



*In a world changing at Web speed...
keep your business running—
whatever the conditions.*

IBM Business Continuity and Recovery Services





IBM combines business and technological expertise to help you keep your business running.

The business continuity challenge—a new model to protect your business

While IT has become more vital than ever to business survival and success, the requirements to maintain, protect and recover it have become even more critical and complex. Disaster recovery efforts of the past were designed to provide backup options for centralized data centers. In the last decade, however, IT has shifted to distributed, integrated networks of technology that provide information within your enterprise and the entities of your value chain.

Virtually all information technology components, including distributed open systems, large mainframes, desktop and mobile personal computers, and work-group servers must interact seamlessly to ensure accessibility to the information deemed critical by your business. Protection of this multivendor, multiplatform environment requires a new protection model—one designed for integrated business continuity.

The impact of an information technology disruption

If the key operations of your company were suddenly suspended due to an information technology (IT) disruption, how would it affect your business—and your reputation? How long could you wait to access vital information assets? How fast must the applications that provide the information be back online?

Information technology disruptions have cost companies millions of dollars in lost sales and billions of dollars in market value. When employees can't access information—and customers and suppliers can't contact you—the damage could be irreparable. It could cost you your business.

However information technology is used in your company, it is likely an inseparable component of your business-critical processes. As you operate in an environment of higher customer expectations, faster response times and increased competition, can your business afford any degree of disruption to its information technology?



Major Cruise Line

Disruption:	Computers and call center threatened by a hurricane.
Quote:	"IBM provided the same equipment and processes as though our agents were at their own workstations."
Result:	12,000 calls successfully handled in two days.
	IBM Global Services People who think. People who do. People who get it.™

IT disruptions can come in many forms, from hackers to hurricanes. While you may not be able to predict them all, you can be prepared to prevent their impact on your business.

A backup and recovery plan is no longer adequate. Proactive efforts including risk assessments, disruption impact analysis and interruption avoidance maneuvers—aligned not by technology but critical business process—must be factored into a comprehensive business continuity program.

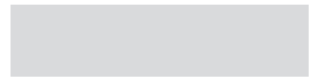
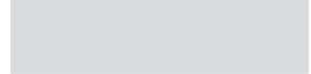
Assessing your business vulnerability

Although every organizational plan should include IT recovery strategies, this traditional approach may no longer suffice. Business models can no longer tolerate system downtimes of 24 to 48 hours. Many businesses can't afford to be down for even a few minutes. Whether a process manager, IT manager or top executive, every business decision maker must take steps to ensure that an IT disruption will

not cripple critical business processes. That means identifying your business vulnerabilities, assessing the impact of a disruption, developing a strategy to manage the risks and implementing an integrated business continuity program. A program that includes alternate speeds of recovery for each business process, based on the importance of the process within your business model.

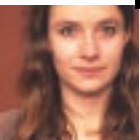
Initiating this action is essential—for the good of your organization, your customers and yourself, as well as stockholders, partners and suppliers. You must not only be ready to react to trouble, but have proactively built in prevention and protection measures to ensure business continuity.

Many companies do not have the background or skills required to assess vulnerabilities or develop effective continuity and recovery plans. Moreover, they cannot afford to dedicate sufficient staff and facilities to this vital need. For that reason, they engage with a business continuity consultant.



Whiskey Distiller

Disruption:	Systems, infrastructure and data storage destroyed by fire.
Quote:	"We were able to retrieve the majority of the data which was crucial to the continuation of our business."
Result:	Minimal loss of critical data; essential business processes continued.
	IBM Global Services People who think. People who do. People who get it.™



Whether you use a telephone, computer or other information technology, you are operating in an e-business world. Unfortunately, in this world, when IT stops, business stops.

Combining IT and business expertise

The people of IBM Global Services have the depth of technical skills required to integrate high-availability, scalable, advanced recovery solutions into your complex technology architectures to help meet your critical business continuity requirements—in-house and on the Web.

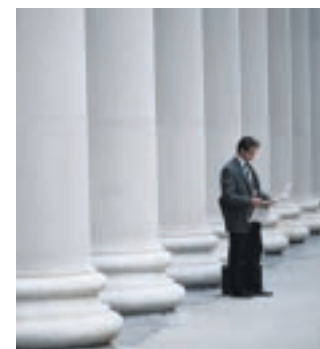
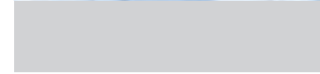
We can help expand the scope of business protection by evaluating the critical interdependencies between business processes, information technology and outside forces such as the Internet. By incorporating continuity and recovery into your system architecture from the outset, we change the focus from mitigating risk to proactively preventing failure.

A zero-risk plan can be very expensive and often unnecessary. We can provide assistance by differentiating complex processes from those deemed critical to the continuous operation of your business. We can help you balance between what is necessary to protect your business and what is affordable, by evaluating your tolerance for risk in the context of business and financial strategies.

Our consultants are skilled facilitators, leaders and communicators. Functioning as an extension of your team, they will provide their expertise and unbiased guidance in the development of your integrated business continuity and recovery program.

Striving for business continuity

In today's distributed, multivendor, information-centric world, disruptions can have a devastating effect on a business. Our business continuity and IT recovery specialists understand the vulnerabilities of this complex environment and the need for continuous availability of mission-critical information and applications. Using proven consulting methodologies, we can help assess your company's risk tolerance position and create alignment between your corporate strategy, risk-assessed business processes and IT recovery solutions. The result will be a comprehensive business continuity and



Protecting your IT-dependent critical business processes is complex. You have to understand both business functions and the role technology plays within those functions.

Large Law Firm

Disruption:	Terrorist bombing in the vicinity.
Quote:	"We talked with IBM not just about computer recovery, but how we would continue to function as a business."
Result:	Critical business processes protected; business continuity ensured.
	IBM Global Services People who think. People who do. People who get it.™



Building a continuity solution through IBM Global Services

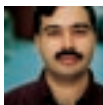
Our professionals have the expertise and tools necessary to design the right business continuity plan for your enterprise. Whether an individual component or an end-to-end solution, our services can include:

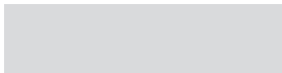
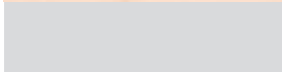
- Assessment of continuous operation readiness for critical processes
- Development of in-depth business continuity strategies that map to business and IT requirements
- Solution design, encompassing proven continuous-availability techniques and risk management, as well as traditional disaster recovery disciplines, processes and methodologies
- Integration of business continuity with critical business applications and IT initiatives, including e-business, enterprise resource planning (ERP), availability management, asset management and server consolidation
- Documented plans for the entire enterprise or individual business unit that integrate the full range of business continuity and recovery strategies
- Transformation of plans into detailed procedures and processes, including testing to help evaluate readiness
- Strategy proposals to help prevent high-impact risks and emergency situation management preparation
- Validation of existing recovery assumptions, including shortfalls. This validation also can include testing your plan to simulate real-life disaster declarations.

IT recovery solution that accounts for natural and man-made threats, and quantifies the financial impact on your business if such a threat results in a critical process disruption.

No two business continuity solutions are alike. For example, maintaining continuity of Internet operations presents many unique challenges. Our professionals can help evaluate your information security posture, detect misuse and violations as they occur, and respond quickly to security incidents. Supply chain dynamics also can pose significant threats to your operations. As part of the overall solution, we will conduct a critical parts supply analysis that includes contingency planning for disruptions which may impact your suppliers, wherever they are located.

Our business continuity and recovery programs can be implemented to whatever degree of completeness is required. IBM can even manage the program for you, including crisis management and disaster response solutions. Secure facilities and technology also can be made available as part of the overall program.





Real people providing real business value

As a leading provider of business continuity and recovery solutions, IBM delivers distinct advantages. In addition to decades spent perfecting our own business continuity programs, we offer an unrivaled track record of helping companies anticipate, prevent and recover from the disruptions that impact their business operations.

Our people understand the role technology plays in business and the impact a technology disruption can have. Every solution we develop takes into consideration both the immediate and long-term impacts a disruption can have on your business.

Whether a single facility disruption or a major disaster of regional or worldwide proportions, we have the knowledge, experience and tools required to help get your business operational.

When it comes to business continuity and recovery solutions, IBM is a name you know, a company you can trust, people you can count on. Whatever the size of your company, scope of e-business or type of IT platform, rely on the people of IBM Global Services to help maintain the integrity of your IT and help keep your business running.

Personalized support from a global team

IBM Business Continuity and Recovery Services from IBM Global Services are part of a comprehensive range of offerings that include: IT Consulting, Business Consulting, Business Transformation Services, e-business Services and Total Systems Management Services.



Information technology in most companies consists of multiple brands of hardware platforms and peripherals, operating systems, databases and network infrastructures. Our business continuity and recovery solutions are developed to accommodate these diverse environments.

Experience and capability make the difference

- Thousands of business continuity and recovery specialists worldwide
- Over 12,000 customer contracts
- Experience from over 400 recoveries
- More than 20,000 test events
- Over 100 recovery facilities worldwide
- ISO 9001 certified
- Highest customer satisfaction rating in the industry



A recognized winner

IBM Business Continuity and Recovery Services have received three top industry awards recently, including:

Reader's Choice Award — *Today's Facility Manager* magazine

Hall of Fame Award — *Contingency Planning & Management* magazine

1999 Solution Integrator Impact Customer Satisfaction Award — *Solution Integrator* magazine

For more information

To learn more about IBM Business Continuity and Recovery Services and IBM Global Services, visit www.ibm.com/services/continuity, contact your IBM sales representative or e-mail us at ibmbcrs@us.ibm.com.





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Route 100
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U.S.A.

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10-99
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G510-1134-00