep your business operating under virtually any condition, comply with regulations and gain the ability to recover from disasters.

Benefits

■ *Reduce business risk*

■ *Optimize availability*

■ *Reduce cost*

Overview

The business continuity and resiliency services service product line offers a comprehensive, integrated portfolio of proven, leading services that can be tailored to an organization's needs. So clients can leverage technology and simplify IT management in the way that's right for them. IBM business continuity and resiliency services are designed to help clients build continuity into their business, so they can respond locally, regionally or globally to opportunities, threats and regulatory pressures in a manner that helps them to protect their brands, maintain customer and partner relationships, and position themselves for growth.

The IBM business continuity and resiliency services service product line is composed of four individual services, each tailored to a specific challenge:

• **IBM Resiliency Consulting Services:**
leverages our business process and industry expertise to help clients identify and fill gaps in their current continuity strategies, and to develop and manage

Business continuity and resiliency from IBM

programs aligned to their business needs and risk tolerance levels.

• **IBM Information Protection Services:**
can help clients to protect their critical data in light of regulatory requirements, explosive amounts of data, and changing technologies. These services can help clients develop and implement a plan based on their priorities for retention and retrieval - so they have virtually anywhere, anytime access to information.

• **IBM Disaster Recovery Services:**
help you to respond and recover from disruptive events more effectively, so you can reduce the costs and

timeframes associated with recovering your business operations.

• **IBM Managed Resiliency Services:**
can help clients avoid the costs of downtime by helping them run an infrastructure that supports the ongoing availability and performance objectives of their businesses, including business processes, IT environments and networks.

Some Examples of Specific Services:

• **(Resilient) Business Impact Analysis:**
is an in-depth study that defines your critical business processes and

the resources needed to support them. It examines both financial and intangibles losses that could result if these systems, assets and data were available due to an outage emergency.

- **IBM Information Protection Services:** can help address stringent standards for data protection, business and systems continuity, disaster recovery and regulatory compliance. Using pay-as-you-use pricing, it provides robust protection across data centers, branch offices and remote laptops.

- **IBM High Availability Services for Wintel:** is designed to provide reliable and fast replication and recovery for the most critical Wintel servers within a clients infrastructure. The service is built around an innovative continuous data replication technique that replicates the entire system (including OS, applications and data). This replication technique also makes it possible to quickly recover a complete system to the state it was in right before the disaster. And since it is offered as a full service solution, it can be implemented and used without the need for extensive know how by the customer.

Featured client references:

- **IBM Resiliency Consulting Services:** **Healthcare organization** ramps up business continuity and resiliency and positions itself as a more competitive player in the marketplace; freed up IT to focus on optimizing business continuity and resiliency capabilities and nurturing systems; boosted workforce productivity and satisfaction. **University** reduces business risk associated with an unplanned outage or disaster and improves IT security.

- **IBM Information Protection Services:** **Communications company** increases availability and security, improves productivity, and reduces costs

through centralized data protection, gains visibility into audit trails for regulatory compliance and achieves more predictable costs and a faster return on investment. **National grocery retailer** lowers recovery time objective and saves costs related to tape creation, management and shipping with a better backup system.

- **IBM Disaster Recovery Services:** **Local government agency** gains compliance with local law using a comprehensive disaster recovery solution and can provide reliable services to its citizens. **Automotive manufacturer** facilitates continued production capacity, avoids the high costs of establishing its own back-up data center and employing associated staff and gains peace of mind.

In the past 40 years IBM has delivered high-quality, value added services that helped address the Business Continuity and Resiliency needs of companies of all sizes in a variety of industries around the world.

Fore More information
Contact your IBM representative or visit:
ibm.com/services/continuity