Why Plan for Business Continuity?

- Hurricane
- Newspaper with strike notice
- Closed sign
- National Guard
- Chickens
2006 AT&T Business Continuity Study

Key Findings – 100 IT Executives in each of 10 markets (Atlanta, Chicago, Dallas, Detroit, Los Angeles, Miami, New York City, St. Louis, Seattle, and Washington D.C.)

- Business Continuity Planning – Seen as a priority by 76%, while the national average is 70%. Reason offered who stated not a priority; “the probability of a disaster causing a business disruption is small”.
- While 78% of NYC stated having a plan, NYC ranked last in the markets surveyed in terms of having tested their plan in the last six months. However, 83% of NYC stated they updated their plan in the last twelve months.
- 41% of NYC impacted by a disaster stated it cost them more than $100K per day, including 17% who said it cost between $1M and $5M per day.
- In terms of implementing specific protective measures when State or Federal Government issues alerts, NYC is among the lowest (45%).
- Cyber Security as a part of an overall business continuity plan, NYC (77%), national average (81%). (Cyber Security is a “Top Concern”)

Business Continuity
End-to-End Business Continuity Focus

1. Identify Critical Business Processes and Business Impacts
2. Perform Risk Assessment, Mitigation, and Management
3. Develop Cost Effective Recovery Strategies
4. Develop BC/DR Plans and Provision Capabilities
5. Test and Certify
6. Monitor and Improve Performance

Have you performed a BIA and Risk Assessment for your business?
Do you have a Business Continuity Plan and do you exercise it regularly?
If not, why not?
Questions About Your Business Continuity Plan

**Mitigate Risk, Protect Mission Critical Data**
1. Have you analyzed which business processes, applications and services are most critical?
2. Have you assessed the impact of a potential disruption?
3. Have you created a strategy to mitigate risk?
4. What security measures are in place?
5. Are key locations hardened, conditioned facilities?

**Meet Customer and Regulatory Requirements**
6. Have your customers or business partners mandated performance or availability service levels?
7. What current or emerging regulatory requirements must be complied with?

**Invest Wisely**
8. Have you quantified the potential costs of downtime or total business failure?
9. Have you developed sound business cases to optimally invest in risk mitigation?