

IBM Contingency Planning Assessment

A pandemic preparedness service



Highlights

- ***Provides an independent review of your current crisis management program***
- ***Assesses your readiness for a pandemic vs. industry practices and guidelines***
- ***Identifies potential exposures and recommended actions to help mitigate risks***

Understanding the impact of a pandemic

We may be poised for a new flu pandemic—a crisis event that can cause unique stresses on your business. To maintain operations, you must protect more than data and data centers, because the greatest potential impact is not on *sites*, but on *people*.

In the event of a bird flu pandemic, some experts predict widespread illness and potentially more than seven million deaths worldwide. You, your partners and suppliers may experience serious staff shortages over an extended period of time and significant disruption to infrastructures supporting commerce. Between 0.8% and 12

percent of economic output could be lost worldwide—up to \$US4.4 trillion.¹

The IBM Contingency Planning Assessment is designed to help you evaluate your ability to cope with such a crisis and learn how you can better prepare to safeguard your business.

Reviewing your current crisis response and continuity program

IBM will review your existing pandemic response program, leveraging documentation reviews, interviews and one or more on-site walkthroughs, to assess your:

- *Strategy and implementation for continuity of critical business operations*
- *Level of emergency preparedness regarding human capital*
- *Pandemic communications and education plans*
- *Understanding of impacts from a pandemic perspective*
- *Corporate governance model regarding pandemic issues*
- *Crisis management capabilities from a pandemic perspective*

Evaluating your readiness

We'll conduct an assessment of your pandemic crisis management readiness, based on:

- *Industry practices*
- *Government and agency guidelines from organizations such as the World Health Organization and Centers for Disease Control and Prevention*
- *IBM Crisis Response Team know-how—from first-hand experience managing complex disasters worldwide*

Recommending action plans to help you reduce your risks

You'll get a written report of our findings and we'll present it to your management team. It will identify your gaps and potential vulnerabilities, and our recommended actions—improvements you can make in policies, plans, operations and infrastructure—to help you mitigate risks.

We can help you...

- *Maintain continuity of your operations*
- *Safeguard your brand reputation*
- *Demonstrate your preparedness and corporate responsibility*

Why IBM?

We offer an assessment designed for small and medium businesses, and one for larger, more complex businesses, global enterprises or government agencies.

Either way, you leverage IBM's hands-on crisis response and disaster recovery experience, decades of global business continuity consulting experience, and our proven consulting tools and methodologies.

For more information

To learn more about the IBM Contingency Planning Assessment, contact your IBM representative or visit:

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Route 100
Somers, NY 10589
U.S.A.

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- 1 Source: McKibbin W. and A. Sidorenko (2006) "Global Macroeconomic Consequences of Pandemic Influenza" Lowy Institute Analysis, Lowy Institute for International Policy, February, 100 pages.