



IBM Tivoli & Global Technology Services

REGULATORY PRESSURES
IT FAILURE
TRANSIT STRIKE
PANDEMIC
FLASH FLOOD

**Minimizing risk through business
continuity and disaster recovery
process management and planning**

Allison Ferguson, Automation Solutions Product Manager, Tivoli
Linda B. Laun, Manager Tools and Methodology, Global
Business Continuity and Resiliency Services

Today's Topics

1

Today's World. Today's Challenges.

2

**Business Continuity and Recovery Planning and
Process Management to Minimize Risk**

3

The Future: Unlimited Possibilities

The World is Riskier Now Than in the Past

Changing environment

- Expanding risk exposures
- Increased global and regional
- Interdependencies
- Supply chain disruption

More complex regulations

- Changing industry and regulatory standards
- Geographic dispersal requirements
- Varying regulations per country

Heightened impact of business disruption

- Greater financial implications of downtime
- Brand vulnerabilities
- Data integrity requirements

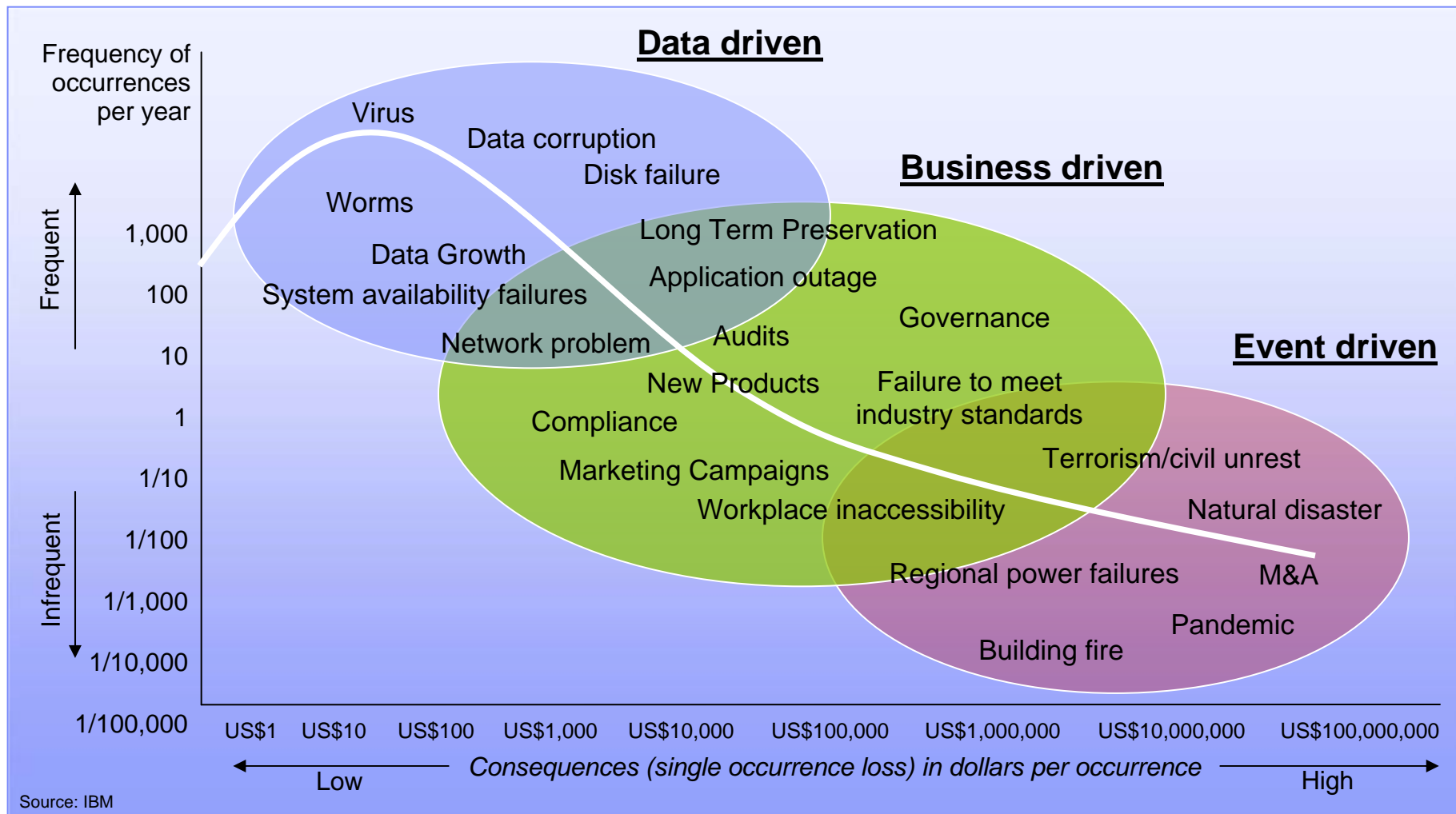
Impact of coping with the financial turmoil

- Loss of critical personnel
- Loss of key knowledge
- Reduction in attention to significance of risk
- Reduction in testing recovery plans

Disaster recovery and business continuance is second only to cost cutting in IT spending priorities.

Source: IBM GTS Market Insights Analysis based on Goldman Sachs, "IT Spending Survey: Downturn takes its toll," March 9, 2009

Both Risks and Opportunities Affect Business Resilience Needs



Do These Sound Familiar?

Customers leave after major outage

- Storage failure at a web hosting service
- Three day outage
- Continuing blog conversation for a month
- [Link](#)

Payment processing failure for thousands

- Electrical fire caused extended down time for a payment processing merchant
- Thousands of customers were unable to process credit card payments for orders taken on the web
- [Link](#)

Email suffers 6th outage in 8 months

- Gmail users saw only a “502 server error page” for two to four hours
- Customers don’t expect more because it is free
- [Link](#) and [Link](#)

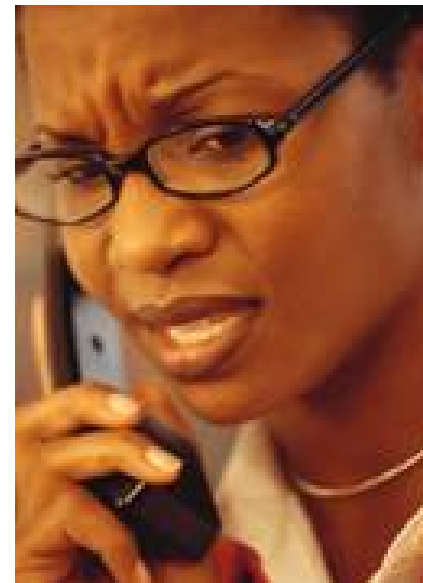
Phone outage impacts customers nationwide

- Calls failed or received busy signal
- Data services also impacted
- Impact varied by location
- [Link](#)

Disruptions Have an Enormous Impact on Your Business

The threat of downtime—and its cost—continues to grow.

- Financial institutions can often measure the cost of IT system downtime or data loss in the millions of dollars per hour.¹
- The storage issue perceived as the most challenging for organizations during the next 12 months is the high cost and complexity of disaster recovery (DR) solutions.²
- Almost 54 percent of companies have never validated or investigated the business continuity readiness of their strategic partners.³
- Two-thirds of IT executives predict that hacking will be the biggest threat in the next five years.⁴



¹ "What Your Business Can Learn about Disaster Recovery from Financial Institutions," Forrester Research, June 2008

² "User Survey Analysis: Five-Country Survey Rates Disaster Recovery as a Top Storage Challenge for 2009," Gartner Research, January 2009

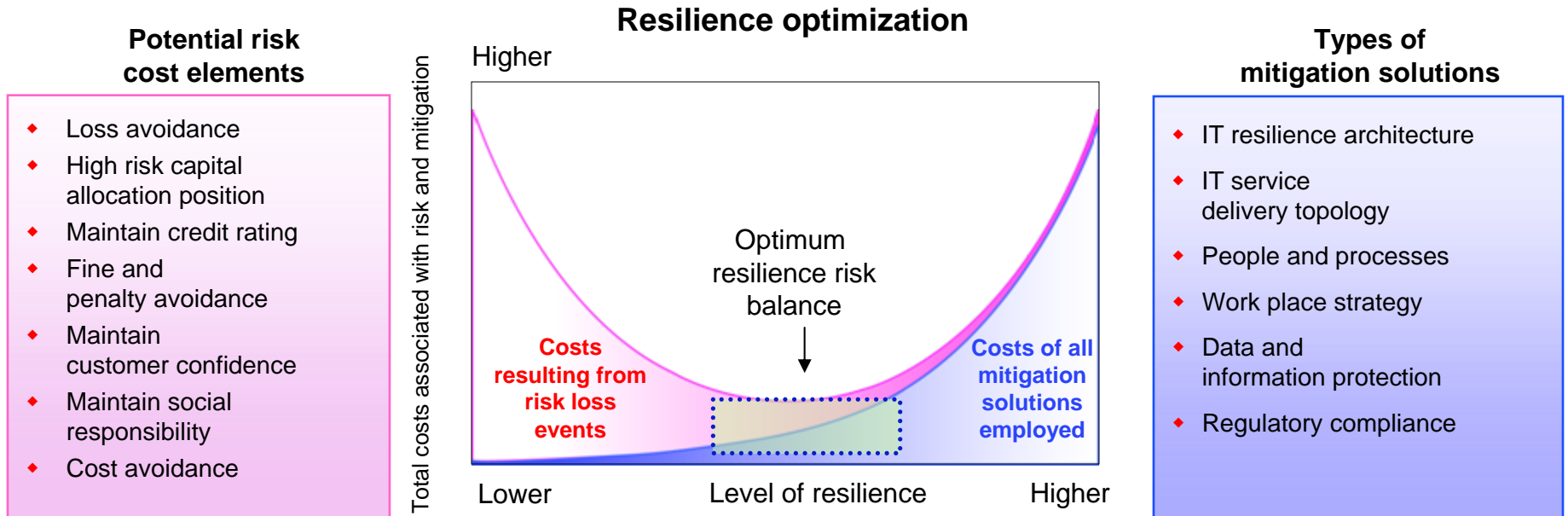
³ "The State of Business Continuity Preparedness," by Stephanie Balaouras, *Disaster Recovery Journal*, Winter 2009 issue

⁴ 2008 AT&T Business Continuity Study, © 2008 AT&T Intellectual Property

Balance Cost Reduction with Risks and Resilience

Smart is: “The right risk at the right price”

- Understanding the potential loss associated with the level of risk being assumed
- Understanding the costs associated with the mitigation solutions employed to deal with the selected level of risk
- Selecting the mitigation solutions consistent with the level of potential loss
- Selecting the optimum architecture for the mitigation solutions
- Optimized resilience can help reduce costs to the business



The instrumented, interconnected and intelligent Smarter Planet also addresses the increased risk, complexity, and cost of downtime



Smart is: Maintaining *continuous business and IT operations* while rapidly adapting and responding to risks and opportunities with business resiliency



SMART IS: Managing risk with an enterprise-wide resiliency strategy

SMART IS: Reducing cost through proactive incident response and reduced downtime



SMART IS: Ensuring resilient service delivery in a 24-hour, 7-day-a-week world

SMART IS: Responding with speed and agility while minimizing risk exposure



Today's Topics

1

Today's World. Today's Challenges.

2

**Business Continuity and Recovery Planning and
Process Management to Minimize Risk**

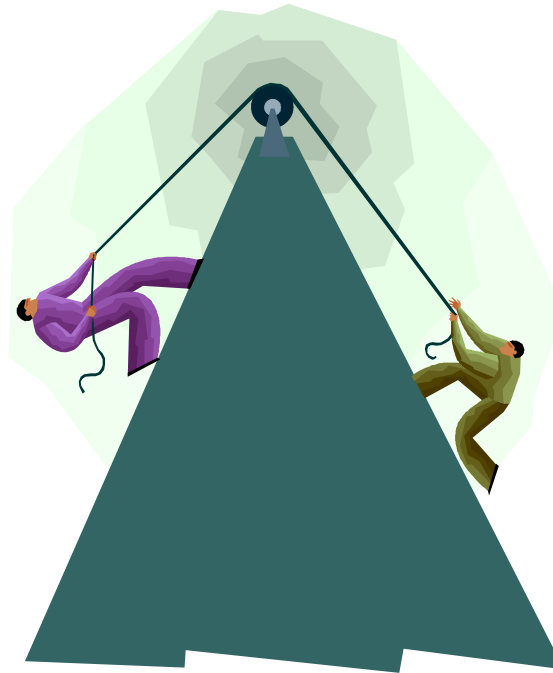
3

The Future: Unlimited Possibilities

Smarter Planning and Smarter Business Continuity Process Management Maximize Results in This Fast Paced World

Planning Challenges

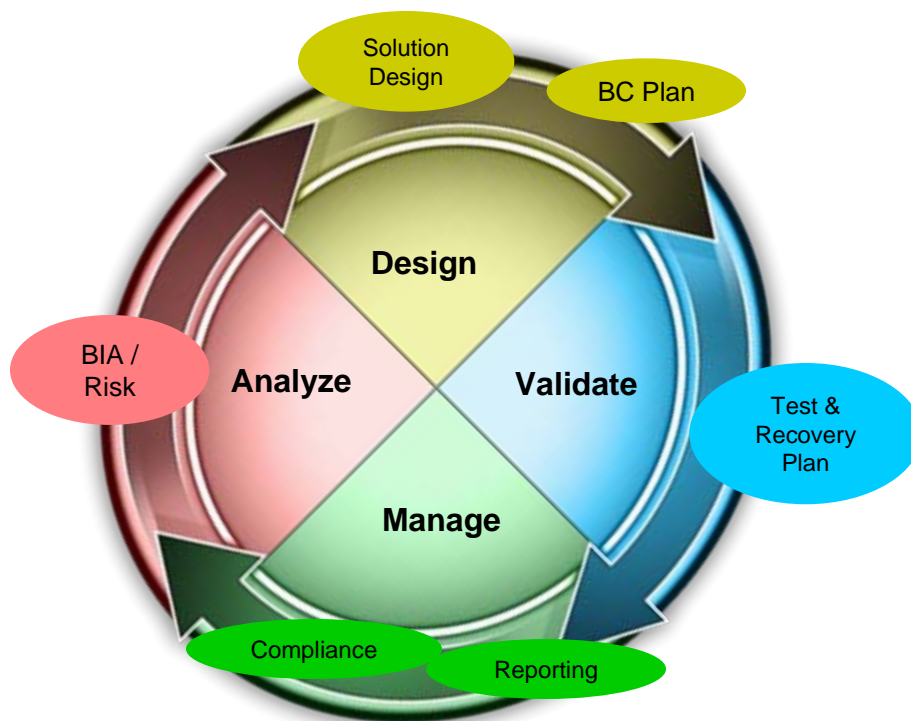
- Standard organization
- Asset Reuse
- Multi Languages
- Reduce training time
- Worldwide distribution
- Comprehensive
- Managing change



Execution Challenges

- Reduce human error
- Broadcast information routing
- Information overload
- Meet service levels
- Manual testing
- Dispersed communication
- Managing resource change

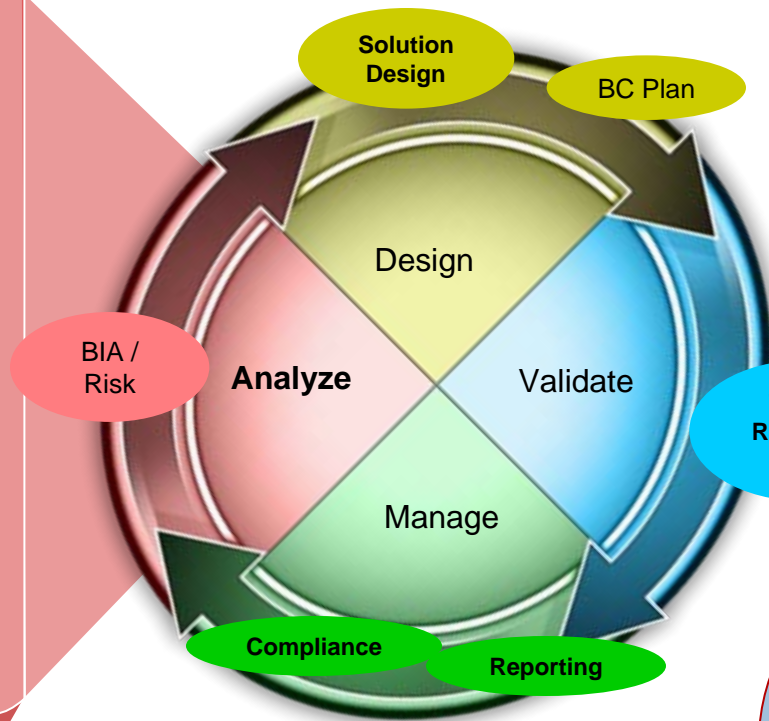
Use a Framework of Proven Methods and Tools for Easier Business Continuity



The Business Continuity Framework: Needs Analysis

ANALYZE

Identify and assess inherent business and IT risks to quantify impact due to interruption.



IBM Resiliency Consulting Services



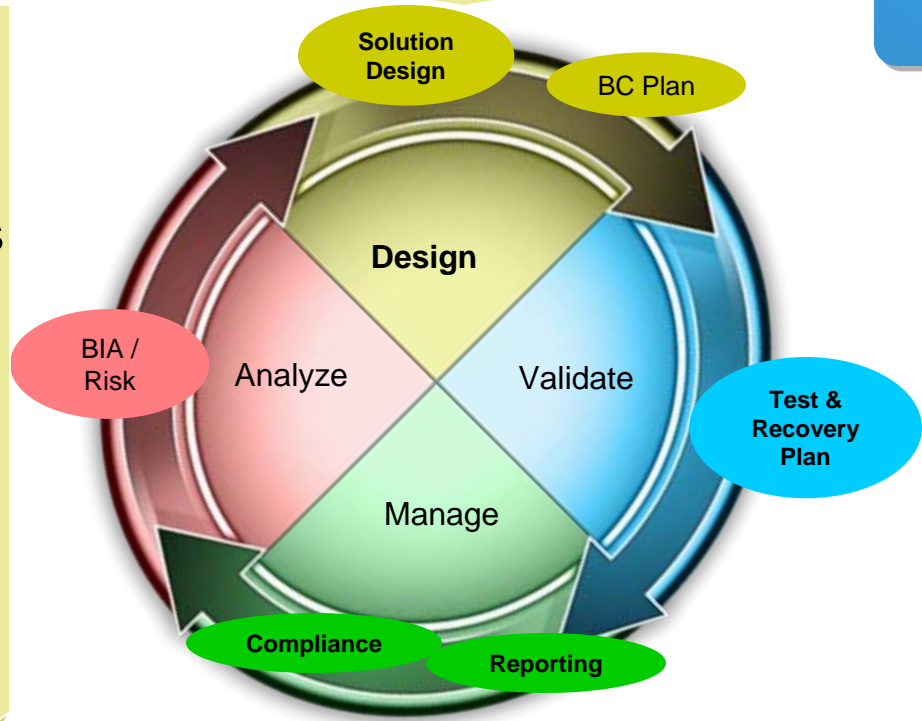
COOP Systems: myCOOP BCM Software



The Business Continuity Framework: Continuity Design

DESIGN

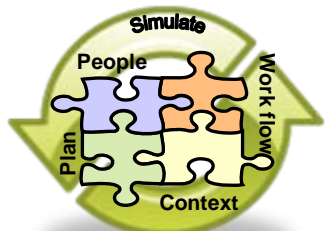
Define integration of IT and Business strategies and plans to **ensure enterprise wide protection**. Easily **develop, store and maintain** detailed recovery options and tasks.



IBM Resiliency Consulting Services

COOP Systems: myCOOP BCM Software

Tivoli: BCPM

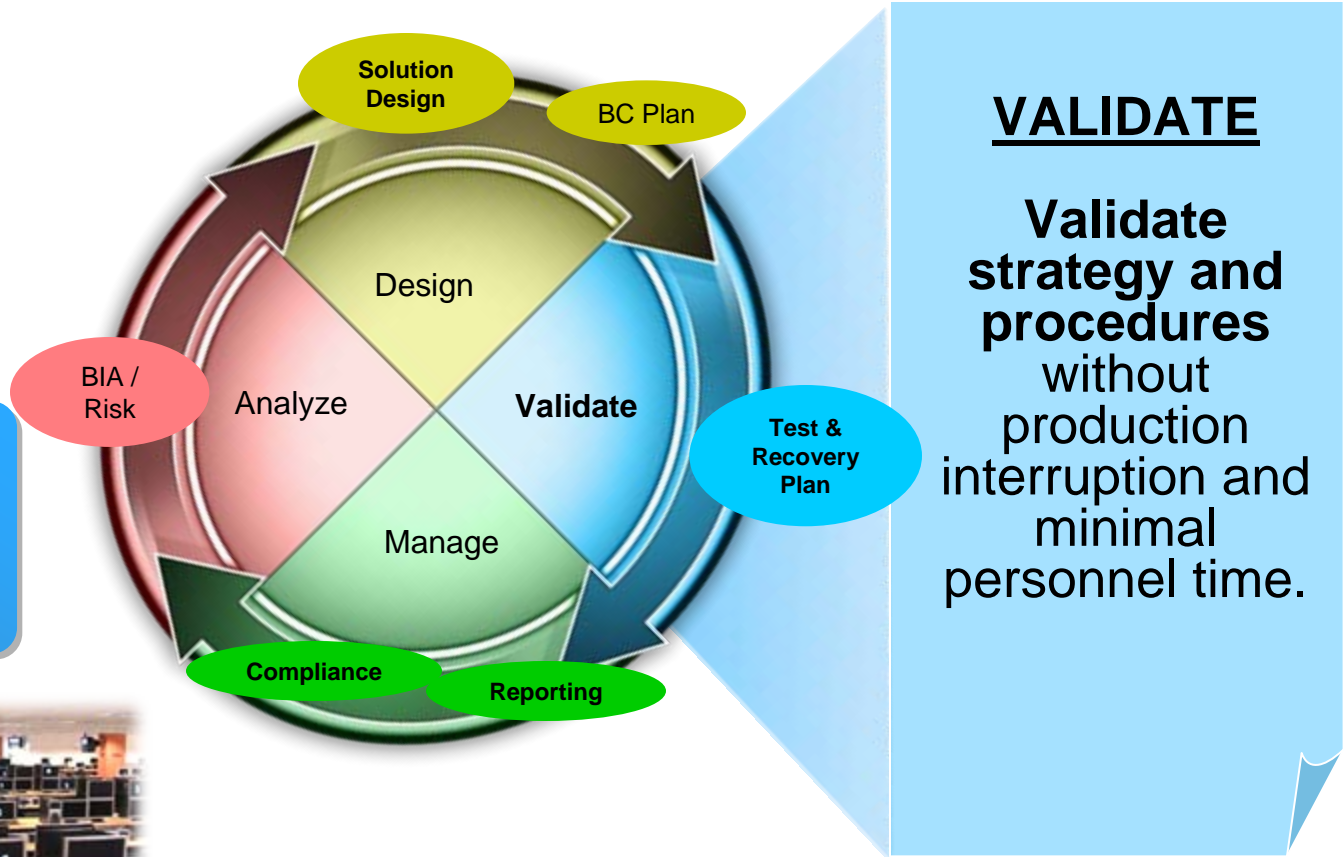


IBM Tivoli BCPM

The Business Continuity Framework: Validate Strategy

**Tivoli:
BCPM**

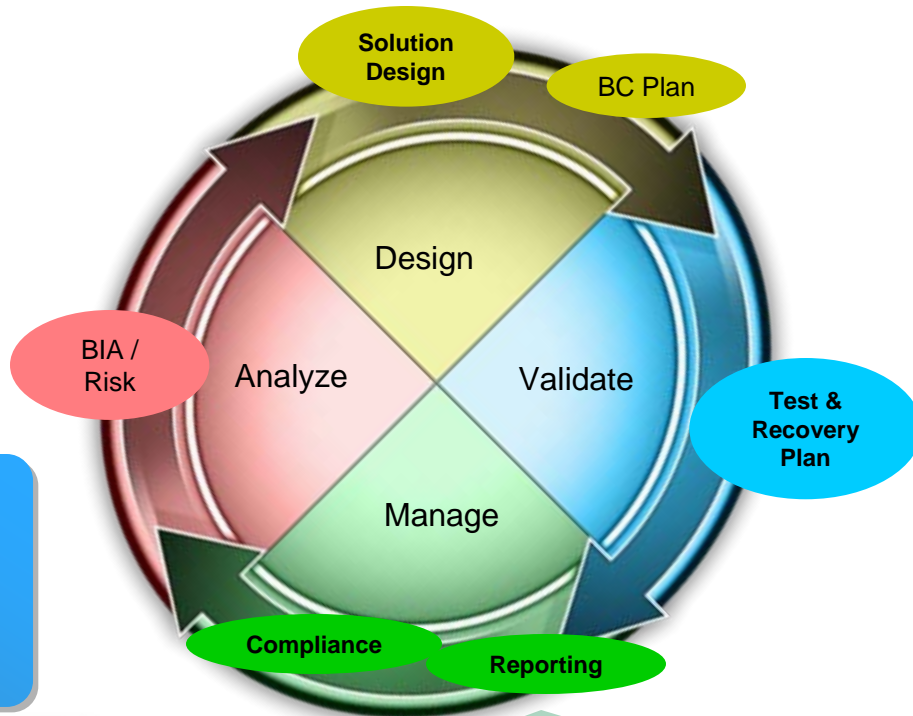
**IBM
Infrastructure
Recovery
Services**



The Business Continuity Framework: Accurate Execution

**Tivoli:
BCPM**

**IBM Managed
Resiliency
Services**



MANAGE

Ensure **prompt and accurate execution** of technical and manual steps while reducing human contact.

Today's Topics

1

Today's World. Today's Challenges.

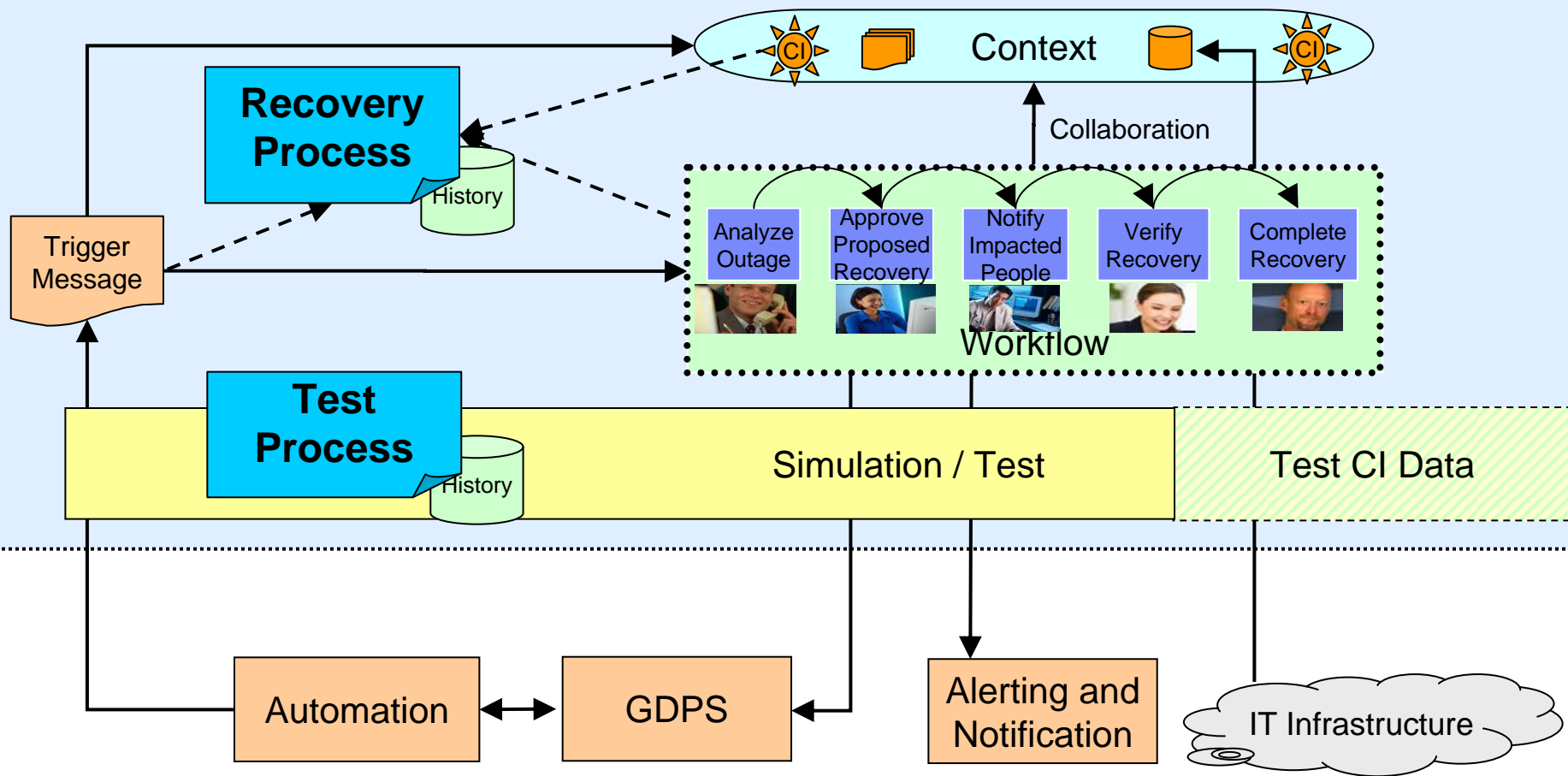
2

**Business Continuity and Recovery Planning and
Process Management to Minimize Risk**

3

The Future: Unlimited Possibilities

Using BCPM to Automate the Business Continuity Framework



Integrate myCOOP Planning Data with BCPM Automation Processes



BIA SurveyBoard - DEMO

This Site

Site Actions

[View All Site Content](#)

Lists

- 1 - General Information
- 2 - Business Processes
- 3 - Intangible Impacts
- 4 - Financial Impacts
- 5 - RTO and RPO
- 6 - BCP
- 7 - Applications
- 8 - Dependencies
- BIA Report Library**

BIA 0 - BIA Survey Introduction Instructions

BIA 0 - Assumptions and Definitions Instructions

Inbox / Assignments

Siguiente vencimiento de asignación: 2009-05-05 09:47:19 [Actualizar](#)

Description	Assignment	Assignment Status	Due Date	Priority	Ruta
Verify successful MIC Application recovery	274	ACTIVE	2009-05-05 09:47:19		

1 - 1 de 1

Ultima ejecución: 2009-05-05 09:47:35

CLIENT NAME HERE:



Estado KPI	Real	Objetivo	Variación
Elapsed time since outage detection (hours)	0.02	0	0.02
MIC application 2 hour downtime	1	0	1
Estimated remaining time of open tasks	2.17	0	2.17
Number of open tasks	4	0	4
Number of recovery options currently in execution	1	2	-1

Tasks from Job Plans

Activity	Summary	Actual Start	Actual Finish
LIMA1130	Stop application in boeblingen	2009-05-05 09:47:19	
LIMA1131	Shutdown systems in boeblingen	2009-05-05 09:47:19	
LIMA1132	copy data from Boe to Fra	2009-05-05 09:47:19	

[Set Graph Options](#)

1 - 3 of 3

Benefits of Implementing BCPM

Ensure process accuracy and preparation

- Focus on business recovery (not just technology)
- Allows creation of building blocks to full recovery
- Mixture of human and tool action
- Encourages collaboration

Improve information currency and skills

- Increased accuracy / completeness of processes
- Expanded organizational knowledge
- Ease to make / communicate updates as needed

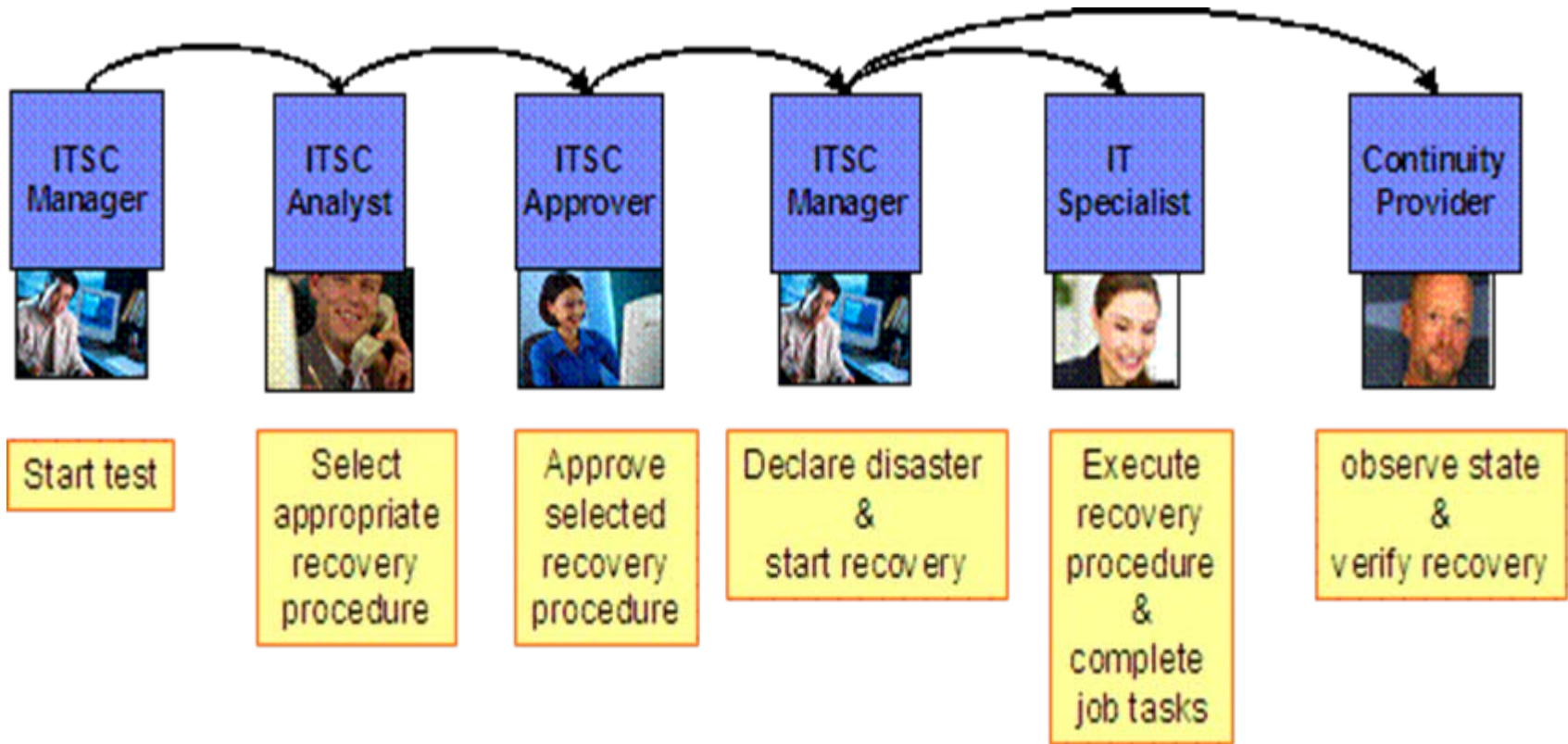
Reduce business disruptions

- Ability to test without disrupting the business
- Allows greater frequency of testing
- Ability to validate and audit test results
- Ensure recovery in the minimum needed time

Document compliance with regulations

- Internal corporate audit
- HIPPA
- Sarbanes-Oaxley and Basel II
- PCI standards

A Customer Experience with BCPM



From business scenario to recovery plan in less than two weeks!

IBM Tivoli Business Continuity Resources

- Resource Links
 - [Business Continuity Process Manager solution web site](#)
 - [Business Continuity Process Manager demo](#)
 - [Business Continuity Resiliency Services web site](#)
 - [System Automation for Integrated Operations Management web site](#)
 - [System Automation Solution Family web site](#)
 - [GDPS web site](#)
 - [COOP Systems web site](#)
- Interactive Forums
 - Online discussions with customers and IBM specialists about these solutions
 - [BCPM specific forum](#)
- Annual User Conference
 - Subject specific presentations delivered by customers and IBM specialists
 - Excellent opportunity for interaction and discussion
 - [2010 Conference web site](#)



Thanks for Your Participation

Need More Information?



Please contact us:
Allison Ferguson
fergusoa@us.ibm.com
Linda Laun
launlind@us.ibm.com

Additional Information

BCRS Helps You Achieve Resiliency and Save Money



**IBM
Resiliency
Consulting
Services**

Helps identify, quantify, and prioritize business and IT risks, then develop strategies and implement designs to address those risks

Advisory



Helps balance workloads and reduce application, data and system loss

**IBM Managed
Resiliency
Services**

Proactive

**IBM
Infrastructure
Recovery
Services**

Helps eliminate the impact of disruptive events with IT and work area recovery

Responsive



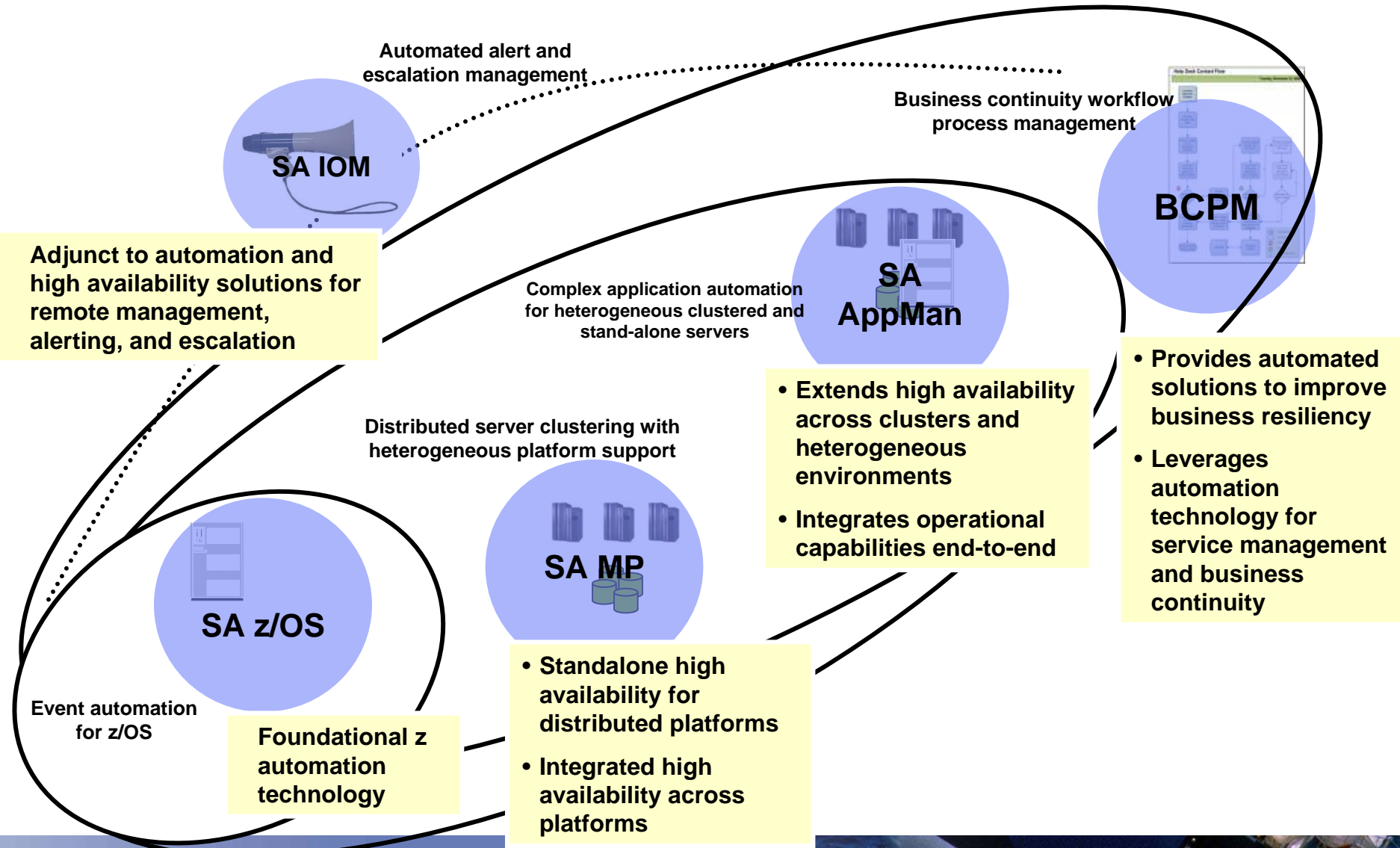
BCRS helps globally deliver resilience solutions through resiliency centers and delivery and consulting experts around the globe.

Our depth and breadth of resources include:

- A unique infrastructure and skill set designed for flexibility and responsiveness in a disaster situation, from simple to complex environments
- Support for over 12,000 clients with over 15,000 contracts
- A business model based on risk and syndication of resource at a machine level
- Options for dedicated or limited shared resource
- Successful support for over 750 client recoveries.



System Automation High Availability and Resiliency Solutions



GDPS: The Right Level of Protection for Your Business

Continuous Availability of Data within a Data Center

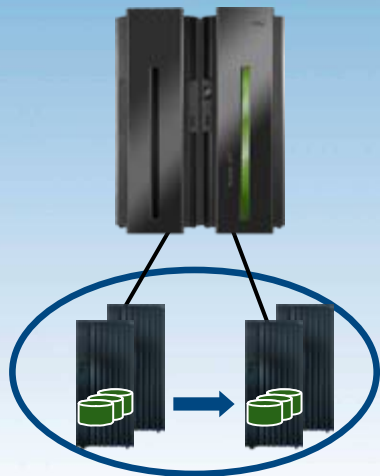
Continuous Availability & Disaster Recovery Metropolitan Region

Disaster Recovery at Extended Distance

Continuous Availability Regionally and Disaster Recovery Extended Distance

Single Data Center Applications remain active

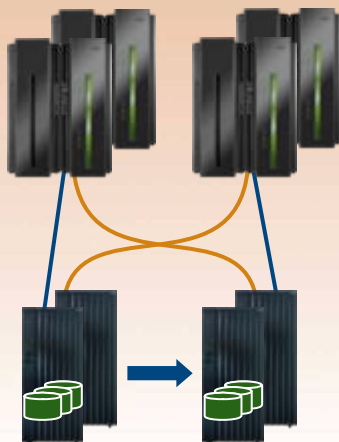
Near-continuous availability to data



GDPS/PPRC HM

Two Data Centers Systems remain active

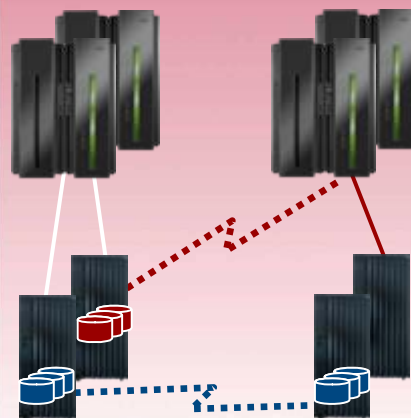
**Automated D/R across site or storage failure
No data loss**



**GDPS/ PPRC HM
GDPS/PPRC**

Two Data Centers

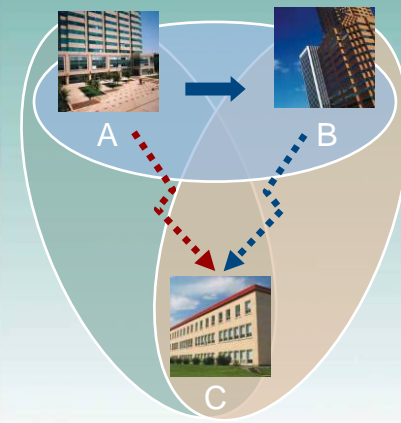
**Automated Disaster Recovery
“seconds” of Data Loss**



**GDPS/GM (blue line)
GDPS/XRC (red line)**

Three Data Centers

**Data availability
No data loss
Extended distances**



**GDPS/MGM
GDPS/MzGM**

What is COOP?

- “COOP” stands for “Continuity of Operations”
- myCOOP is an industry leading Business Continuity Planning software suite
- myCOOP is designed for ease of use for end users for BIA/Risk Assessments, and writing and updating BC and DR Plans

Who is COOP Systems?

- Seven years in BCP software business
- 50+ customers (mid-size, large, international)
- Recognized as leader by Gartner Group and Forrester Research
- HQ in Washington D.C., support offices globally
- 2007 BCM Software of Year Award
- Chosen vendor for use and resell by IBM BCRS consultants
- Recognized leader in ease of use
- Tier-4 hosting services

