



Pandemic Response Planning, Enterprise Availability Program Review for Pandemics, and Incident Management Exercises can help you establish greater control

A three-decade business continuity industry veteran, Jim Grogan has spearheaded a wide range of research and development activities at SunGard and throughout the industry, as well as serving as director of a major financial information service company and a computer science professor at the collegiate level. Grogan is currently Senior Director, Analyst Relations..

A pandemic: widespread disease on global proportions is a frightening thought. In the case of the H5N1 avian influenza virus, the very real potential for a pandemic can be understood when we recognize that today, there is no known antiviral treatment for this strain of virus, and over the past few years, the mortality rate for people who are infected is over 50 percent. The World Health Organization (WHO) has tracked 499 known cases of the H5N1 virus globally, and 295 deaths have been reported as of early June 2010.

WHO and other government organizations in North America and Europe have all recommended that businesses take an aggressive posture toward planning for a pandemic. While no one can predict with certainty that a pandemic will occur, or when it might occur, statistics bear out the value of business and personal planning. In the past century, we have experienced three pandemics, so we know that the risks are real. The mortality rate for H5N1 is significantly higher than that reported for the 1918 Spanish flu, believed to be a variant of this same avian flu, where more than 50 million people died across the globe.

#### WHAT YOU CAN DO

Businesses have the opportunity to prepare for the impact to their staff now, and information availability practices have shown that those who plan in advance for a disaster fare better than those who simply react. SunGard offers professional services to help our customers understand and prepare for a pandemic on three levels:

- We can help an organization prepare with our Pandemic Response Planning service;
- For those organizations that have plans already in place, the special circumstances surrounding a pandemic can be reviewed with our Enterprise Availability Program Review for Pandemics service; and

- Our Incident Management Exercise service helps organizations understand how effectively their plans are known across their employee and partner base – key considerations when government guidance calls for planning that anticipate a 40-50 percent absenteeism rate should a pandemic occur.

Preparation and planning for a pandemic differs dramatically from traditional information availability planning. Traditional planning identifies risks typically associated with events that can compromise the facility or infrastructure that supports your business processes – keeping people connected to the information needed to do their jobs and grow your business.

Pandemic planning anticipates that at each point in a business process where people make decisions, interact with internal and external organizations, manage production facilities or provide service support, these capabilities could be compromised should absenteeism rates reach even half of the project planning targets. Demand will rise for remote services and teleworking. Preplanning for these services will be essential in order for staff to respond effectively. Deploying technology to support remote access to systems and applications in the midst of a pandemic will be risky at best, and a business failure at worst.

SunGard helps many of our customers today with high availability solutions, managed hosting and remote connectivity solutions which enable them to focus on their business issues and growth, confident that infrastructure and technology support for resilient operations are provided by an expert partner.

#### BOTH SHORT- AND LONG-TERM BENEFITS

As with other scenario-based disaster planning, pandemic planning can yield business value immediately to organizations that prepare. The detailed examination of workflows and business processes often yields short-term opportunities to streamline production and efficiency, delivering a savings and a positive return to the organization as soon as process changes are implemented. And having your organization prepared for a pandemic – a worst-case scenario for “people planning” – will better enable you to respond to any event that impacts your staff for short- or long-term periods.

Indeed, organizations will be prepared to continue operations and support for your far-reaching customer base in the face of weather emergencies, transportation disruptions and other local or regional events. The ability to effectively communicate with staff, partners and customers in the face of a crisis make you a stronger, more resilient organization.

No one knows for certain that a pandemic will occur, or the specific timing of such a global event. What we do know is that the H5N1 Avian Flu is growing rapidly in the wild, and that the conditions for this virus to mutate and trigger person-to-person infection on a global scale exist today. Healthcare and pharmacology organizations are working overtime to protect our health in the face of this threat. Reviewing current programs now, when you can steer your organization and take advantage of partner support capabilities that help you build a resilient enterprise makes good business sense.

Several hundred business leaders and managers participated in SunGard’s recent pandemic Incident Management Exercise seminars. Please join them in speaking to SunGard about your pandemic business plans today.

Download a free copy of SunGard’s [Pandemic Response Checklist](#).

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#### About SunGard Availability Services

SunGard Availability Services provides disaster recovery, managed IT, information availability consulting services and business continuity management software to over 9,000 customers globally.

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