

# » Planning for the Unexpected «

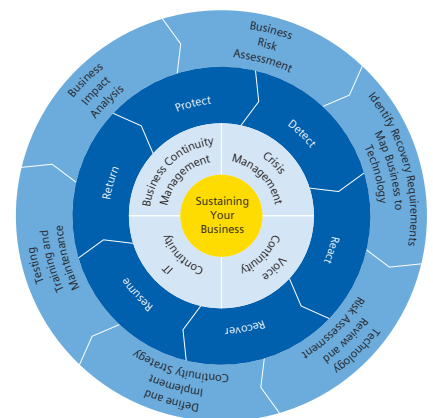
Business continuity management (BCM) is concerned with managing risk to ensure that, at all times, an organisation can continue operating to, at least, a pre-determined minimum level. It should be focused on entire business processes rather than solely on specific assets such as IT systems



Siemens Insight Consulting has a reputation for excellence within its diverse client base and is retained as a specialist business continuity adviser by many organisations. Our services include:

- Business continuity management programme gap analysis and documentation review
- Education and awareness training including leading edge use of CBT and eLearning
- Large scale crisis management exercises including full media exposure and training
- Integrated testing, including business continuity, IT disaster recovery and voice recovery component testing
- Managed services to ensure your organisation gets full-time quality support in this key area, without having to resource the role internally
- Examining supply chains to eliminate reliance on single or "at risk" suppliers
- World class bespoke consultancy on any aspect of business continuity

- Implementation of the full business continuity management lifecycle – from initial business impact analysis to strategic development through to developing crisis management plans and communicating, testing, reviewing and monitoring plans.



Continuity

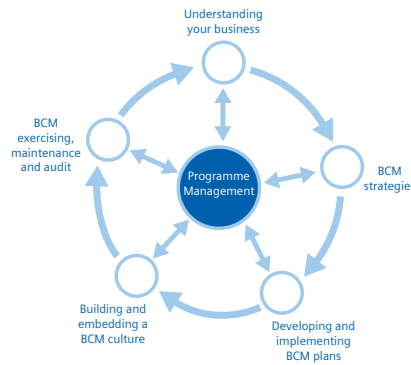
Insight Consulting

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# Business continuity management

Effective business continuity forms an essential part of the ability to manage any organisation. Whatever the business driver, for example Civil Contingencies Act, Sarbanes-Oxley or good corporate governance, we provide a consistent and industry accepted methodology to ensure a focused and supported approach to the implementation of business continuity management.



The approach is consistent with recognised good practice published by the Business Continuity Institute (BCI) and also with the forthcoming British Standard for Business Continuity, BS 25999.

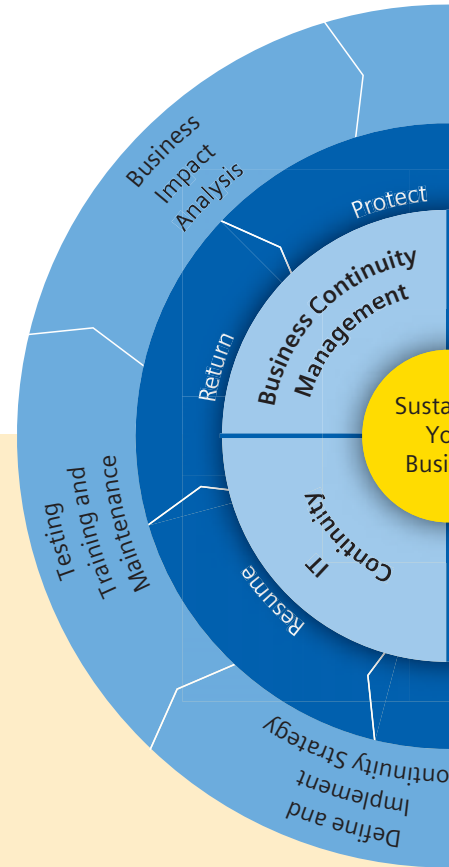
Our approach places emphasis not only on the ability to recover key elements of your operation and therefore maintain your reputation, to ensure a steady income flow, or comply with statutory duties. It also places emphasis on identifying the key impacts and risks and focuses on the importance of minimising the impact of the risk occurring in the first place.

Our consultants have 'real world' experience in practical implementation of BCM in a number of industries and government sectors and can advise on how the approach to BCM should be tailored to your organisation and culture. In addition, this practical experience can help identify areas which may prove challenging, for example:

- Developing realistic project plans for BCM
- Ongoing commitment from senior management
- Improving staff awareness of BCM

- Ensuring consistency between IT recovery and business continuity processes.

Additionally, our experience is that more companies are now considering BCM training at the start of a project rather than at the time of project completion. As a key provider of BCM training, Insight has a number of BCI approved trainers and courses which can deliver the targeted training required to improve awareness and management commitment.



# IT continuity

Insight's methodology is built around six key principles of Protect, Detect, React, Recover, Resume and Return.

## Protect

Protecting the IT environment is critical to maintaining the desired levels of availability for an organisation. The services are at threat from environmental failures, hardware failures, operational errors, and malicious attack.

## Detect

Detecting incidents at the earliest opportunity will minimise the impact to services, reduce the recovery effort, and preserve the quality of service.

## React

Reacting to an incident in the most appropriate manner will enable an efficient recovery and keep any downtime to a minimum. Reacting poorly may result in a minor incident escalating into something more serious.

## Recover

Recovery of services should be performed in a controlled and pre-determined fashion. Identifying and implementing the appropriate recovery strategy will ensure the timely resumption of services and maintain the quality of data.

## Resume

Understanding the recovery priorities, as well as the recovery point and recovery time objectives allows the most critical services to be re-instated first. Services of a less critical nature may be re-instated at a later time or, in some circumstances, not at all.

## Return

The process of returning from disaster mode to normal operations is often neglected by organisations. All IT continuity plans should have an exit strategy that allows them to vacate their IT disaster recovery centre when the time comes.

Insight has six service elements that will assist an organisation progress through this maturity model and achieve IT continuity. These elements are:

- Continuity reviews, audits and health checks
- Defining resilience and recovery strategies
- Solutions design and implementation
- IT disaster recovery hosting
- IT continuity and recovery testing
- IT continuity training.

## Crisis management

### Can your company cope with a crisis?

It is an unfortunate fact that crises happen, whether as a result of man-made disasters such as terrorism or resulting from a natural disaster, such as extreme weather and flooding. A crisis can have a major impact on your staff, your company infrastructure, its facilities and equipment and on the business itself. At such a time, will your company be able to cope? Does your company have a crisis management plan and do your staff know how to implement it?

### The crisis management plan

Insight is an acknowledged authority on crisis management and has a well proven methodology for developing, auditing and testing crisis management plans. The plans are based on key crisis management fundamentals and are largely generic in nature, as it is often not possible to predict when a crisis will happen or what form it will take, or indeed who will be available to respond to it when it does happen. Insight's recommended plans are easy to operate at short notice, are practical and should be well rehearsed.

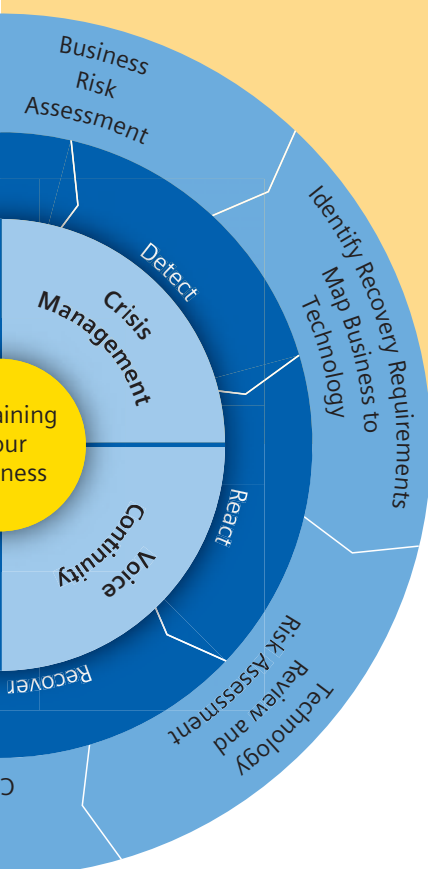
### Emergency communications

A fundamental issue in major incidents is how to communicate with key people rapidly with a consistent message. Traditional manual methods are simply ineffective and tie-up valuable management time at a critical moment. Siemens can provide the answer, providing an automated service to deliver key messages to your staff

using a wide variety of formats and delivery channels to increase the success rate whilst reducing overheads. Insight will ensure that this service really meets the needs of your organisation, and will provide guidance on tools and methods to improve emergency communications.

### Awareness and training

Crisis management is not just the responsibility of the Business Continuity Manager or the Managing Director, it is everyone's responsibility. Everyone in an organisation must therefore understand the principles of good crisis management, how it is implemented and the part that they play in it. Insight will help your organisation develop and facilitate a crisis management exercise to train and test at any level from the Executive Board to individual departments.



Whilst business continuity, crisis management and IT continuity have long been recognised as part of the approach to planning for the unexpected, Voice services have often been neglected. Insight believes that retaining the capability to communicate is an essential part of an organisation's response to an incident, and that voice services are a vital component of this.

## Voice continuity services

Voice is a fast changing environment. Where once there was a small telephony operation in most organisations, these are becoming increasingly sophisticated and are often the one area of direct contact with the customer. The move to Voice over IP (VoIP) in the office environment poses both new issues and offers new opportunities for the continuity planner.

Although our approach to voice continuity is very similar to IT continuity, it is focused on ensuring that business operations are properly supported for all of its voice services, including:

- PABX
- IVR
- ACD
- Re-direction of calls to DDI and non-geographic alternate sites/locations
- Provision of emergency notification
- Assistance in accounting for staff
- Using alternatives to mobile phones for communication in a crisis
- Call centre resilience and recovery.

Insight is able to offer assistance in:

- Understanding business requirements
- Developing risk mitigation measures to reduce the likelihood and impact of an incident
- Developing practical and sustainable solutions
- Managing tests to demonstrate recovery solutions.

In addition, we can deliver solutions in a number of these areas, for instance in facilitating the Siemens Assista service to provide delivery of replacement PABX. We provide industry experienced consultants who will understand your business and have the technical knowledge to define practical options to ensure the continuity of this vital area.

## Summary

Whatever the nature of your business or the risks that you face, Insight Consulting's Continuity Services can help you manage these risks and give you confidence that you can recover the key elements of your business promptly, with reduced disruption, following an incident.

Our Continuity Services provide a complete approach to both risk management and business recovery. In addition, we can also support associated needs, for example provision of media training to support crisis management. Although we have formal methodologies, these services are tailored to the needs and culture of your organisation to ensure the approach delivers your priorities. Our experience in the delivery of technical consultancy and the development of sophisticated training, including eLearning, ensures we can deliver a comprehensive service to address all your requirements.

Our award winning consultants have real industry experience and have practical solutions for the areas that are likely to need specialised sector knowledge. In addition, our services are backed by the support of the leading technology brand of Siemens group which provides global technology products and services.

## Why Insight?

- Industry accepted methodologies
- Experienced consultants in both public and private sectors
- Consultants with practical experience in real operational environments
- BCI industry award winning consultants: BCI Consultant of the Year 2001, 2003, 2005
- Services have been delivered across the globe
- Supported by the well respected Siemens brand.



## Key features

- Proven, industry recognised methodologies compatible with BSI PAS 56, BCI Good Practice Guidelines and the emerging standard BS 25999
- Confidence that your organisation will survive a major incident
- Protection of reputation following an incident
- Comprehensive training to help you to help yourself
- Modular approach that allows you to select the services that you need to help you most.

*BCM Case Study – UCAS (Universities and Colleges Admissions Service)*

## Siemens Insight Consulting & UCAS: Working together to take business continuity to the next level

**UCAS (Universities and Colleges Admissions Service) is the central organisation that processes applications for full-time undergraduate courses at UK universities and colleges.**

Paul Featonby is a Director at UCAS and is responsible for Digital Services.

'At UCAS we recognise the importance of business continuity planning. Prior to working in partnership with Insight Consulting (part of Siemens Communications) we had in place a business continuity programme and that had established our key business requirements and created business continuity plans for each department.'

"We were conducting regular testing of IT recovery plans, the user base supported by a recovery contract with a third party. We also had a crisis management team who were tasked with providing the immediate response to major incidents. We went out to tender for a 3-year framework agreement as we felt a partnership approach would be key to an ongoing BC programme. We appointed Insight Consulting and they provided us with both the expertise and overview of the entire process that we required. They worked with our business managers to identify the key risks to our business and their potential impacts and reviewed our overall strategy. In addition, they provided essential crisis management training for our senior management team".

"Their independent approach enabled them to act as impartial observers at our IT and business recovery tests and provide focused feedback to enable improvements in our testing strategy and processes."

"Insight provided a practical approach with the appropriate plan rehearsals for our crisis management, business continuity and IT recovery plans. We are now at a new level of maturity in terms of our business continuity management procedures. As a result, UCAS now have a set of leading-edge business continuity plans, and our employees are trained and well prepared to respond to any incident that impacts UCAS."

Siemens Insight Consulting is the specialist Security, Compliance, Continuity and Identity Management unit of Siemens Enterprise Communications Limited and offers a complete, end-to-end portfolio encompassing:

- Security
- Continuity
- Managed Services
- Compliance
- Identity Management
- Training

Siemens Insight Consulting subscribes to the C&ESG Listed Advisor Scheme (CLAS) and CHECK services. We are certified against BS 7799, a preferred supplier of services to the UK Government and are an accredited Catalyst supplier.

If you'd like to find out more about how we can help you manage risk in your organisation, visit our web site at [www.siemens.co.uk/insight](http://www.siemens.co.uk/insight)

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