

Business Continuity and Crisis Management 101

The logo for Continuity First features a large, stylized, glowing 'C' shape that is partially obscured by a horizontal band. The band is divided into three sections: a light blue top section, a dark brown middle section, and a black bottom section. The text 'CONTINUITY FIRST' is centered within the dark brown section of the band.

CONTINUITY FIRST




January 5, 2007



CONTINUITY FIRST

Business Continuity • Continuity of Operations • Disaster Recovery • Crisis Management • Privacy • Security

Continuity First

- Formed in April 2005
- Former Senior Managers in Charge of Business Continuity, Disaster Recovery, Privacy, and Security
- Headquartered in Mechanicsville, Virginia
- Registered SBA Small Business and Virginia Small Woman and Minority (SWAM) certified
- *Proud member of the*  **RETAIL
MERCHANTS
ASSOCIATION**



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James River at Richmond, Va., Main Street Facing West, August 23, 1969 (Courtesy, Richmond Times Dispatch)



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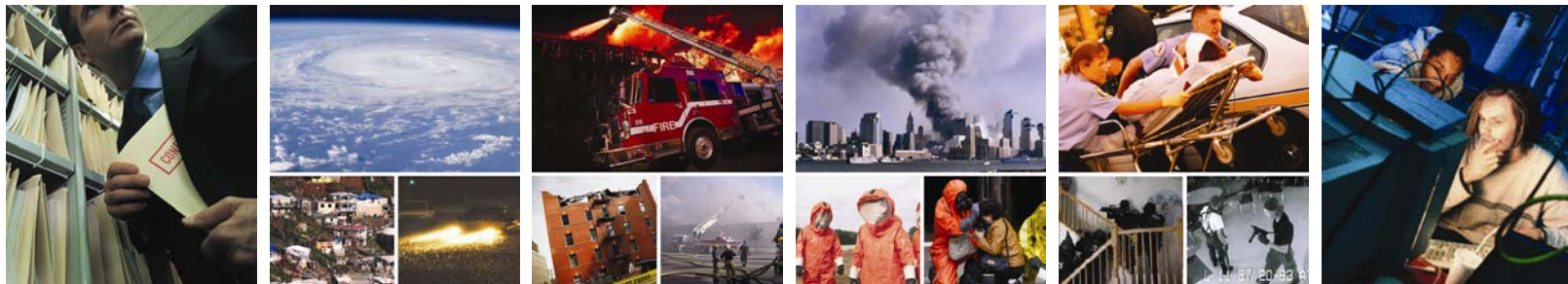




Threats to Your Business

Robbery
Shoplifting
Identity Theft
Workplace Violence
Fire
Embezzlement
Executive Incapacitation
Hurricanes

Flooding
Snow
Ice
Civil Unrest
HAZMAT Incident
Fraud
System/Network Intrusion
Information Theft/Leak





And...





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Your Passengers



Customers • Employees • Shareholders • Suppliers
Business Partners • Families

Your Brand!



How do Disasters Impact Businesses?

- **40%** of all companies that experience a disaster never reopen.
 - Over **25%** of the remaining companies close within two years.

(Source: U.S. Bureau of Labor Statistics)

- **93%** of companies that lose their data center for 10 days or more due to a disaster file for bankruptcy within one year after the disaster.

- **50%** file immediately.

(Source: National Archives and Records Administration)





Business Resilience: The Fundamentals

Emergency Response

- Building Evacuation
- Shelter in place
- Employee Safety

Crisis Management

- Incident Command and Control
- Emergency Notifications
- Roles and Responsibilities
- Delegations of Authority
- Internal/External Communications

Business Continuity

- Prioritized recovery of affected business processes
- Step-by-step recovery actions

Disaster Recovery

- Recovery of technology that supports affected business processes

Privacy

- Protection of confidential customer or employee information
- Release only to authorized individuals and organizations

Security

- Protection of people and assets



Having plans in place answers:

- What do I tell my customers and suppliers and how do I contact them?
- How do I contact my employees and tell them where to report?
- How am I going to pay my employees?
- How do I keep my customer and employee information safe?
- How do I handle a robbery?
- What do I tell the media?
- How do I recover my critical information?
- What human factors do I need to address?
- **How do I get “back in business?”**





Why have a written plan?



- Safeguard human life
- Minimize critical decisions in a time of crisis
- Reduce dependency on specific personnel
- Minimize loss of data
- Facilitate timely recovery of business processes
- Minimize loss of revenue/customers
- Maintain shareholder value
- Maintain public image and reputation



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Steps to Create a “what if” Plan

1. Understand the man-made and natural risks to your business
2. Develop plans that address worst case scenario for your business
3. Prioritize business functions
4. Determine what’s needed to recover those functions
5. Train personnel on their roles, responsibilities and the plan

Test the plan and keep it current!





The “Focus 5”



1. Make sure you have current contact information for all employees and key suppliers
2. Backup critical data and **TAKE IT OFF SITE**
3. Plan for recovery of critical documents
4. Review insurance policies for coverages
 - Exclusions
 - Amounts
5. Review vendor contracts
 - a. Their obligation to support you when *you* have a disaster
 - b. Their obligation to support you when *they* have a disaster
 - c. Their obligation to protect confidential information



The Win-Win of Planning

- Increase brand protection
- Increase competitive advantage
- Improve operational efficiencies
- Achieve legal and regulatory compliance
- Reduce workspace costs/increase teleworking
- Potentially lower insurance costs



Plans can pay for themselves!



Helpful Resources

- **Virginia Business Emergency Survival Toolkit:** A web page put together by the Virginia Department of Emergency Management that has a lot of good resources to help businesses prepare for disasters. Link: <http://www.vaemergency.com/business/index.cfm>
- **The Open for Business Toolkit:** The Institute for Business & Home Safety (IBHS) has put together a free resource to help businesses to prepare for disaster. Link: http://www.ibhs.org/business_protection/
- **Business Recovery:** The Federal Emergency Management Agency has put together a checklist for the types of information that should be in your plans. Link: <http://www.fema.gov/business/recovery.shtm>
- **Ready Business:** The Department of Homeland Security has put together some free resources for small and medium businesses to prepare for disasters. Link: www.ready.gov/business/index.html
- **Disaster Resource Guide:** Provides a catalog of information, vendors, organizations and many resources to help you prepare for (mitigate) or recover from any type of natural or other type of disaster. Link: www.disaster-resource.com
- **National Oceanographic and Atmospheric Administration (NOAA):** Provides storm history by locality. Link: <http://www4.ncdc.noaa.gov/cgi-win/wwcgi.dll?wwEvent~Storms>
- **National Fire Protection Association (NFPA):** Interesting statistics on fires, fire damage and losses. Link: <http://www.nfpa.org/assets/files/PDF/OS.fireloss.pdf>



Thank You!

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The logo features a stylized, glowing 'C' shape that is split horizontally. The top half is a light, golden-brown color, and the bottom half is a dark, charcoal color. A thin blue horizontal line runs across the middle of the 'C', passing behind the text. The text 'CONTINUITY FIRST' is centered within the 'C' in a bold, italicized, sans-serif font. The background is a dark brown gradient with a subtle vertical line texture.

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