



SUNGARD PREPARING FOR THE WORST

White Paper Series

Why a Business Continuity Management Strategy is Essential for Every Company's Mission-Critical Operations

EXECUTIVE SUMMARY

Right now, businesses around the world are struggling to recover from the devastation caused by both natural and manmade disasters. The idea that your company could one day find itself in the same position is hardly inconceivable.

Having a detailed and organized business continuity management (BCM) strategy in place and ready to use if the need arises substantially increases the likelihood that your enterprise will be able to get back into action swiftly and efficiently after a crisis or disaster.

A BCM strategy that will truly protect your mission-critical operations must cover every aspect of continuity analysis and planning, and be flexible enough to adapt to your business' unique preferences and requirements. To establish a solid BCM program, you will need to assess internal and external vulnerability and risk, ensure that your vendors will be able to recover promptly in the event of a disaster, build a step-by-step BCM plan to address all contingencies, and know how to manage emergency communications. Only by doing so can you be confident that your final BCM program will support the restoration of your business after a crisis.

COMPREHENSIVE SOFTWARE SUPPORT FOR MISSION-CRITICAL OPERATIONS

Previously, many organizations used spreadsheets and word documents to create their BCM plans, as they were the most relevant and easy-to-use tools available when they originally started down the road of BCM. But as organizational complexity, regulatory obligations, and customer expectations have grown, specially-developed BCM software has become an essential tool in building an effective BCM program.

BCM software can help you with each aspect of your BCM program. That's why SunGard Availability Services offers your business an integrated Continuity Management Solution (CMS) platform composed of seven modules that work together to cover every aspect of continuity planning and management. Each module of the SunGard CMS was expertly designed as an industry-leading, standalone solution. Combined in a single, robust platform, they offer your organization the flexibility to build and customize your BCM program as your business requirements expand or change.



FACING THE WORST-CASE SCENARIO

How would you restore your business if it was severely damaged or even obliterated by a disaster? It's unsettling to even think about all the threats that could potentially wipe out your company, including power outages, hardware failures, fires, floods, fraud, and human errors. Yet right now, businesses around the world are struggling to recover from the devastation caused by both natural and manmade disasters. The idea that your company could one day find itself in the same position is hardly inconceivable.

Imagine the worst-case scenario: your building destroyed, your people scattered, your company's information inaccessible. What would be your first reaction? How would you get in touch with your staff and vendors? When, where, and how would you start restoring your company?

The stakes are extraordinarily high. According to AXA, a global insurance provider, 80% of small- and medium-sized enterprises affected by a major incident either never re-open, or re-open only to close their doors for good within 18 months. The main reason for this appalling number of closures is simple: these businesses could not maintain their mission-critical operations in the aftermath of the disaster. Mission-critical operations include communication systems, financial operations, product or service delivery, data storage, security, and retrieval, and more. When your company's mission-critical operations fail, your entire business follows suit.

Fortunately, having a detailed and organized business continuity management (BCM) strategy in place and ready to use if the need arises substantially increases the likelihood that your enterprise won't be part of this unfortunate 80%. A BCM strategy safeguards your mission-critical operations, keeping you moving forward while everyone else is at a standstill.

Disasters such as Hurricane Katrina and the Haiti earthquake have brought the need for BCM planning to the forefront. But while most business owners and managers have a general idea of what they would do if their company was suddenly crippled or destroyed, many have never taken the time to begin formal BCM planning. That's a big and potentially grave mistake, since BCM planning is nothing less than a blueprint for getting your business back into action as quickly as possible in the event of a disaster.

While preparing for the worst is serious business, it doesn't have to be a negative endeavor. In fact, the best way to approach BCM planning is to view it as

an affirmative process: one that aims to ensure your company's survival no matter what fate and fortune may throw at it.

WHY COMPANIES FAIL TO PLAN

There are many reasons why enterprises fail to create BCM strategies. Many owners and managers have simply never felt the need to develop a formal plan, believing that insurance companies, the government and their own business skills will help them pick up the pieces in the event a disaster strikes. Others would like to develop a BCM game plan, but believe that the process is either too time-consuming or too complex to tackle. Then there are the procrastinators: the owners and managers who fully understand the need for a BCM blueprint, but who never get around to creating the plan, repeatedly postponing the task to another day – a time that never seems to arrive. Finally, many companies feel that in today's difficult economic environment, creating a BCM strategy is simply too expensive.

Whatever the reason for not leaving the starting block, businesses that don't formulate a detailed, organized BCM plan are at risk of closing every single day. The situation is not unlike failing to obtain hazard insurance: the neglect isn't felt until the day trouble arrives.

PROTECTING YOUR MISSION-CRITICAL OPERATIONS

A BCM strategy that will truly protect your mission-critical operations must cover every aspect of continuity analysis and planning, and be flexible enough to adapt to your business' unique preferences and requirements. It should take a broad view: addressing the human behavior of your employees, customers, and vendors, as well as other key factors existing in all areas of the organization.

To establish a solid BCM program, you will need to:

1. Assess Vulnerability and Risk

As your organization begins developing its BCM strategy, vulnerability and risk assessments will enable you identify the exact people, property, and processes at risk of injury or damage from any sort of destructive event. Such information is vital to determining and prioritizing the precautionary measures that will help make your organization disaster-resistant, and the steps that will have to be taken to re-establish your business in the wake of a disaster. The primary goal at this stage is to organize complex vulnerability data and present it to managers and other stakeholders in a usable format.



SunGard offers a trio of business impact analysis tools to help you assess vulnerability and risk:

- BIA Professional®, SunGard Availability Services' web-based survey tool, generates a clear business impact analysis of your organization's financial and operational vulnerabilities. It will help you quantify financial losses due to a disruption of operations, identify what areas of your business deserve priority during a recovery situation, and pinpoint dependencies that could delay the resumption of your business. The information BIA Professional provides forms the foundation for your recovery strategies.
- Through SunGard's Risk Assessment module, you will discover the technical, human, natural or proximal risks that threaten any location. Risk Assessment then allows you to determine the likelihoods and consequences for identified risks, and to evaluate the existence and efficacy of existing controls.
- The Work Force Assessment module offered by SunGard identifies critical personnel and ensures that your staff will be available in an emergency. The tool includes a comprehensive survey covering each employee's ability to resume work as quickly and efficiently as possible. Using a unique ranking system, the software detects staffing issues that may require attention, such as identifying alternates for critical employees who may be unavailable in an emergency.

Together, these three tools offer a comprehensive analysis of your organization's vulnerabilities and risks, enabling you to evaluate your recovery strategies and make wise decisions to ensure business continuity.

2. Ensure Vendor Viability

Because your company does not exist nor operate in a vacuum, it is vital to look outside your walls when creating your BCM blueprint. It is no longer acceptable to trust that simply because there is a contract, your vendor will always be able to meet contractual requirements. Your organization must

evaluate your key business partners and vendors to verify that they are taking the steps necessary to ensure their ongoing viability. You can't afford to wait while a key vendor recovers from a disaster.

SunGard's Vendor Assessment helps you collect information about your vendor's continuity programs to evaluate their resiliency, their level of preparedness, and their ability to meet your needs in the event of a disruption. The module enables you to make knowledgeable decisions about the vendors you choose as your business partners, ensuring that they match your continuity requirements both initially and over the course of a long-term relationship.

3. Build a Step-by-Step Plan

BCM plans stand or fall on the amount of detail that goes into them. "Generic" plans typically include gaps or assumptions that do not become evident until a crisis occurs. For that reason, BCM plans should be specific, precise, and comprehensive. They need to include instructions for every task, process, and priority.

With the help of SunGard Availability Services' Living Disaster Recovery Planning System® (LDRPS), you will be guided step-by-step through the BCM planning process with Plan Navigators. Navigators put all SunGard's research, development, experience and expertise at your fingertips to ensure that your plan is anchored in industry best practices and that it addresses all risks and all business components in a standardized fashion across your entire organization.

4. Manage Emergency Communications

When disaster strikes, there's only one absolute certainty: confusion. As management and staff struggle to cope with a never-before-experienced situation, they need to be able to communicate with each other instantly and effectively. Otherwise, poor communication will lead to mistakes and oversights that could potentially delay or even prevent recovery. A well-designed and ready-to-deploy emergency communication system will allow team members to stay in touch with management – and each other – whenever and wherever needed.

SunGard offers two crisis communication modules to support your organization during an emergency:

- Incident Manager® powered by WebEOC® makes the days of frantically scrawling on white boards and sticky notes obsolete. Using state-of-the-art, online technology, you will be able to coordinate information coming in via phone, email, news, and other sources. You can track recovery efforts remotely through dashboard screens, escalate incidents as need requires, and make instant decisions to ensure the safety of your people and the status of your critical processes.
- NotiFind® allows you to have effective two-way communication with key personnel at any moment during a crisis. Literally hundreds of thousands of messages can be sent per hour during a crisis situation. NotiFind also provides conference call bridging, person-to-person escalation, and a message center that lets employees access important messages or instructions via a toll-free number. And NotiFind gets responses. Because it is two-way communication, NotiFind let's you know where your recipients are and if they're safe, and allows you to pass along any important information that they should know about the situation.

When you take the time and effort to assess vulnerability and risk, ensure vendor viability, build a step-by-step plan, and manage emergency communications, you can be confident that your final BCM program will support the restoration of your business after a crisis.

WE ARE HERE TO KEEP YOUR MISSION- CRITICAL OPERATIONS RUNNING

Thirty years ago, SunGard Availability Services founded the disaster recovery industry. Ever since then, leading companies from around the world have been relying on SunGard to keep their people and information continuously connected. We have been proud to serve our clients with:

- 100% recovery success rate supporting customer recoveries for more than 2,300 declared disasters globally

About SunGard Availability Services

SunGard Availability Services provides disaster recovery, managed IT, and information availability consulting services to more than 10,000 customers in North America and Europe. We also provide Business Continuity Management Software to customers globally.

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- More than 100,000 recovery tests completed
- More recovery centers and workforce continuity facilities in North America than any other provider.

As the premier leader in the BC/DR industry, SunGard delivers responsive, integrated, and reliable solutions that are easily managed and which are designed to help your organization achieve success. SunGard Availability Services backs its products with:

- **Unparalleled Support.** SunGard software support is more than just a phone number: our experts are available for questions or planning advice 24 hours a day, 7 days a week, 365 days a year
- **Unlimited Training.** SunGard provides free training for an unlimited number of your personnel at our U.S.A. and U.K. facilities. Additionally, you can take advantage of our online training opportunities
- **Expert Consultation.** We are recognized leaders in continuity planning, having completed countless engagements across all industries and around the world. We are ready to put that knowledge and experience to work for you
- **User Events.** Our International User Group Forum (UGF), Regional User Groups, and Technical Advisory Groups provide collaborative environments for sharing ideas with fellow SunGard software users and give us the opportunity to refine and expand our software products with customer-driven enhancements

From assessment and strategy to implementation and maintenance, we will keep your BCM plan honed to meet any crisis.

PREPARING FOR THE INEVITABLE

While most business disruptions are minor and easily rectified with minimal work interruption, there's no way of telling exactly if and when "the big one" will strike your firm. That's why you need to begin creating a BCM strategy today. Having a comprehensive plan to turn to in the aftermath of a calamity will help you get your mission-critical operations running again as quickly and efficiently as possible, and will keep your business at peak capacity.

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