

The Business Continuity Group

# Business Partners

The 5-Minute Overview

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# 1. The Partnership Opportunity

## *Some Historical Perspective*

Even before 9/11, business continuity was targeted as an area of increasing importance. For a company to survive in today's markets it must plan for any contingency and rise to any challenge. Although aspects of business continuity – security, backup/recovery, etc – have been an established part of business for some years, few companies still have a complete plan for dealing with the process as a single concept.

*Spam, hackers, regulatory compliance, failing networks, inadequate storage capacity, mergers, acquisitions, changing technology, vendors, employees, and even terrorism.* The list is ever growing. The Business Continuity Group was formed to help clients succeed in a rapidly changing world, and to help them reach certainty that the processes that they need to stay in business will be there when they need them.

Continuity services will become an identifiable multi-billion dollar industry in its own right, as more companies realize the importance of preparation and awareness.

## *Our Objectives*

The question we ask our clients is “*What will it take to ensure that your business stays in business?*” To answer that question, many issues must be addressed. Not just Disaster/Recovery planning but also planning for the other events that a business is more likely to face, mergers and acquisitions, expansion and downsizing, changing technology and markets, security issues, compliance and governance, etc.

Currently we see vendors offering services and products in a fragmented and myopic, often proprietary, way. Many of our competitors offer continuity planning; many handle security issues, and many offer storage and network solutions. No one vendor provides all of this to a client as a single package or thinks about this as a single concept.

It is our goal to become the worldwide “one-stop” shopping center for all continuity related products and services. Our plan is to offer an extended portfolio of such products and services, off-the-shelf or packaged and customized to our client’s needs. Through economies of scale, we expect to make these services affordable and indispensable to all types and sizes of business. We anticipate that our expertise in the contingency arena will make us a valuable resource and partner to our clients.

## 2. About Our Company

### *The Business Continuity Group*

The Business Continuity Group was formed to provide high-level expertise in international business contingency. Although the name is new, The Business Continuity Group is actually the result of a merger between several companies, with a history of serving the business community that goes back to the early 80s. While our headquarters are in Boston, MA and London, England, we seek to establish a presence in all geographic regions.

The company is focused on offering a complete array of consulting, support and sales services. It will provide clients with management consulting services to help develop business continuity plans. It will offer technical consulting and training services to help implement those plans.

It will also offer specialized consulting services in the areas of continuity, such as Security and Regulatory Compliance, Storage and Networking, Contract Negotiations, etc. The company will also provide clients with support services in the areas of Site Hosting, Monitoring Services, and, through our partnerships with such companies as HQ Global Workplaces, contingency office space and services.

### *Our Management Team*

All members of this team have many successful years experience in a range of areas: business ownership and growth, fostering client relationships, creating new products and implementing technology. Combined, the executive management team has over a century of experience, working with such companies as Fidelity Investments and State Street Corp.

They have experience in the Financial, Retail, Transport, and Manufacturing industries. They have proven communication, presentation, and management skills in end user consulting, strategic planning, regulatory and HR practices, project management, and systems development, on a number of multi-platform and multi-national projects to both the private sector and various government departments.

### **3. Our Products and Services**

#### ***Consulting Services***

The Business Continuity Group will provide Continuity Planning Services to its clients. The continuity plan would outline the areas of the client's business that would expose the client's ability to continue operating; and thus result in loss (financial and property) or litigation (compliance and regulatory), and a detailed plan of action to be enacted when circumstance requires it to prevent or limit these adverse conditions.

Technical consulting and training services would be to those clients requiring assistance in implementing their Continuity Plan, or aspects of it. These services would typically involve the expertise of our storage and network professionals.

Security consulting services would be to those clients requiring assistance in implementing the security aspects of their Continuity Plan, or to those clients who may have concerns about breaches of that security. These services would typically involve the expertise of our security professionals. This would cover a range of services such as: Intruder or Anti-hacking services, Security Implementations (IRIS for example), data encryption.

#### ***Support Services***

The Business Continuity Group will also provide service such as contract negotiation and compliance. For many clients, unable to justify the expense of a dedicated backup facility, our backup brokerage service will be able to provide similar features at a fraction of the cost. Our Company will provide services such as Mirroring, Application Hosting, and Disaster/Recovery services as required.

Our monitoring service will provide 24X7 monitoring coverage of the client's critical network and server components. Using such service, a client can be notified of a disruption to these critical components in real-time, from automated data and voice messaging to automated recovery.

#### ***Software and Hardware Sales***

These services would be to those clients requiring assistance in the purchase and installation of software or hardware needed for the completion of their Continuity Plan. The Business Continuity Group sales department, independent of any manufacturer, can offer impartial services to satisfy the requirements of its clients.

## 4. Our Clients

### *The Market*

The Business Continuity Group believes that companies of all sizes will benefit from our services. Through economies of scale, we hope to deliver products and services at a level that is affordable, not just to Fortune 1000 companies, but the smaller companies outside that list.

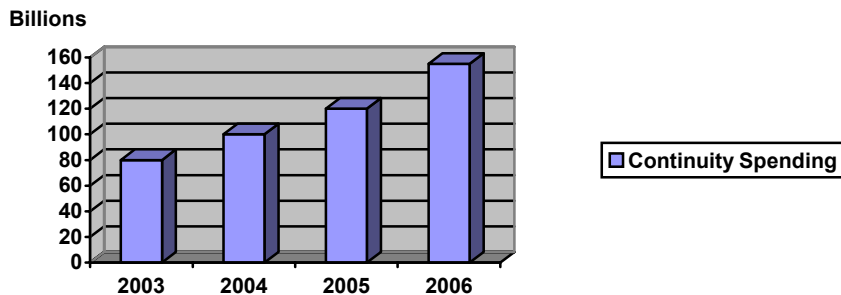
Business Continuity Planning seeks to mitigate the impact of a disaster by ensuring alternative mission-critical capability is available when disaster strikes and preserving the assets of an organization in the event of a disaster. Companies adopt business continuity plans in many different ways and for different reasons, but all agree on one thing; it can no longer be ignored. Increasingly customers will seek the convenience of a single vendor for all their business continuity needs.

### *Market Forecast*

The business continuity market is growing at around 25 percent a year in most developed countries. Global customers want global vendors. Apart from computer manufacturers, there were few truly global players in Business Continuity say five years ago. Today there is a positive industry movement toward acquiring global capability.

Some vendors are showing upwards of 20% profit and 30% annual growth. Service vendors are still primarily focused on providing recovery for the computing and communications technology—albeit with workspace attached. Quick re-supply services have developed. Office space and recovery facilities abound.

The IDC “Business Continuity Market Forecast” shows that worldwide corporate spending on continuity services will grow from \$80 Billion in 2003 to \$155 Billion, by the end of 2007.



*Illustration 4-1: Market Value Forecast (source IDC)*

## 5. Partnership Strategy

The Business Continuity Group plans to redefine the contingency industry. For us, the definition of our business, and hence its participants, is much larger than any single vendor's current scope of operation.

We believe the key to our success is to augment our services through the use of business alliances drawn from all areas of the globe and industry. An example of this is our ability to offer contingency office space and resources through our partnership with HQ Global Workplaces, not just for emergencies, but also for conference and other occasional use or to address seasonal capacity.

One analogy is of the couple wanting to build a house. They know that they need carpenters, plumbers, electricians, etc. But do they know that they need an HVAC engineer, or what the local zoning and building codes are? Even if they have done their homework, do they have the time to manage all of this, or to research the local market for the best available people? The solution to this is for the couple to hire a general contractor to manage the process for them, to select and sub-contract services, to act as an advisor, coordinator and single point of contact.

We see the role of The Business Continuity Group as being similar to the general contractor. Although the scope of operations is much larger, global in the case of some of our clients, more and more we found ourselves being involved in these seemingly disparate services that combined are "business continuity". As a result, we decided to expand the focus of the company, from its traditional management and systems consulting services to a more all-encompassing definition.

We think that our partnership strategy is a winning combination for all concerned. Obviously, we hope to increase the market share and revenues of our own company, but to our clients we can now offer complete continuity services, provide local coverage from a global pool of experts and make these services more affordable to all sizes of business. For our partners, we offer the chance not only to increase their own revenues but also to participate in projects that they thought were out of reach because of geographic or other constraints.

## **6. For Further Information**

Please contact us for further information about The Business Continuity Group or to discuss the opportunities for a business alliance with us.

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