IBM

Build a viable plan for disaster recovery and crisis management.

Highlights

- Build a plan to help respond to and recover from virtually *any* disruptive event that may impact your workforce, operations, processes, infrastructure, applications or data

- Help ensure your organization's disaster recovery and crisis management plans align with compliance requirements

- Reassess current plans to ensure sustainability

- Team with disaster recovery experts to assess, design and test a viable plan for data center, network and workplace recovery, and conduct field exercises as appropriate

At its core, disaster recovery is the foundation for building business resilience into your organization. While typically associated with natural disasters, pandemics or national emergencies, disaster recovery involves the ability to respond to and recover from virtually any disruptive event that may impact your workforce, operations, business processes, applications or infrastructure.

Disaster recovery is essential, not only to plan for the eventuality of a disaster, but also to ensure that your organization is in compliance with fast-changing regulatory requirements, and that you are prepared to meet the demands of a changing marketplace. A global expansion, a new acquisition or a merger can affect your organization's ability to recover. Perhaps your business continuity and/or disaster recovery plan is in place, but you need to re-evaluate whether the plan can stand the test of time — or if you need an upgrade.

Whatever the case, the time to determine your preparedness is before a disaster strikes. Developing a solid disaster recovery plan is essential in maintaining brand equity, since even a few hours of downtime can wreak havoc on business operations, financial bottom lines — and your reputation. Studies show that after four hours of

IBM Governance and Risk Management
Business alignment, visibility and control

unplanned downtime, 32 percent of companies might never recover.* A good disaster recovery program not only helps you protect your business and infrastructure, but also helps guard against revenue losses in the event of an unplanned outage.

IBM offers a host of disaster recovery products and services to help your organization establish a disaster recovery plan or re-evaluate your existing plan. We can also assist your organization in resuming business quickly after a disruptive event, while helping to bring the business into compliance with industry standards, supplier standards and regulatory requirements. In addition, IBM offers crisis management services and products, to further assist your organization in developing a solid post-disaster communications, information and interoperability plan.

Plan and prepare with IBM Disaster Recovery Services
Disaster recovery assessment
Even if you have a disaster recovery plan in place, a thorough assessment may determine that what worked last year may not be adequate today. A global expansion or regulatory change can easily make your current plan obsolete.

The IBM Disaster Recovery Services disaster recovery assessment evaluates your current IT environment and backup and recovery procedures to determine, system by system, if you can meet the timeframes and recovery points needed for your critical business processes. The disaster recovery assessment can help you:

- Identify weaknesses in your current IT recovery environment.
- Identify specific requirements that enable you to recover from any business disruption.
- Recommend steps to help your company resume operations quickly and accurately.

After the assessment, IBM can help you identify vulnerabilities and develop a plan, based on industry best practices, that you can manage yourself or rely on us to manage for you.

Disaster recovery planning and design

In an emergency situation, what would happen if employee contact information was suddenly destroyed, or customer payment data became inaccessible? IBM Disaster Recovery Services disaster recovery planning and design can help your organization develop a detailed, step-by-step plan to quickly and cost-effectively bring IT systems online and restore critical business operations. IBM can help:

- Design recovery plans for each critical business process throughout your company, and establish priorities and key links among these plans.
- Validate that plans meet business objectives.
- Maintain the plans, so you can quickly retrieve and implement your recovery programs when needed.
- Consider nearly every eventuality, from conditions for enacting your recovery plan, to identifying decision makers and taking inventory of resources needed to bring systems back online.
- Design an architecture to help improve recoverability of key servers, storage and networks, with detailed technical instructions to perform backup and recovery for all components of your IT infrastructure.

Data center recovery

A complex environment, with distributed computing locations and equipment from multiple vendors, is especially challenging to restore when disaster strikes. IBM Disaster Recovery Services for data center recovery delivers immediate access to IBM Recovery Centers around the world and uses data stored at IBM locations to rapidly recover your environment — even in multiple locations. Data center recovery offers comprehensive, flexible information technology recovery programs tailored to your complex environment. IBM can help you:

- Recover the functionality of multivendor platforms, operating systems and peripherals.
- Leverage data retrieval options ranging from tape backup to full system mirroring.
- Rapidly recover operating systems, applications and data.

No matter what hardware you employ, IBM has the breadth of knowledge and experience to help you build a solid, end-to-end recovery solution.

Network recovery

If you can't connect with customers, partners and suppliers, how can you restore business operations? Network continuity planning is just as vital to disaster recovery. IBM offers numerous processor-independent, flexible network recovery programs tailored to your environment. We can help you:

- Return connectivity to all network components and infrastructure.
- Provide data retrieval options ranging from tape backup to full system mirroring.
- Rapidly recover operating systems, applications and data.
- Establish end-to-end network connectivity over wide area network (WAN), local area network (LAN) and virtual private network environments.
- Create a custom recovery solution from our vast inventory of network products and telecommunications services.
- Build a predefined network recovery plan.

Workplace recovery

Your very ability to re-establish productivity after a disaster strikes hinges on enabling employees to do their jobs. Yet today's distributed

environments make the protection of critical applications and data even more challenging. From outages and transportation shutdowns to natural disasters or labor unrest, potential workforce disruptions are a real concern. Your workplace recovery plan must go beyond alternative end-user space and computer equipment.

IBM Disaster Recovery Services for workplace recovery can:

- Demonstrate preparedness and corporate responsibility.
- Help safeguard your brand reputation during a disruption.
- Support compliance with regulations pertaining to continuous business operations.
- Help reduce costs by centralizing workforce continuity management.
- Support ongoing business productivity by providing the ability to work through a disruption.

A full range of facilities, services and skills are available to provide your organization with alternative, fully equipped business premises, complete with facilities close to your locations, to help minimize disruption; yearly testing to keep your business continuity plan updated; trading room and call center

recovery capabilities; and solutions available for mobile and virtual workplaces.

Disaster recovery validation and testing

Finally, once your plan has been designed and established, the best way to ensure that it will work is to put it through a rigorous testing process. IBM Disaster Recovery Services disaster recovery validation and testing will test your disaster recovery plans, assist you in doing so or provide a workshop, so that your organization can conduct testing at any time.

Whatever your disaster recovery needs are, IBM offers integrated software and hardware solutions that can scale and adapt to your business model — and work with your existing solutions — enabling you to visualize, aggregate and better manage resources via integrated, real-time views of business services, processes and infrastructure health.

Restore communications, coordination and collaboration immediately after a disastrous event

While many businesses today recognize the need for disaster recovery, an often-missing component of this planning process is what the business would do in order to maintain communications and

information flow when disaster strikes. Studies show that the first hours immediately following a disaster can be the most critical in determining business recovery.

Unable to communicate with emergency personnel/first responders, customers, employees, partners and suppliers, businesses can cease normal operations, employee productivity can stall and customers — very quickly — can go elsewhere to find comparable services. Yet in the immediate aftermath of an event, your reliable and secure communications and network connectivity may be overloaded, damaged or even destroyed. IBM offers a range of open, modular, wireless and standards-based commercial platforms to help you establish a more effective response and accelerate recovery in the face of a catastrophic event. Crisis Management Services from IBM can help you access:

- Subject matter experts dedicated to your preparedness and response solution.

- Appropriately packaged, commercial technologies and resources that are designed to work together, for easier integration and interoperability.
- Enhanced security and reliability, with proven technologies, processes and applications.
- Cost containment and scalability, with a bundled package of scalable resources, all at a single monthly subscription fee.

Crisis Management Services deliver peace of mind

Crisis Management Services from IBM can help your organization preserve the integrity of communications and information systems for employees, customers and business partners, while interoperating with public safety and community-based resources in the affected areas. More importantly, we can help you maintain your most valuable asset: brand equity. We offer:

Contingency Planning Assessment — to determine your ability to cope with a crisis, such as a flu pandemic; to help you identify gaps and vulnerabilities; and to develop action plans to mitigate exposures.

Crisis Management Planning and Design — helps design a contingency plan for potential crises; find an alternative location if your primary location is inoperable or inaccessible; and re-establish crisis communications and information flow.

Crisis Management Validation and Testing — provides a workshop to help test contingency plans for various crisis scenarios; performs both table-top exercises and field-based drills.

Crisis Response — combines advanced, commercial-based communications, collaboration and coordination technologies, satellite and wireless capabilities, and broad experience to help businesses, governments and first-responder organizations prepare, rapidly respond and accelerate recovery from natural, man-made and planned disasters of varying magnitudes. With flexible and scalable services-based solutions, IBM can help you address your most critical emergency management needs during and after the crisis, leverage your existing assets and investments, and affordably scale as those needs change in the future.

Implement an integrated solution for disaster recovery and crisis management
Based on determinations from our Disaster Recovery and Crisis Management Services, IBM can help your organization choose the hardware, software and services you need to ensure that your plan is ready to go in case of emergency.

To help you implement the right solution, IBM Global Financing helps keep disaster recovery and crisis management affordable. Flexible leases and loans, competitive terms, powerful management and tracking tools, and an individualized approach help you finance solutions in a way that makes sense for your business.

With crisis management experience onsite at more than 70 catastrophic events worldwide and more than 150 emergency operations centers ready to provide local, regional or national help when needed, IBM has the depth and breadth of experience you can count on to build, execute and manage a viable disaster recovery and crisis management roadmap.

For more information
To find out more about how IBM solutions for disaster recovery and crisis

management can help your organization prepare for any disruption or to learn about the business resilience entry point that is right for your organization, contact your IBM representative or IBM Business Partner, or visit **ibm.com**/itsolutions/businesscontinuity

About IBM solutions for enabling IT governance and risk management
IBM enables IT organizations to support governance and risk management by aligning IT policies, processes and projects with business goals. Organizations can leverage IBM services, software and hardware to plan, execute and manage initiatives for IT service management, business resilience and security across the enterprise. Organizations of every size can benefit from flexible, modular IBM offerings that span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards–based technology. IBM helps clients implement the right IT solutions to achieve rapid business results and become a strategic partner in business growth. For more information about IBM Governance and Risk Management, visit **ibm.com**/itsolutions/governance

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