

Business Resilience: Proactive measures for financial markets



Highlights

- ***Help maintain operational continuity and availability, affording realtime access to data and information***
- ***Help achieve legal and regulatory compliance***
- ***Monitor and help adjust to risk factors at market, operational and consumer levels***
- ***Help anticipate, prepare for and exploit unexpected demands, threats and opportunities***
- ***Help improve crisis management/business resumption capabilities***

Today's global financial marketplace is competitive, dynamic and riddled with challenges. Firms must negotiate a marketplace that never closes... ward off threats from power outages to computer hacking...monitor shifting risk factors...meet heightened legal and regulatory requirements...and exploit business prospects — be they emerging markets or merger and acquisition opportunities. Firms must also attract and secure clients who are skeptical — and armed with greater choice than ever before.

The rapid evolution of the electronic business model has placed substantial demands on financial markets. Indeed, the Internet has made it possible to conduct business across regions and nations — and customers, suppliers and partners alike expect a consistent and

safeguarded experience, regardless of channel or context. Toward these ends, a firm's employees must have realtime access to relevant data and information — and be able to account for monetary, regulatory and language differences.

A firm's data centers, networks, servers, applications, intranets and e-commerce systems are central to the success of daily financial transactions, *and* to the overall health and stability of the global financial markets. It is no wonder that the financial sector has led the call for prioritizing and mitigating risk at the infrastructural level — through load balancing and data replication, failover protection, autonomic recovery capabilities and other robust business continuity solutions. Now, industry leaders are moving to transcend operational recovery and continuity efforts, and strengthen their market standing by building a resilient and security-rich business end-to-end.

From continuity to resilience:

Setting a new standard

As a defensive strategy, business continuity is business as usual in the financial markets. From redundant data center site strategies to rapid recovery capabilities, firms have worked to manage risk and avoid

customer-facing event transparency—a practice that has been reemphasized in the face of recent, high-profile outages, natural disasters and terrorism. While these continuity activities serve as a solid foundation for reducing risk, they do not necessarily address the entire range of a firm's exposure in areas such as credit risk management, compliance, IT management and market fluctuations—nor do they prepare firms to profit from emergent market opportunities.

To fill these gaps, forward-looking firms are moving away from the reactive recovery approach and, instead, adopting a posture of readiness—building capabilities to anticipate and account for dynamic events. At IBM, we call this new paradigm “business resilience”—a term encompassing continuity *and* adaptability, experience *and* foresight, protection *and* proactivity. Together, these defining features of business resilience can help financial markets head off disruptions, adjust for risks, tighten efficiencies, capitalize on opportunities, protect clients' assets, and sustain loyalty and profitability in the long term.

Ready and resilient: The IBM approach

IBM business resilience consultants can help firms develop a program designed to *protect* the business and IT infrastructure; *deflect* the impact of normal outages and disruptions; *predict* potential disruptions; and *adapt* to changing circumstances. The IBM process can help confirm appropriate operational risk strategies, validate integration and management processes, and modify governance models in keeping with regulatory requirements. We will also map a firm's market readiness

to market demands—a mission-critical step in terms of exploiting opportunity, maintaining resilience and enriching the bottom line. On a more tangible level, IBM works with key stakeholders to help confirm that a company's technologies, processes and people addressing storage, backup, security and recovery are in sync—and prepared to leverage data and information proactively.

IBM has developed a framework and services portfolio designed to help brokerage firms and financial markets anticipate and manage disruptions strategically. Our approach addresses a broad reach of concerns, including:

- *Integrated risk management*
- *Continuity of business operations*
- *Regulatory compliance*
- *Security, privacy and data protection*
- *Knowledge, expertise and skills*
- *Market readiness*

IBM is prepared to supply virtually whatever additional resources your firm may need—from training and crisis management programs to maintenance and management of your entire business resilience program. Working with IBM business resilience consultants, you can draw on our renowned expertise in systems integration, business intelligence and analytics and business transformation. We also afford ready access to IBM business continuity centers around the world.

For more information

To find out more about how IBM business resilience experts can help you plan, create and deploy a proactive business resilience program, please visit:

ibm.com/services/its/resilience



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