Google Map Visualization transforms business continuity planning

Your risk and business continuity team is working hard, and it has the business binoculars out, on the lookout for long-term risk so that problems are under control and confidence is at an all-time high.

> "In preparing for battle I have always found that plans are useless, but planning is indispensable."
>
> Dwight D. Eisenhower

Enterprise leaders don't quite realize all the hard work and complexity of a BC plan — locations, employees, IT processes and assets, applications and of course the interdependencies across all these sources of data.

Of course, you understand the challenges. Your organization is in a hyper-dynamic state — always changing — and your data sources are inconsistent, updated at different frequencies, and sometimes hard to grasp quickly.

But you have the bases covered. You have good reports that help you weigh potential impacts of what you've learned. You're diligently thinking through risks and outcomes. You have a plan in place, based on information that works for you, and you're ready to do what needs to be done.

Then suddenly, your business is in trouble. The crisis manager comes to you. He needs the continuity plan because of an upcoming inclement winter storm at one of your locations. A polar vortex is swooping in, and two feet of snow will stop the flow of parts to your manufacturing plant, disrupt production, and increase the chances of accidents at your facility. You are getting weather alerts and public authorities are calling with parking and travel restrictions on certain key routes in your vicinity. Employees are tweeting each other, posting rumors on Facebook, and asking managers for direction.

How's that plan working out?
Wait…you thought you had a plan, didn't you?

You built scenarios, or maybe you didn't, but this is a specific situation, not a generic scenario. You're struggling to absorb all the information that's coming to you in the heat of the moment. You're in a tough spot, everyone wants answers right now, but digesting the information and making quick decisions — that's hard.

You've uncovered a basic problem. Your static plan is a good foundation, **but it isn't dynamic**.

This is a common problem, and it's illustrated by a quotation: "In preparing for battle I have always found that plans are useless, but planning is indispensable." -Dwight D. Eisenhower

You're going into battle. What do you need? It's not just access to information — you already have that. You need that information to easily, quickly, and efficiently support business decision making in ways that augment and extend your planning.

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EXECUTIVE BRIEF

No Light, No Map, No Insight

The good news is that there's an almost endless supply of information. Just think about it — social media, television, radio, USGS, law enforcement, FEMA, state and local government updates, and weather reports, just to name a few. You also have stacks of enterprise data coming from internal systems and processes.

With this endless supply of information, you have everything you need to make good decisions. Or do you? There are two issues with all this information.

The first issue is that making sense of that information is an overwhelming task, and **you have to decide what's accurate, relevant, and useful — right now.**

Much of what you are reviewing just does not matter. For example, government earthquake monitoring tools include non-threatening seismic data and are hard to filter. Many sources don't connect with one another and have fluctuating relevance levels.

It's not unusual, when an event occurs for a crisis response manager and the business continuity director to have sixty data sources at hand, spending hours manually trying to make sense of what they're seeing.

There's a second issue too. It's that your long-term plan lacks the most accurate real-world insight.

While you're planning you're capturing essential enterprise data but this data is disconnected from the outside world. With a manual process you can miss insights that in the future could speed up recovery or enable alternate actions — e.g., sudden changes in weather or traffic. Your long term planning may lack a reality check unless you build it on a foundation of historic and real-world data — but that's hard to do because there's just so much data out there.

You need something different for both proactive planning and reactive adaptation.

You need a way to absorb information that lets you move from static planning to "response modeling." You need immediate access to data. You need to share relevant and accurate data. And you need to see changes, as they happen. Everyone — from the CEO to employees — wants to eliminate business disruption and guarantee safety. To bridge the gap between slower, traditional approaches and business demands for instant insight you need to shine a spotlight on what's going on.

Going Beyond Traditional Systems

Traditional BC systems struggle to integrate real-time information in ways that make sense. They're powerful, but miss key characteristics that deliver value.

- Traditional systems are static, built for long-term planning by business continuity professionals. Businesses need them to drive awareness, to be alive & real-time, enabling access to the right information, at the right time, for the right person.
- They're often closed off to new sources of insight, but your organization needs them to be open and integrated with internal and external data in ways that promote effective enhancements, and reality tested solutions.
- They're usually siloed, but today's challenges require better engagement and collaboration across disciplines — DR, incident management, and business continuity

We've worked around those challenges. At Sungard AS, we've rethought how real-time data integrates with your continuity plans and execution to deliver predictive and proactive insight. We give you ways to display multiple sources of data that offer superior situational awareness.

LETS SHIFT FROM STATIC PLANNING TO "RESPONSE MODELING"

Accessible   Relevant and Contextual   Real-time

KEY ATTRIBUTES OF PLAN DATA

You will have immediate insight that helps you to see an impacted location, quantify the impact, communicate the impact, & drive better planning for the future.

You can shine a light on your risks in a way that supports better business continuity, disaster recovery, and crisis management across short-term incident management and long-term business continuity planning.

You have to visualize your data for situational awareness. Pictures are worth a thousand words. That's why visualization is becoming an essential tool in many fields. It's something new that offers new ways to improve what you do. With our solution, you'll have immediate insight that helps you to see an impacted location, quantify the impact, communicate the impact, and drive better planning for the future.

Live data with Google Maps™ integration helps with long-term initiatives.
Map visualization is becoming an essential element for long-term planning as well. The world of business continuity is converging, with business continuity planners driving more engagement and integration with real-time incident management and crisis communication. Map visualization allows more informed planning as well as improved situational awareness in case of a crisis.

Sharing and Sustaining with Integrated Visualization
However, we go beyond map visualization. It is a good start, but we also understand that you're seeking new ways to express information to drive situational awareness at all levels of your organization.

You'll be empowered to use visualization to drive effective outcomes.
- You can extract, slice, and dice data on demand.
- You'll be able to integrate enterprise and non-enterprise data sources in a single view.
- You'll move from dry reports to compelling visual representations

That's why we built map layering and visualization into Sungard AS Assurance[CM], our business continuity suite. Instead of having another tool that's disconnected from the way your organize plans and responses, we give you everything you need in a single place, that provides new insight, and we've done it in a way that's powerful, customizable, and built to be easy for any user in the organization.

Gain situational awareness with integrated and real-time visualization

Visualization Benefits for Business Continuity

Imagine what you could do with a simple, integrated way of visualizing historic and current data sets.

- You could rapidly communicate changing conditions.
- You could build better awareness at the board and departmental levels.
- You could easily show historical impacts and what-if views in an incident playbook.
- You could use images to drive and deepen roles, tasks, and orchestration.

- You could expand collaboration across DR, BC, and incident management.
- You'd be able to have simpler and more dynamic reporting as part of your program lifecycle.
- You'd have a new way to test, practice, refine, and communicate.

With the explosion of relevant data, visualization techniques are THE essential tool for situational awareness and no organization can do without them. Why wouldn't you want them?

Getting Visualization Now

Do you need immediate insight that shines a new light on risks and opportunities? Do you need a better way to connect long-term planning with short-term results? Do you need to feel more confident that you have the right data, presented in the right way, for the right people?

Working with Sungard AS, the market leader for business continuity, you can have it. Contact us for a demo or discussion.

For more information
Best way to experience and understand the benefits of map visualization is to see it live. Call us today to schedule a demonstration or visit our demo library.

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

To learn more, visit **www.sungardas.com** or call 1-888-270-3657

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