

Is your Crisis Management Plan ready for today's world?

Threats. They come in all forms and sizes. Natural disasters. Health scares. Acts of terrorism. Cyber security breaches. Situations, incidents, and events. Regardless of what they are, where they strike, or when they occur, your response to the crises they create can determine your organization's very survival. That response – your Crisis Management Plan – is what happens in the first few moments of an event. It is the most stressful, and crucial, reaction to a threat, and every second of indecisiveness, confusion and lack of action can have a negative effect on your company.

The Crisis Management Program from Sungard Availability Services helps improve your crisis readiness and response. This innovative solution includes crisis management plan design, implementation and activation of the plan, and testing of the plan through the simulation of an actual event.

Sungard AS' Crisis Management Program provides a foundation for making your approach to crisis management actionable and adaptable for effective recovery following an event. Its impact is to provide your organization with a blueprint for

survival, resiliency, and availability. You will be taking affirmative action to protect your employees, safeguard your brand reputation, preserve customer confidence and defend your competitive edge.

With a Crisis Management Program from Sungard AS, you can remove reliance on phone trees or home-grown applications as your first line of crisis response. You can eliminate disconnects between your crisis response and the rest of your business continuity programs. You will have access to a service, not just a software program, which includes an implemented crisis plan that has been qualified through the simulation of an event. As a result, your organization is prepared to react quickly and decisively when the inevitable occurs.

The Sungard AS Crisis Management Program

The Sungard AS Crisis Management programs includes 5 elements:

- Plans, procedures and protocols for rapid response
- Real-time situational awareness for informed decision making across all global locations
- Emergency notification for secure, accurate, fast communication to employees, vendors and stakeholders
- Simulation exercise for Crisis Management team to identify gaps and opportunities, and for evolving program development supported by education and training to the executive team

**Activate Your
Crisis Management Plan**

The Crisis Management Program utilizes Assurance^{CM} enabling you to quickly activate a plan that contemplates the risks that matter to you, appropriate responses, and learnings from previous events. You will have access to real-time data providing you situational awareness of your people and infrastructure. You will have the confidence of knowing that your plan will be effective in delivering the outcomes that are expected.

Manage Your Communication Chain

The Crisis Management Program also leverages the power of Assurance^{NM} to manage key personnel contact information, utilizing this information for automated crisis communications. These critical stakeholders will have the benefit of secure, encrypted file distribution and access to a “one-click” conference bridge, accessible by virtually any device. Sungard AS will assist you in creating a standardized structure for the management of incidents and crises. You have the ability to specify which personnel are aligned to which roles, and the accuracy and quality of personnel data will be thoroughly tested prior to deployment.

Automate – Test – Scale

The Sungard AS Crisis Management Program is intuitive and fully automated, meaning you will not need to engage critical resources to achieve a higher level of resiliency. No up-front investments in infrastructure or software licenses are required. You will have the confidence that your plan is battle-tested and ready for deployment. This program was designed to be highly scalable and can protect both emerging business and global enterprises.

**Craft a Crisis Management Program
for your Organization that is:**

- **Effective** – operates 24/7 dealing with planned and unplanned events
- **Consistent** – covers all sites and locations
- **Automated** – integrates with modern business continuity plans
- **Visible** – ensures executives and employees are engaged, aware and educated
- **Evolving** – continually enhanced and refined to deal with everyday threats

About Sungard Availability Services

Sungard Availability Services provides managed IT services, information availability consulting services, business continuity management software, and disaster recovery services.

To learn more, visit www.sungardas.com or call 1-800-468-7483 or outside the U.S. +1-610-768-4120

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