



Business Continuity Planning

Are you prepared for the “Worst-Case Scenario”?

Prepared by Kreative Technology Partners - May 2010

BUSINESS CONTINUITY *Are you prepared for the “Worst-Case Scenario”?*

Business Continuity and Data Security are very important for many organizations, but they can become critical, especially in the “worst-case scenario”! A catastrophic event, whether caused by nature, equipment failure, service provider failure or the act of theft, can lead to devastating financial consequences. The combination of property and/or loss of data and business interruption can have an especially dire impact on the liquidity of emerging businesses. A well-conceived plan will take into consideration all potential vulnerabilities and appropriate solutions to mitigate risks and can make a difference between never recovering from a major loss versus continuing daily operations with minimal disruption. It also reduces an organization's financial risk and vulnerability while providing a rock-solid foundation to best address both insurance and fiduciary requirements.



Asking and ... more importantly ... Answering the following questions helps emerging business leaders identify risks and better define solutions to current and future business continuity considerations ...

<i>How long can your technology infrastructure be unavailable without significantly impacting operations or revenue? Can you identify the key components of your infrastructure that must be accessible for continued business operations?</i>
<i>Have you defined the financial impact downtime of your critical technology platforms such as email, CRM or financial platforms will have? What if your customer data was unavailable?</i>
<i>What are the timeframes in which key systems must be accessible in the event of a significant business disruption? Have you prioritized your technology availability?</i>
<i>Can you measure your confidence level in the existing backup infrastructure and the reliability during a restoration? How long does it take to complete a restoration of a key system?</i>
<i>Are you required to comply with any fiduciary requirements? If so, are you compliant?</i>
<i>Have you determined reliability aspects and service availability commitments for your technology or communications service providers?</i>
<i>Have you completed a Risk and Vulnerability assessment to identify and mitigate any risks that may affect your business operations and revenue?</i>
<i>Do you have a “Tried and True” Business Continuity plan in place?</i>

These questions, more specifically the answers, are meant to give you a real perspective to the complexities of technology infrastructure requirements and the importance of ensuring your organization has the confidence that your technology infrastructure is ... not only ... reliable, resilient and secure, but also provides a foundation for continued business growth with minimal operational impact.

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Many organizations have acknowledged the need to identify, assess, and implement, where appropriate, current Business Continuity Planning “Best-Practices” to ensure the resiliency and reliability of their current technology infrastructure and Kreative has assisted these organizations, evaluate and implement said practices.

With experience in designing high-availability enterprise solutions that requiring zero down-time, Kreative’s methodologies for Business Continuity assists our customers in taking a realistic and staged approach to Business Continuity Planning. Kreative utilizes these same methodologies in our own Hosting Center which houses not only the *myKreative™* infrastructure, but also houses many organizations critical platforms so we “*practice what we preach.*” While many emerging businesses may not require zero down-time, having a sound Business Continuity Plan in place, will ensure they are prepared for scenarios potentially having a lasting impact on their business.



Kreative’s foundation is comprised of these key aspects:

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| ✓ <i>Identify requirements for continued business operations.</i> |
| ✓ <i>Identify risks and potential vulnerabilities that may affect normal business operations.</i> |
| ✓ <i>Define realistic, cost-effective solutions to mitigate risks associated with business interruptions.</i> |
| ✓ <i>Assist in the implementation of both technologies and IT operational processes as dictated by today’s “Best-Practices” standards ensuring the mitigation of any risks or vulnerabilities.</i> |

Kreative’s Business Continuity methodologies are broken down into three general scopes, each of which are critical to identifying, assessing and implementing a resilient and effective Business Continuity Plan.

- ✓ **Risk and Vulnerability Assessment** – Designed to identify significant risks and vulnerabilities associated with operational interruptions and business impact due to extenuating circumstances including theft, natural occurrences and the like.
- ✓ **Risk Mitigation and BCP Design/Development** – Utilizing the valuable information gathered during the Risk and Vulnerability Assessment drives uncovering the research and analysis data needed to define cost-effective solutions to vulnerabilities identified in the previous phase. The objective here is prioritizing issues affecting availability and potential business operations. Where appropriate, alternative solutions will be presented based on factors such as support requirements and financial implications.
- ✓ **Implementation and Testing** – *And now for the fun part ...* The implementation and testing of both technologies and/or technology processes required to address those issues identified at the beginning of the assessment and to ensure they are not only in place, but also strategically effective.

While the technology aspects of resiliency and reliability are key, business process implications, in conjunction, can provide a complete and reliable Business Continuity and Compliance Plan. Having such a plan enables emerging organizations to focus on growth as well as to provide a scalable and confident foundation to grow your business on.

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Business Continuity Planning (BCP) - Risk and Vulnerability Assessment

Kreative’s Business Continuity Planning - Risk and Vulnerability Assessment helps organizations like yours identify and evaluate operational risks with an emphasis on not just your physical, but also your logical technology infrastructure. Our assessment includes a review of your facility, current business and technology disciplines in use, and the resiliency of the logical and physical components of your technology infrastructure. This assessment will provide a greater understanding of the exposures that pose the greatest risks to the interruption of your business and will be extremely instrumental in architecting the appropriate Business Continuity Plan.

Kreative’s assessments are tailored toward successfully capturing customer-centric information specific to your organization’s business model and needs. The following are targeted areas of focus:

✓ Logical	Review of business and IT disciplines that are used to manage your business.
✓ Operational	Review of your current key business roles and operations based on workflow, impact and process management.
✓ Physical	Review of digital, electrical, mechanical, and other structural elements of your technology infrastructure and the security aspects of each.
✓ Security	Review the logical security of your data and information, as well as the physical security of your infrastructure.



Our assessment includes a comprehensive review focused on the technology components of your organizations infrastructure, identifying the threats that could negatively impact business continuity and information availability. This deliverable is a tool for use during analysis to assist in prioritization in order to present a business case to substantiate risk mitigation techniques and safeguards. Depending on the level of analysis desired, recommendations and cost-benefit analyses will be included to assist in making educated risk mitigation decisions.

Issues Addressed

- ✓ Identify risks that could impact continuity of business operations, brand image or reputation, and the probability of occurrence/reoccurrence.
- ✓ Establish “Go-Forward” plans to mitigate risk.
- ✓ Perform a detailed threat analysis and/or establish ongoing plans to mitigate risk.
- ✓ Determine how new business initiatives or new technology will impact your enterprise.
- ✓ Review Homeland Security exposures.
- ✓ Determine Return-on-Investment safeguards.
- ✓ Identify regulatory compliance exposures such as HIPAA and SOX (Sarbanes-Oxley).

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Benefits

Kreative can assist you in identifying and safeguarding business technology components that may be risk factors for your organization, establish objective values, assess potential vulnerabilities and impacts, and we will propose industry “Best-Practices”, and safeguard and mitigation tactics on your organization’s behalf.

Kreative’s Business Continuity Team can assist your organization in:

- ✓ Prioritizing and setting risk thresholds for critical business processes and resources
- ✓ Evaluating risk management tactics and cost associated with multiple levels of protection.
- ✓ Broadening the focus from mitigating risk to proactively preventing failures.
- ✓ Demonstrating due diligence in risk management.
- ✓ Establishing audit readiness policies for regulatory and industry analysis.
- ✓ Making informed decisions on how to best protect your core infrastructure.

In summary, Kreative’s Business Continuity, Risk and Vulnerability Assessment will help any organization gain a better understanding of exposures related to physical and logical technology components that can cause a business interruption or degradation in service, including not only the identification of vulnerabilities, but also self-induced threats. Our assessment helps prioritize and set standardized risk thresholds for critical business processes and resources, in tandem with helping evaluate risk management tactics and costs associated with multiple levels of protection. This enables an organization to broaden the focus from mitigating risks to proactively preventing loss of business or information assets. With Kreative’s assistance, your organization will be assured you are not only protected, but that your protection plans and policies genuinely work!

Why Kreative Technology Partners?

Kreative Technology Partners is an emerging business-oriented Technical Solutions Provider. Our organization is dedicated to providing premium technology expertise specifically focused toward accommodating an emerging business’ needs. We are a team of technology professionals with the vision and expertise positioned to offer enterprise solutions scalable to unique business requirements. Our team includes many industry subject-matter experts with Fortune 500 backgrounds and collectively Kreative’s management encompasses over 50 years of business technology expertise centered on high-availability platforms and technology design and development.



Infrastructure Management and Business Continuity are Kreative’s core competencies. We are committed to providing organizations with the knowledge and tools to build a highly-resilient technology infrastructure that will currently support and continue to support their business growth model. One of our greatest benefits is the no-nonsense simplicity we bring to the table. We are dedicated to delivering only stellar customer service with our top-notch team of seasoned professionals - your complete satisfaction is our only objective! ***We’re here to help!***