

Don't delay prepare today

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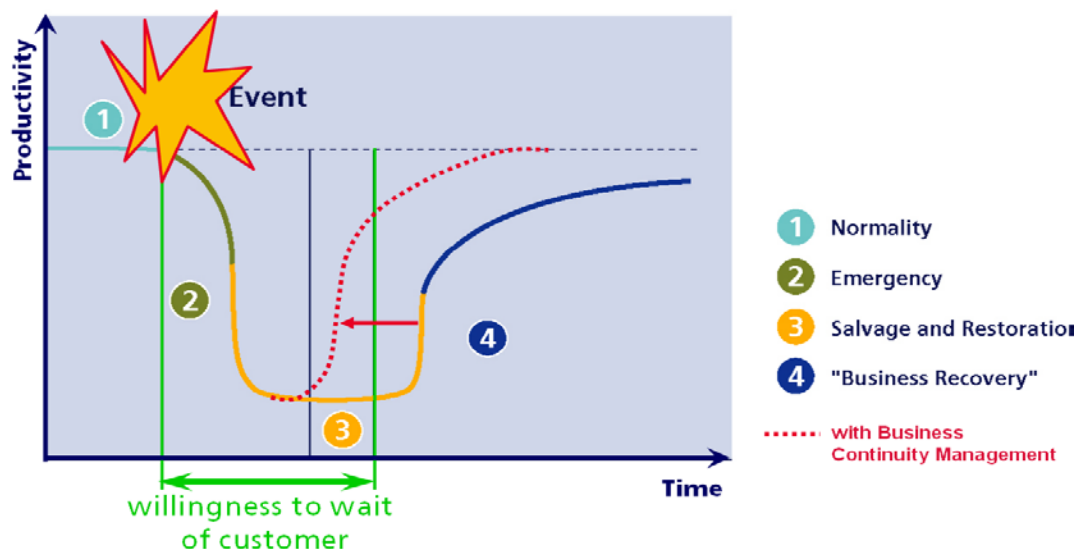
Risk Engineering National Accounts



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- Do you know the critical risks which threaten the continuity of your operations?
- If it happens, how do you recover?
- Do you know what should take priority?
- Are your employees and your organization prepared?

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- Business Continuity helps minimize the operational impact after an incident including severity of strategic, operational, technological, natural hazard exposures.
- It helps to identify gaps and to improve ways to manage the risks and form the risk transfer strategy.
- BCM can also provide stakeholders including insurance with the certainty that interruption risks are being proactively managed.
- All organizations, regardless of size or industry sector should consider to manage and reduce their continuity risks to a level, which is acceptable. The content and level of detail in the continuity plan depends on the nature, scale and complexity of the organization.
- Understanding the precise needs helps enables the key-tailored solution to be defined in order to protect both tangible and intangible assets including reputation.

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Proactive vs. Reactive – where do you fit in?

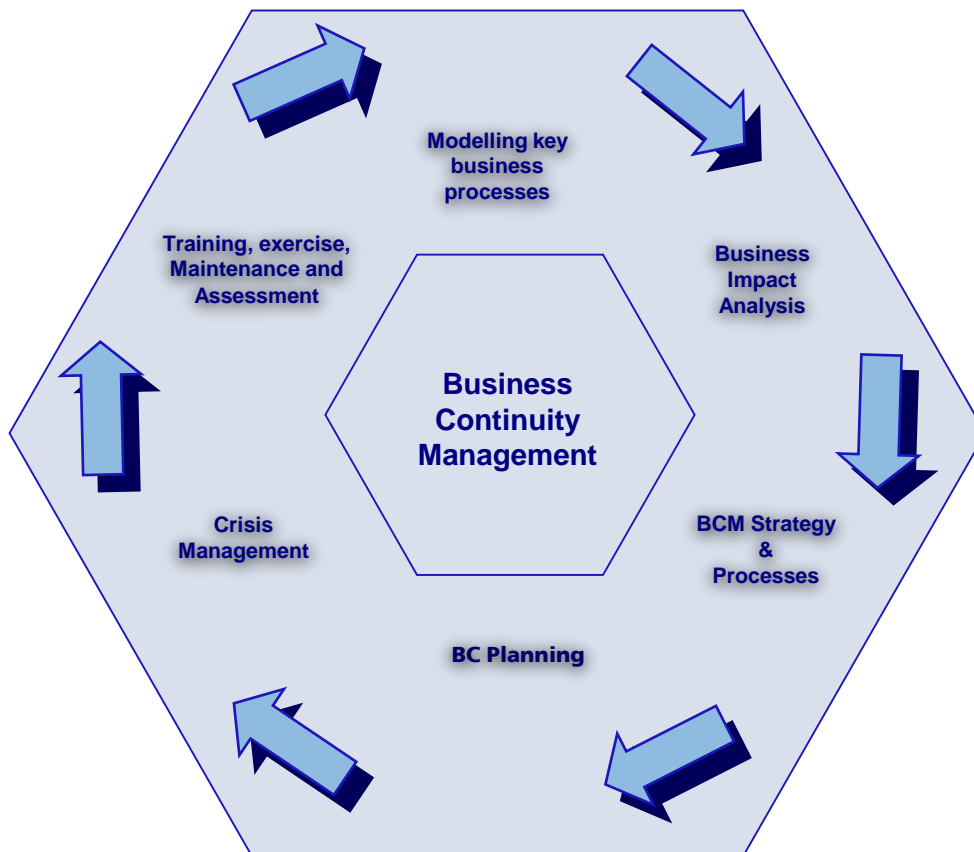
Business Continuity Management



- A proactive approach will help allow for faster more organized and effective response to an event.
- Allows for proper communications to entities and helps to prevent missteps in conveying information.

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Business continuity life cycle



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Modeling key business processes

- Modelling is used understand the operations and identify "key " processes (production, strategic , support) as well as "map" activities undertaken within each process (activities from within or from outside the organization).
- Risk Assessment is used to identify potential causes of a disruption, probability and potential impact to your operations.

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Business impact analysis

- Business Impact Analysis (BIA) is used to identify systems and operations that when absent would create a danger to the return to business.
- BIA is completed to ensure that these systems receive the correct priority in the subsequent business continuity plan.
- BIA must include an understanding of the time frame acceptable to the organization that loss of systems or operations may be tolerated.

<p>Organization Name</p>
<p>BUSINESS IMPACT ASSESSMENT (BIA) QUESTIONNAIRE</p>
<p>Date Created: Updates:</p>

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Business continuity strategy and processes

- Business continuity management strategy is meant to identify all possible strategies and options that can be employed to continue operations and maximize resilience for the operations
- Examples include:
 - Restoration/salvage contracts
 - Back-up/redundancies of critical equipment
 - Portable power or steam generation
 - Temporary housing agreements
 - Refueling agreements/contracts
 - Crisis communication reputation management
 - Back up freezers and emergency storage of specimens
 - Risk transfer solutions.

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Business continuity planning

- The Business Continuity Plan (BCP) reflects BIA results and brings together the actions to be taken at the time of an incident:
 - who is involved and how they are to be contacted!!!
- A BCP is designed to achieve recovery of the organization within the recovery time objectives established during the BIA process and procedures established, showing roles and responsibilities, to shift from the “short term” emergency response plan to the business continuity plan to bring business back.

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Crisis management

- Crisis management is designed to enable an effective/prompt response to an event.
 - Crisis management processes (i.e. “emergency/evacuation plan” in case of fire /technological/natural accident) focuses on stabilizing the situation and preparing the business for recovery operations.
- A fundamental step in managing crisis situations is the appropriate crisis communication to protect against reputational damages, which might be worse than the physical damages.
- Zurich Risk Engineering is here to support strategies and provide customized frameworks and templates to facilitate the development of tailor-made plans.

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Training, test, test, test and maintenance

- A BCP cannot be considered reliable until it has been tested and proven functional/operational, especially since false confidence may be placed in its integrity.
- To make sure that the intended resilience sits within the organization (Test)
- Testing the plan therefore assumes considerable importance and it can take various forms
 - a test of the communications plan
 - desk-top walk-through
 - full system test.
- After completion of BCM project, embedding BCM in the organization's culture is the ongoing fundamental requisite to guarantee an effective BCM for the future.
- Zurich Risk Engineering is here to support the full range of testing and exercising of BCPs.

Thank you

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