

## Business resilience: A new paradigm for media and entertainment companies



business, and assume responsibility for assuring the delivery of information, programs and publications in near realtime. Without adequate provisions, a single point of failure can have numerous, potentially disastrous consequences reaching across standalone systems and business processes, operations, organizational units, as well as partner and supplier networks. The phrase “the best defense is a good offense” has never been more relevant.

### Highlights

- ***Help maintain continuous operations for content creation, production and distribution***
- ***Preempt and manage unexpected threats, demands and events***
- ***Stay on top of industry and government regulations through a unified, governed approach***
- ***Improve the security of intellectual capital and foster customer loyalty***

In today's highly demanding digital world, consumers' thirst for media—whether delivered online, via TV and radio, in movies, print, on CDs or mobile devices—appears unquenchable. The resulting requirements for near realtime content creation, production and distribution place increasing pressure on the media and entertainment industry—a fiercely competitive and complex arena further challenged by myriad licensing and vendor contracts, stringent industry and government regulations, and vast amounts of intellectual capital.

In such an environment, it is easy to appreciate the critical nature of an organization's technology infrastructure, which must support and link virtually every aspect of the

### **Business resilience: Proactive, multifaceted safeguards**

For enterprises in the media and entertainment industry, maintaining continuous operations implies far more than the ability to recover from physical or technological disruptions; it also demands having the time and resources to focus on core competencies, build consumer loyalty, refine processes and cement relationships with key constituents. From an IT perspective, this means being prepared 24x7 to confront and quickly overcome the potentially disastrous repercussions from temporary network outages, facility damage, viruses or catastrophic events, in a way that enables an enterprise to operate and execute normally, day in and day out.

Recent events tell us that “experience and react” is a risky and potentially devastating strategy. Nonetheless, a surprising number of companies fail to consider the entire range and level of their vulnerabilities as they apply to risk management, process management, information security, and market ups and downs. The key is to *anticipate and adjust* to both predictable and unforeseen challenges, armed with a crisis-management plan and the appropriate degree of readiness and agility to help ensure continuous, “always on” operations.

### **Prepared and proactive . . . with IBM**

IBM business resilience consultants are prepared to help companies in the media and entertainment industry develop a program designed to *protect* their business and IT infrastructure; *deflect* the impact of normal outages and disruptions; *predict* potential disruptions; and *adapt* when the unforeseen occurs. Our process can help you validate that your operational risk strategies are appropriate, integrated and well managed, and that your governance model is in keeping with evolving regulatory industry and government requirements. We will also help you verify that your market readiness aligns with market demands. Working with our team, you will be able to confirm that your IT environment’s storage, backup, security and recovery controls (and skills) are equipped to help protect your data and information, and that a crisis management team is in place.

IBM has developed a set of services and a framework to help media and entertainment companies plan for and manage potential disruptions and stay ahead of the curve in six critical areas:

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

Furthermore, we are equipped to provide the additional resources your company may need—from training and crisis management programs to maintenance and management of your entire business resilience program. Working with IBM business resilience consultants, your enterprise can also tap into a global pool of experts skilled in areas like systems integration, business process outsourcing, business intelligence and analytics, customer relationship management, business transformation, and digital technologies. 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 comprehensive, proactive business resilience program, please visit:

[ibm.com/services/its/resilience](http://ibm.com/services/its/resilience)



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