



## Strategies for your Business' Journey



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*10 Steps to Developing, Implementing & Managing a*

# **BUSINESS CONTINUITY PLAN**



# Contents

Introduction.....	1
Expecting The Worst, Planning for the Best.....	2
The ROI on Business Continuity Platforms.....	3
Getting Started.....	4
Ten Steps.....	5
Internal Communications Benefits.....	6
Business Continuity Resources.....	7
Customer Communications Benefits.....	8
Why Communications as a Service Makes Sense.....	9

## You'll learn about:

- *Best practices in planning and managing **real time** communications in times of crisis*
- *The risks associated with lack of planning and chaos that can outlive the disaster itself*
- *Enlisting support of executives and business unit leaders to ensure the plan's value*



# Introduction

Business Continuity Planning ( BCP) includes risk mitigation for all areas of your business that could be impacted during an unplanned event. The communications aspect of your plan can ensure your risk mitigation strategy is executed successfully and cohesively.

The communications component has the potential to be simplified by leveraging recent advances in cloud based technology. Cloud- based communication solutions empower businesses of all sizes to implement strategies that are cost effective and robust with less investment than ever before. With proactive planning, business continuity measures can be implemented inherently with your communication solution from the onset.

With the proliferation of smart phones and tablets, and with continually increasing access to broadband whether in home offices or in public spaces, Business Continuity (and “Disaster Recovery”) solutions are easily accessible from a variety of devices and locations.

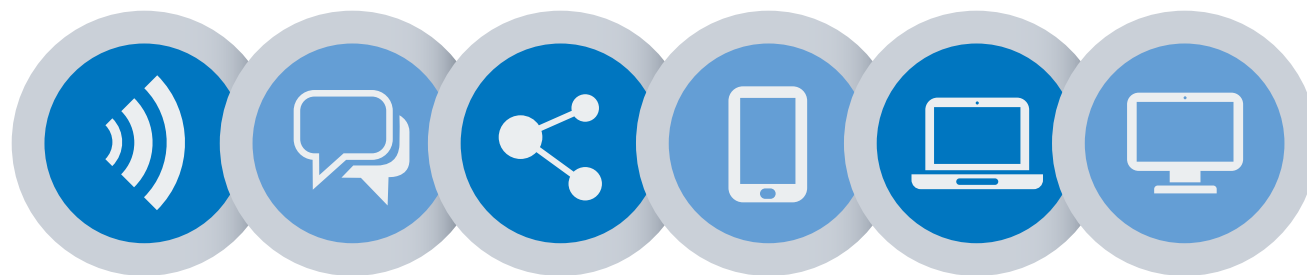
Today, the ongoing operations of businesses is no longer just about recovering data through “back up” systems – it is about real time communications and ensuring business teams are able to stay to connected particularly in times of crisis – due to inclement weather, other natural disasters, power outages, terrorist threats, compromised buildings, and more.

When an outage or catastrophe occurs, colleagues, partners and customers care more than ever about being able to reach others or to continue working on projects, fulfilling customers’ needs, and simply getting work done.

**Communications** are the lifeblood today for every business, ensuring people, teams and tools are available without interruption can make or break a business.

*Cloud solutions typically offer fully redundant capabilities and seamless integration and access from a variety of locations and devices, while traditional premise based solutions would have required proprietary interfaces and double investments to facilitate the same reliability of duplicate networks, power and infrastructure.*

*As more and more businesses leverage web and cloud-based applications and move their applications servers from their offices to secure data centers, enlightened IT teams are turning their focus to ensuring employees have all the tools they need and a plan to connect to the Internet securely from wherever they are so business can continue to flow, uninterrupted.*




## Expecting the Worst... Planning for the Best

Unplanned events can have a devastating effect on small and medium businesses, and because businesses often don't have the resources to be able to respond quickly when a disaster happens, it is as important for leaders to think through what would happen if...

Crises including storms, fire, damage to building facilities, power outages and other system failures can ruin businesses, either short term if they cannot carry out critical day-to-day activities, or longer term if it takes weeks, months or even longer to restore operations.

Worst case? Companies lose hard fought for customers, impacting their customers' businesses, or their partners' ability to keep the supply chain going. Companies lose valuable data including, in the real time communications arena, contact lists, directories, historical information, calendars and meeting/collaboration schedules and more, making it nearly impossible to rebuild when business momentarily comes to a halt due to an unforeseen incident.

On the opposite end of the spectrum, businesses that plan for and maintain focus on business continuity solutions can turn a tragedy into a triumph, keeping their teams connected, keeping their customers informed, and positioning themselves to be heroic when the inevitable occurs.

 *A carefully thought-out business continuity plan will make coping in a crisis easier and enable you to **minimize** disruption to your business and your customers.*



*A United Nations report, entitled [“Global Assessment Report on Disaster Risk Reduction”](#) found that exposure to disaster risk is increasing in port cities “owing to economic and urban growth ... sea-level rise and climate change ... Estimated exposure to economic assets is expected to increase from \$416 billion in Miami in 2005 to \$3.5 trillion in 2070.”*

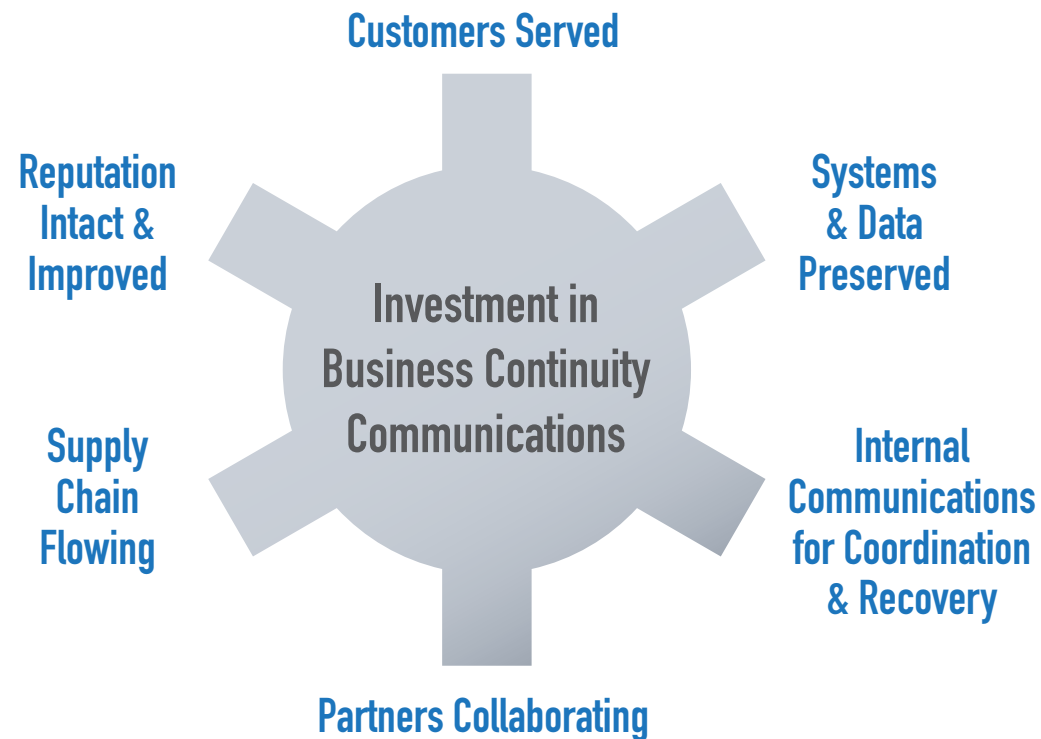
*Long viewed as simply IT disaster recovery planning and data backup, a role of the IT technician, following the 9/11 terrorist attacks in the US., business continuity management has become a “team sport” and in some industries driven by regulations including achieving compliance with [Sarbanes-Oxley](#) in financial services, [HIPPA](#) and [JCAHO](#) in healthcare, and similar standards in e-commerce and other cloud services businesses.*

# The ROI on Business Continuity Platforms

Successful businesses focus on delivering value to their customers, suppliers, employees and investors, while also meeting regulatory requirements in certain **high-stake** industries. This includes the ability to continue operating even under the worst circumstances and conditions.

Business continuity is most successful when a reasonable amount of money and time are spent in order to prevent the loss of a much greater amount of money and in some businesses, “priceless” assets including business reputation in addition to revenues and profits.

The difference between the investment made and insurance against catastrophic business losses creates a ratio that defines “ROI.”



## Average Impact of a System Shutdown:

- ½% of market share every 8 hours
- 3 years to recover ½% of market share
- One year of consequences for every 6 hours of downtime,
- Within the first 5 days after a disaster, a company can lose ½% of revenue

Source: (University of Texas Study)

Sources: 1 California Emergency Management Agency/UN Development Programme

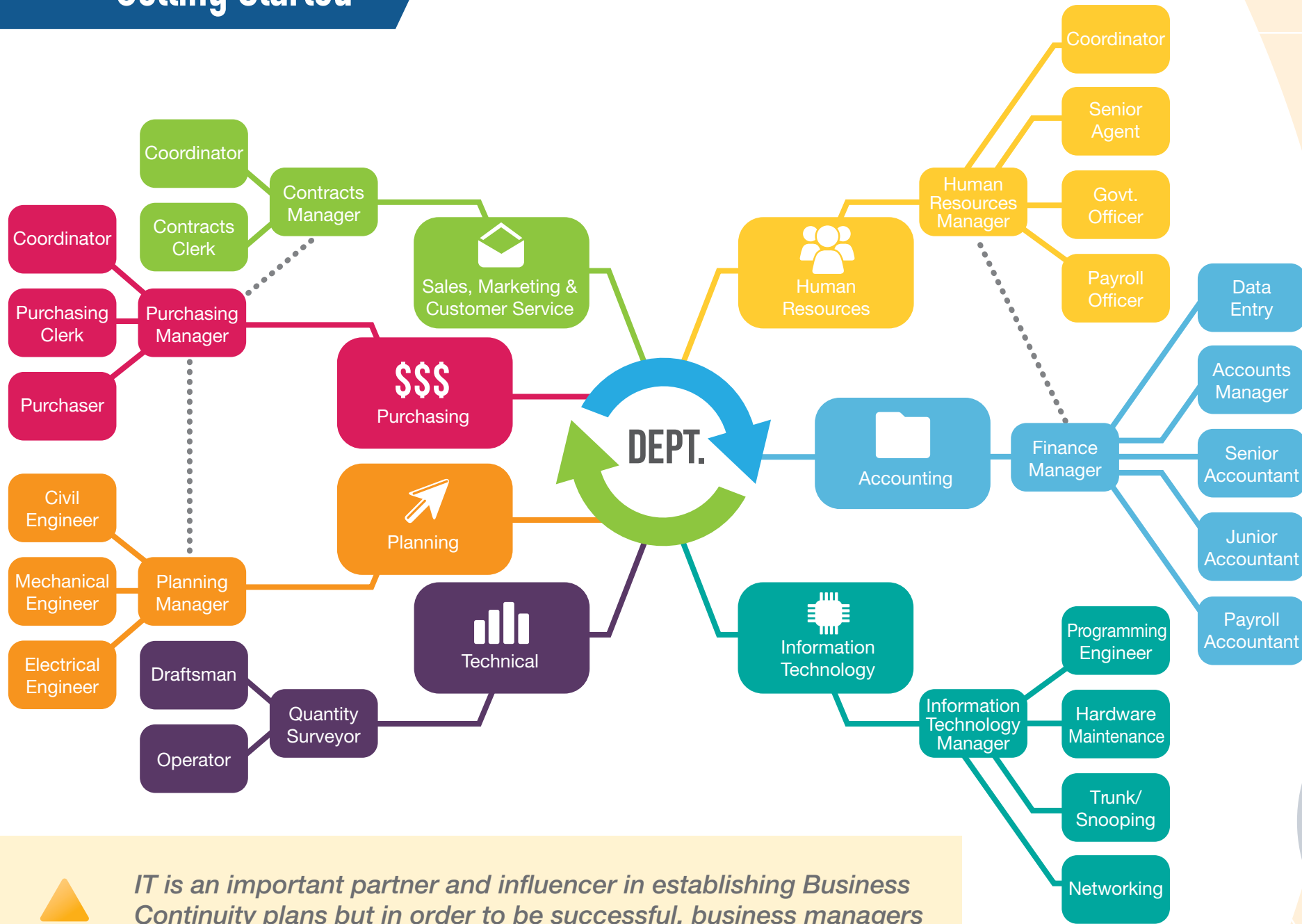


## Every Business Is Different

– but here are what some experts say.

- 80% of companies that do not recover from a disaster within one month are likely to go out of business. (Cericenter: Risk Management Solutions, Bernstein Crisis Management)
- 75% of companies with out business continuity plans fail within three years of a disaster. (Blindsided, T. Blythe, CEO, Crisis Management International)
- For every US\$1 invested in resilience and prevention, between US\$4 and US\$7 are saved in response (1)

# Getting Started



**Local, Regional or Global?  
Staying Connected Has Become  
More Important and More Feasible  
Than Ever in Times of Emergency.**



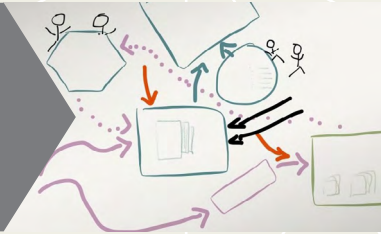
*IT is an important partner and influencer in establishing Business Continuity plans but in order to be successful, business managers across the company must contribute and participate. The full support of the leadership team is also mission critical.*

# 10 Steps To Developing, Implementing & Managing a Business Continuity Real Time Communications Platform

**1** *Select a cross-functional team*



**6** *Create a worst-case scenario and run through together*



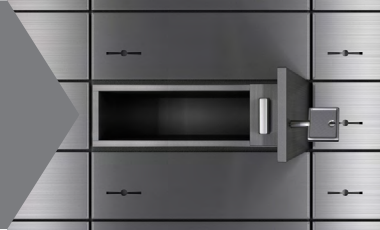
**2** *Identify the specific crises that could affect your company*



**7** *Set up your plan and test, test, test*



**3** *Identify the industry standards & regulatory guidelines in play*



**8** *Enlist your managed services and IT partners to address gaps*



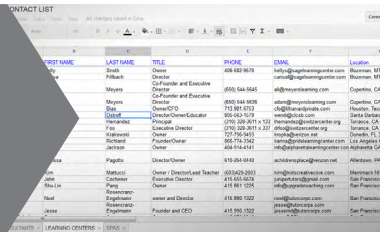
**4** *Review current communications systems*



**9** *Implement your Business Continuity Solution*



**5** *Identify gaps including calling tree directories*



**10** *Should a disaster occur, measure performance & continually improve*





# Internal Communications Benefits

When your business continuity planning includes real time communications through a cloud-based platform, not only are you guarding your business assets but you are supporting your team and **business community**.

The team members who make up your business will be more informed, more coordinated, more capable and confident when they have the tools they need to simply and intuitively log in and continue working.

Disabling events can come in many forms including the more predictable weather related challenges to the less predictable facilities disruptions, terrorist threats, and even pandemics which can cause a dramatic reduction in staff available to report to **specific physical office location**.

Non-availability of key employees can disrupt a business, particularly if this happens during **peak business periods**. As part of your business continuity risk mitigation planning, it is advisable to think through even the less obvious discontinuity scenarios.



**How Prepared  
Is Your Team?  
What Support Are You  
Providing Them?**

# Business Continuity Resources



FEMA

[FEMA Business Continuity Plan Template](#)



[Wiki How To Build a Business Continuity Plan](#)



[Canadian Public Safety Guidance](#)



[BRCCI Professional Certification and Training](#)



GOV.UK

[UK Tool Kit](#)



[FINRA Rules](#)

[FINRA Template](#)



[Disaster Recovery Institute Professional Certification and Training](#)

Details outlined in these publications are intended to serve as resources and tools to aid in the preparation of Business Continuity Planning. Any content within is not intended to represent legal or regulatory guidelines for any specific entity, government or organization.

## Customer Communications Benefits

The benefits of being able to reach out to customers in a systematic and yet personal **manner** during an emergency are obvious. During a crisis, businesses find themselves at the threshold of either epic failures to communicate clearly and quickly to **customers, or they** can seize the opportunity to show customers how well organized and **prepared** they are.

Precise, timely, and relevant information is essential for businesses to maintain trust and credibility with customers, can help in decision-making that may greatly effect productivity overall, and perhaps most importantly can help provide assistance to customers **potentially impacted** by the disaster.

Every business should have a crisis communication plan to ensure the accurate, timely and smooth dissemination of information **as well as access to** reliable tools enabling uninterrupted communication and collaboration.



*Communicating during or immediately after a major disaster can be almost impossible, as thousands of people may attempt to reach friends and families to confirm their safety or share information. To overcome this obstacle, a business' crisis communication plan should include multiple means of reaching key stakeholders, with a broad variety of communication options. These options could include text messaging, emails, a business phone hotline with recorded messages (as well as the capability of allowing the caller to leave voice messages), social media outlets (Facebook, Twitter, LinkedIn, etc.), the company's website and secure sites and more. **Continuity Plans that include Omni-channel communications have proven to make immediate and significant impacts.***



**When Disaster Strikes,  
How Will Your Company Reach  
Out To Customers?**

# Why Communications As A Service Makes Sense: Beyond Business Continuity

More and more business are moving to communications as a service (CaaS) not only for business continuity, even though the cloud makes business continuity much easier and intuitive for end users. A recent IDC survey indicates that the top reasons that business owners migrate to cloud based technology as a means to drive revenue growth, increase productivity and decrease costs. The impact to productivity during an outage can be detrimental to a business's livelihood. **The benefits of empowering employees with communication tools that are geographically agnostic in a cost efficient manner will be realized in any business climate.**

Cloud-based real time communications, including voice, messaging and collaboration, compared to **traditional premise-based communication systems** approaches are:



## **LESS EXPENSIVE**

Sold on a per-seat subscription basis, minimizing capex



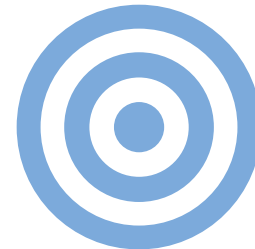
## **SCALABLE**

Businesses can adapt for growth and scale up or down as needed



## **AVAILABLE EVERYWHERE**

The right real time communications systems allows multi-platform access to UC apps from anywhere with a network connection



## **CLEARLY DEFINED**

CaaS eliminates obsolescence and outsources the challenges of disaster recovery and security to the managed services provider



## **FLEXIBLE**

New features and services can be turned on with ease





*Contact Us To Get Started On Your Business Continuity Plan*