



Why Promoting Business Continuity Positivity is a Corporate Win!



Presenters:

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Who are we . . .



RecoveryPlanner - DRJ Booth 417 / 419

- BCM Software Provider over 20 years
- Software / Consulting Services (CM, BC / DR Planning)
- Leader in all Gartner's BC Software Magic Quadrants
- 100% cloud-based resiliency software solution (RPX)
- Mobile App with interactive Incident Management



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Who are we . . .



Marks Paneth LLP

- Marks Paneth LLP is a premier accounting firm of nearly 700 professionals, with origins dating back to 1907.
- Marks Paneth provides a full range of audit, accounting, tax and consulting services, with specialties in international tax, forensic accounting, litigation support, technology, family office and financial advisory services.
- Marks Paneth professionals deliver expert knowledge in a wide range of industries, including real estate, hospitality and restaurants; nonprofit, government and healthcare; manufacturing, wholesale and distribution; theater, media and entertainment; high-net-worth; and financial and professional services.



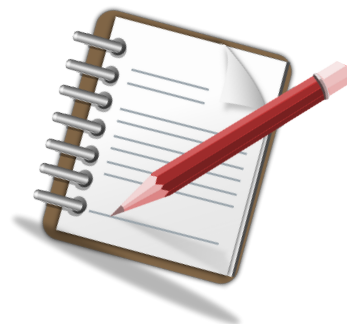
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Agenda

- Enterprise Risk
- Business Resiliency
- Embedding Business Resiliency into your Organization
- Annual Business Resilience Programs



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Enterprise Risk



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What Risks Do Organizations Think About When Planning for Resiliency?

Organizational Risks

Legal/
Regulatory
ImpactsLoss of
Critical
Supplier/3rd
PartySignificant
Customer
ImpactNegative
Reputational/
Brand Image
ImpactsFinancial
Risk (Revenue
Loss &
Increased
Costs)Loss of Site/
FacilitiesLoss of
Critical
Applications/
SystemsLoss of
Workforce /
People

- Focus on medium-to-high impacts of operational/financial risks to the company
- Focus on complying with local, state, and federal requirements
- Focus on recovering vital business processes following a disruption
- Focus on recovering the technical infrastructure and systems in the event of a disaster
- Focus on responding to and managing events that pose the most serious consequences to the company
- Focus on Risks associated with migration to Cloud

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Making Headlines..... Why Resiliency?

- MicroSoft Office January 24, 2019 (and again January 29)
- Facebook, Instagram Outage March 13, 2019
- Hurricane Dorian - Bahamas - August 2019
- Bomb Cyclone – New England – October 2019
- Ransomware Attacks
 - Demant Recovery and Mitigation Costs: \$80 million To \$95 million
 - City of Baltimore Recovery & Mitigation Costs: \$18.2 million
 - 22 Texas Towns Recovery And Mitigation Costs: At least \$12 million
- Coronavirus (January 2020)

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Business Resiliency

The ability to rapidly adapt and respond to business disruptions, safeguard people and assets, while maintaining continuous business operations.

- What does business resilience means to your organization.
- Natural disasters are not the only cause of business disruption.
- An emergency response plan is not enough.
- Business resilience planning doesn't have to break the bank

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Measuring Resiliency

- Good metrics
- A defined appetite
- A budget to fund gap closure

Educate Executives and Managers on

- What to expect
- How to set targets and allocate funding
- How to interpret Key Indicators



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Enhancing Resiliency

- Standards
- Cyber Resiliency
- Operational Resiliency
- Physical Resiliency / Old IT Systems
- Third Party Resiliency
- Business Resiliency



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**RECOVERY
PLANNER**

Why is it Critical to Understand

- Today's Landscape
- 24x7 World
- Data and business integration – single points of failure
- BOD and Audit Committees asking – “Are we prepared?”
- Specific State Requirements (ie. SHIELD Act – NY)



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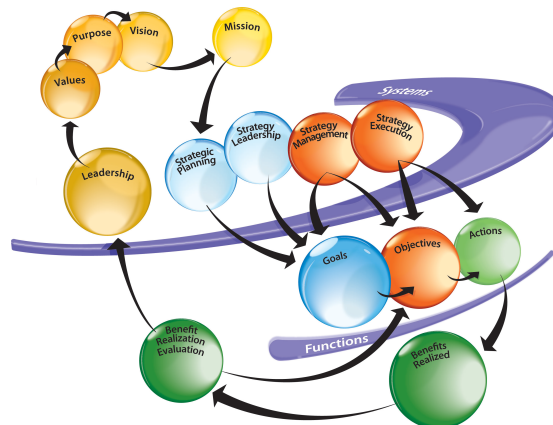
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**RECOVERY
PLANNER**

Evolution of Resiliency

- Need to be strategic
- Need to be integrated
- Risk Focused
- Continuously improving



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What Business Resilience Means

- Long Term Business Survival
- Business Continuity
- Holistic Approach

Where Business Resilience Resides

- Everyone in the Organization
- Top Management
- Business Continuity



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Best Practices to Embed Resiliency into the Organization

- Communication
- Corporate Awareness / Training
- Exercises / Tests – increasing complexity / audiences over time
- Organizational Rollout / Ongoing Awareness Campaigns



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How to Embed Resilience

- Use a collaborative approach
- Make sure top-management is involved
- Engage your staff
- Raise awareness in an innovative way
- Invest in your team
- Communicate



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Annual Awareness Events

- 2020 Calendar of Events (FEMA)
<https://www.ready.gov/calendar>
- Business Continuity Awareness Week (BCAW) (BCI)
thebci.org
- National Cyber Security Awareness Month (October)
<https://www.dhs.gov/national-cyber-security-awareness-month>
- Severe Weather Awareness (National Weather Service)
<https://www.weather.gov/informationcenter>

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Thank You

Come Visit Us: Booth # 417 / 419

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