



***First Hour, Inc.***

*Powering your Response. Facilitating your Recovery*

# **Business Continuity and Disaster Recovery**

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## **Responding to Business Interruptions**

*How do I do it?*

*Steve Lassig  
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*September 14, 2011*



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# Agenda

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- Definition
- Be Prepared = Boy Scout
- High Level Steps
- Embedding in the Organization's Culture
- Summary



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# Business Continuity Defined

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“The main purpose of BCM is to ensure that the organization has a response to major disruptions...”

Source: Business Continuity Management Good Practice Guidelines 2008,  
Business Continuity Institute



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# Be Prepared

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- Disruption of Power
- Telecommunications (phone, email )
- Natural Disasters
- Cyber Attacks – malware, network availability
- Terrorism
- Financial Markets
- Travel / Logistics



# Be Prepared

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- 9/11 New York, Pentagon
- Financial Crisis - 2009
- Hurricane Irene – Power Outages, Floods
- Earth Quakes on the East Coast
- Fires in the Texas
- Power Outages in San Diego
- Winter Snow and Ice Storms in Michigan
- Volcanoes in Iceland – airline shipping disruption
- Electrician blows Circuit Breaker in Data center
- Fire closes facility and takes network down



# High Level Steps

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- Policy and Program Management
- Understanding your organization
- Determine your strategy
- Develop and implement a plan
- Practice, maintain and review
- Embed into your culture



# Policy and Program Mgmt.

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- Governance / Regulatory / Compliance
- Sr. Mgmt. Documented statement of importance.
- Policies define Scope, Roles and Responsibilities –
  - Who are the response teams?
  - Are they Ready to respond?
  - How are they being notified?
  - Do they have the critical response documents?
  - Do they understand their clear path to respond
  - Have you practiced?



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# Understanding the Organization

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## Business Impact Analysis

- Identifies, quantifies and qualifies business impact of a loss or interruption
- Process helps determine Maximum Tolerable Period of Disruption (MTPD)





# Understanding the Organization

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## Risk Assessment

- Looks at probability and impact of specific threats that could interrupt your business
- Power Loss, Natural Disasters, etc.

\*\* Your Business Continuity Strategy is determined based on cross referencing impact and risk assessments



# Determine Strategy

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## Key Decisions for Corporate Strategy

- Recovery Time Objective (RTO) for each risk
- Separation of distance of facilities for storage and operations.



# Determine Strategy

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## Activity Level Strategy Analyzed and Understood

- Interdependence of services, business processes and technology
- Supporting and backup / failover technologies
- People, workforce, skills and knowledge
- Facilities, Information (data), Equipment and Supplies
- Stakeholders – Management, Employees Customers, Vendors, Stockholders / Owners



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# Develop and Implement

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## Incident Response / Management Plan

- Critical to protecting brand, reputation and finances
- Communication with key stakeholders
  - Management, Employees, Customers, Vendors, Owners / Stockholders
- Communication with media



# Develop and Implement

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## Business Continuity Plan

- Pulls together Organization level response to incident
- Each Incident analyzed and plan for

## Business Unit Plan

- Response teams assigned
- Department resumption plan once incident responded to
- Information Technology logistics addressed



# Practice, Maintenance and Review

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## Exercise your team

- Structured
  - Plan, begin simply and escalate
- Surprise
  - Unannounced practice of an event

## Maintenance

- Keep up with changes to organization, technology and/or Documents

## Review

- Self-Assessment using “table-top” exercises
- Policies, Processes, Procedures and Plans



# Embedding in Your Culture

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Live, Breathe it, ok, just try to get through it!

- Assess corporate awareness and training
- Understand level of awareness
- Design and deliver training and raise awareness
- Monitor cultural change



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# Summary

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- Events happen, be prepared
- Perception is Reality
- Priority for Board of Directors and Executive Team
- Design and deliver training, practice and raise awareness
- An Organization prepared can differentiate and survive it's competitors (think financial crisis)!





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# Thank You!

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## Responding to Business Interruption

*What does it look like, how do I do it*

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