



**THE AMERICAS & AUSTRALASIA
BUSINESS CONTINUITY AWARENESS WEEK
MAY 7-13, 2006**

BCM FACT SHEET (1)

What is Business Continuity Management (BCM)?

Business Continuity Management is defined as an holistic management process that identifies potential impacts that threaten an organisation and provides a framework for building resilience with the capability for an effective response that safeguards the interests of its key stakeholders, reputation and value creating activities.

Its primary objective is to allow the Executive to continue to manage their business under adverse conditions, by the introduction of appropriate resilience strategies, recovery objectives, business continuity and crisis management plans in collaboration with, or as a key component of, an integrated risk management initiative.

When and Where do I need BCM?

BCM is a necessity for all organizations that want to ensure they will continue to be in business before, during and after known or unplanned events that can disrupt business. At a minimum BCM should be reviewed, updated as required and tested on an annual basis.

At a minimum, business continuity plans should be in place that addresses life, safety and communication. For those areas of your business that are deemed more critical (e.g. time sensitive) it is recommended that your business continuity initiatives will need to be more detailed and comprehensive in nature

Why should my organization have a BCM program?

In a nutshell there are four reasons you should include business continuity as part of your business practice:

- Due diligence – It makes good business sense
- Customer Service – To ensure you are available to continue to provide your product / service to your clients and your organization is positioned to manage their expectations
- Increase in Events – rising number and diversification in the events being responded to
- Globalization – We never sleep - business is ongoing around the globe - 7-24.

BCAW2006: "synergy to achieve a common goal - global resiliency"



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BCM FACT SHEET (2)

As well as...

- Cost Benefits – It has been proven that organizations that have a BCM program have a better chance of remaining in business and incur significantly less additional expenditures at the time of a disruption.
- Technology Evolution – the rate of change and dependency on technology is rising ten-fold
- Just-in-Time – As more businesses become economically savvy, managing business partners is key to the success of your organization during potential interruptions
- Regulatory Influence – Some industries are bound by guidelines and requirements due to the nature of the services provided
- Community Responsibility – During widespread events, corporate responsibility provides for opportunity to support individuals and their community return to normal sooner vs. later.

How to incorporate BCM and/or ensure it already is a part of my business?

There are many ways to go about introducing and / or enhancing existing BCM programs. Please refer to the Information Sheet for a further listing of where you may receive additional assistance.

Key Milestones may include but are not limited to:

- Executive education & commitment
- Program Development
 - Business Continuity Planning
 - Education & Awareness
 - Business Impact Analysis
 - Threat and Risk Analysis
 - Privacy Impact Analysis
 - Business Continuity Strategy
 - Business Continuity Plan
 - Plan Validation – exercise
 - Sign-off & Employee Review
 - Crisis Management
 - Education & Awareness
 - Crisis Management Strategy
 - Crisis Management Plan
 - Plan Validation – exercise
 - Sign-off and Employee Review
- Executive program approval and sign-off
- Ongoing monitoring, reporting and debriefings (corporate governance)
- Program Communication (internal (employees, board, shareholders), external (suppliers, vendors, outsourcers, business partners, clients), media (print, radio, T.V., web-based))

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