How prepared are you?

IBM Governance and Risk Management
Business alignment, visibility and control

The headlines tell the story:

Forty-three percent of companies that suffer a massive data loss will never reopen[1]…

Nearly 30 percent of companies do not have a disaster recovery plan in place[2]…

In some industries, costs related to downtime can consume as much as 16 percent of revenue[3]…

Businesses can expect staff absences of up to 40 percent in the case of a pandemic[4]…

After just four hours of unplanned downtime, 32 percent of companies might never recover.[5]

Whether your organization faces increased mandates to improve service availability or increase personal data security — or you need to address continuous availability of critical business applications, your organization should be equipped to respond, or the business effects can be devastating.

To prepare, you should assess which functions are most vital and vulnerable throughout your organization, as well as the potential impact of disruptions on business and operational productivity. Then, you can put people, plans and technologies in place to keep information, service and support available for customers, employees and business partners. This availability is essential not only for day-to-day operations, but also during unexpected events, audits or discovery.

Build resilience into your business operations

While business resilience has traditionally been viewed simply as insurance against disasters, outages, lawsuits or compliance requirements, it actually has much broader implications. Business resilience, in short, is about making sure your business is prepared for both expected and unexpected events in order to help ensure continuity. Rather than treating resilience as a one-off response to events, there are compelling reasons to make resilience a core component of your business and IT strategy — and to design your operations and infrastructure to accommodate the challenges that come with a major outage, surge in demand or merger.

By working with IBM to align business goals, operational initiatives and IT investments, you can *build resilience into* your IT systems and processes. As a result, you can be positioned to respond to opportunities and threats in a way that helps optimize budgets and resources while helping to protect critical business assets.

In return, your organization can establish a new approach to help preserve value for the business. That includes values like brand protection, risk mitigation, credibility and operational productivity. All while your business can grow to become more efficient, nimble and responsive to market requirements.

But business resilience isn't just a good idea for protecting your business. As customers see that your organization is equipped to provide continuous operations and to handle and recover from unexpected events, you can establish business resilience as a competitive advantage — a true differentiator in the marketplace.

Assess your level of preparedness

Whether challenges are driven by market dynamics, compliance environments, complexity of operations and technology, or by unexpected external events, it's important for your enterprise to incorporate both proactive and reactive business resilience strategies. That way, you can recognize and respond to both the opportunities and threats each risk presents. With the right business resilience solution, you can position your business to address competitive pressures, legal and compliance requirements, volatile or crisis-prone environments, and rapidly changing demands.

Count on IBM's extensive breadth and depth for your business resilience solution

As part of an approach to business resilience, IBM can help you determine continuity priorities based on your business needs. IBM can also help you tailor business resilience expenditures to business value, while integrating solutions across multiple layers of your organization.

With IBM, you can choose from a wide range of business resilience solutions that incorporate open standards, leading technologies and services along with global delivery capabilities. IBM can help you embed availability capabilities and promote resilience throughout your business through a tailored combination of hardware, software, consulting, planning, design, implementation and financing services. IBM offers:

- *Integrated software and hardware solutions* **that can scale and adapt to your business model, enabling you to visualize, aggregate and better manage resources day-to-day and in a crisis — via integrated, real-time views of business services, processes and infrastructure health.**

- *Autonomic computing technologies* **that enable systems to automatically monitor, manage and correct themselves.**

- *Experience in business resilience design and deployment* **as well as disciplined, field-tested methodologies and technical support you can count on during a crisis.**

- *World-class industry professionals* **backed by global presence and 40 years of experience delivering business resilience via business continuity, disaster recovery, compliance and legal support.**
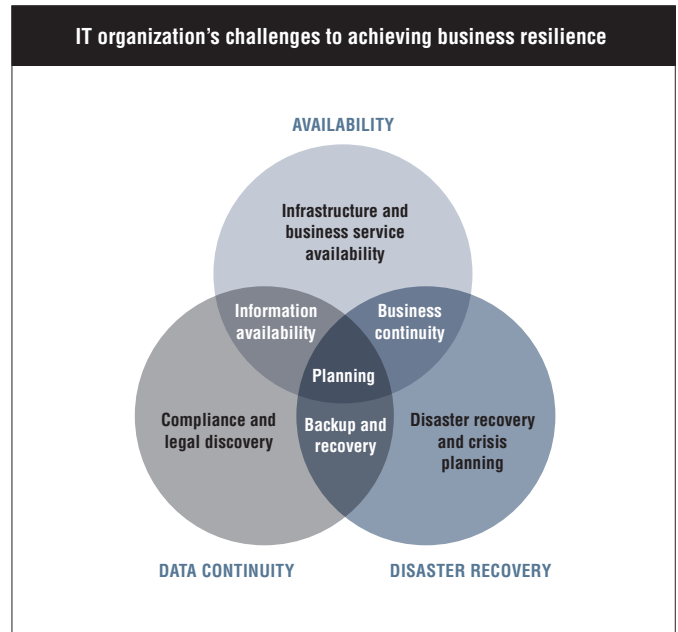
IBM helps companies build in resilience for business and IT systems and processes via four modular entry points: business continuity planning, data continuity, availability and disaster recovery.

Choose the best entry point to achieve business resilience for your organization

IBM can help you find the best entry point to address business resilience at all organizational levels and sites of your business. Each of the four entry points — business continuity planning, data continuity, availability and disaster recovery — strategically aligns with the most common business resilience challenges IT organizations face today.

Business continuity planning

UNDERSTAND YOUR RISKS AND HOW TO ESTABLISH A BUSINESS CONTINUITY PLAN

You may have faced an audit or compliance breach, undergone a merger or simply recognized that you do not have the experience to develop a thorough business continuity plan. Whatever your business situation, you can rely on IBM to help you:

- **Develop a targeted plan to address business continuity gaps, including areas of continuity that are often overlooked.**

- **Identify risk-tolerance levels as well as vulnerabilities within your business processes, and align your continuity strategy with your business goals.**

- **Design and implement a resilient, highly available software and hardware solution to meet your business continuity service level agreements.**

IBM has more than 154 recovery centers in 55 countries and nearly 1,300 industry-specific consultants worldwide who understand the necessity of business continuity planning as well as the impact of *not* planning.

Data continuity

MAKE SURE DATA IS EFFECTIVELY BACKED UP, EASILY ACCESSIBLE AND UNCHANGEABLE

To respond quickly to compliance audits or to challenges like a system migration or upgrade, IBM is prepared to help you:

- **Identify and prioritize business-critical data and develop a plan built around your priorities for data backup, retrieval and recovery, retention and protection.**

- **Meet requirements and customer expectations for data accessibility and integrity, including reliable backups for data and e-mail applications.**

- **Maintain access to business-critical data — and help enhance daily business performance — by helping improve ongoing access to and reliability of data, using IBM hardware and software solutions.**

- **Employ integrated data management strategies to help reduce the costs and risks associated with data proliferation.**

Availability

MAINTAIN AVAILABILITY, PERFORMANCE AND INTEGRITY OF CRITICAL BUSINESS SERVICES, PROCESSES AND INFRASTRUCTURE

In some industries, downtime can cost millions of dollars per hour. And acceptable recovery time objectives (RTOs) worldwide are approaching zero. To keep business services, processes and infrastructure operational and available — all the time — IBM offers award-winning software, technology leadership in hardware, industry-leading services and fault-tolerant systems.

IBM also delivers comprehensive, real-time visibility into business service, process and infrastructure health, as well as the key performance indicators that business and IT use to address business resilience. Through globally tested and proven products and solutions for high and continuous availability, backup and restore capabilities and rapid data recovery, IBM can help you:

- **Assess your business availability requirements for routine as well as unanticipated outages and build an availability plan targeted to your business needs.**

- **Build continuity into your business strategy by helping you deploy a highly available, flexible infrastructure using IBM systems known for high availability and unique virtualization capabilities — such as the ability to consolidate multiple workloads on a single server or adjust processing capacity to meet changing business requirements.**

- **Visualize the business performance and operational health of your business services and processes through real-time dashboards, and prioritize response and investments according to business impact.**

- **Prepare for demand fluctuations by seamlessly adding processing capacity to handle unforeseen spikes in capacity requirements.**

Disaster recovery

RESPOND TO AND RECOVER FROM DISASTERS AND CRISES WITH AGILITY

IBM technologies, disaster recovery and crisis planning services can shelter your business by helping you respond to and recover from virtually any disruptive events that may impact your workforce, processes, infrastructure, applications or data.

With onsite experience at more than 70 disasters around the world during the past 40 years, our track record for helping businesses recover from disasters is unbeatable. Having managed more than 750 infrastructure recoveries — like 9/11, Hurricane Katrina, the Indian Ocean tsunami and the Pakistani earthquake — IBM is known for responding swiftly and effectively to help bring our clients back to operational status. Use IBM to help:

- **Design a plan aligned to your vulnerabilities, compliance requirements, business needs and risk-tolerance levels.**

- **Reduce the risk of downtime and associated revenue losses during a disaster.**

- **Preserve the integrity of communications and information systems for employees, customers and business partners, enhancing your ability to respond to emergencies.**

Crisis planning

PRESERVE THE INTEGRITY OF COMMUNICATIONS AND INFORMATION SYSTEMS TO EMPLOYEES, CUSTOMERS AND BUSINESS PARTNERS, AND ENHANCE THE ABILITY TO RESPOND TO EMERGENCIES

In the immediate aftermath of a disaster or disruptive event, reliable and secure communications networks may be overloaded, damaged or destroyed. This can significantly impact an organization's ability to rapidly respond, collaborate, communicate and coordinate how it manages relief efforts and maintains operational continuity. IBM offers an end-to-end service designed to provide clients with a range of open, modular, wireless and standards-based commercial platforms that address the key aspects of a catastrophic or disruptive event.

Team with IBM and be prepared

Prepare for the unknown as you strengthen day-to-day systems performance by putting resilience at the core of your business foundation. IBM Business Resilience solutions can make your employees more productive, fueling top-line growth and expense reduction. Your business can be prepared to face disasters or crises — and to seize challenging new business opportunities.

IBM offers a fully integrated, modular approach to business resilience that encompasses leading software, hardware and services, to give you options to focus your business resilience strategy where you need it most. And, our flexible financing options make it easy to budget for the peace of mind that comes when you are fully prepared.

IBM Business Resilience is part of IBM Governance and Risk Management, an integrated set of offerings designed to help organizations govern business services and manage risk to those business services. IBM helps organizations implement business resilience as part of their overall governance and risk management strategy.

For more information

To find out what entry point to business resilience is best for your organization, contact your IBM representative or IBM Business Partner, or visit **ibm.com**/itsolutions/businesscontinuity

About IBM solutions for enabling IT governance and risk management

IBM enables IT organizations to support governance and risk management by aligning IT policies, processes and projects with business goals. Organizations can leverage IBM services, software and hardware to plan, execute and manage initiatives for IT service management, business resilience and security across the enterprise. Organizations of every size can benefit from flexible, modular IBM offerings that span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards–based technology. IBM helps clients implement the right IT solutions to achieve rapid business results and become a strategic partner in business growth. For more information about IBM Governance and Risk Management, visit **ibm.com**/itsolutions/governance

[1]Halls, Michael, "The next big thing…business
resilience," MediaPlane (an independent
supplement distributed in the Financial Times),
11/23/2005.

[2]AT&T, "AT&T 2006 Business Continuity Study,"
January-May 2006.

[3]Wilson, Jeff, et al, "The Cost of Enterprise
Downtime: North American Vertical Markets 2005,"
Infonetics Research, January 2005.

[4]U.S. Homeland Security Council, "National Strategy
for Pandemic Influenza," May 2006.

[5]"Business Continuity Unwrapped," Continuity
Central, 2006, www.continuitycentral.com/
feature0358.htm