

# Protecting Your Business

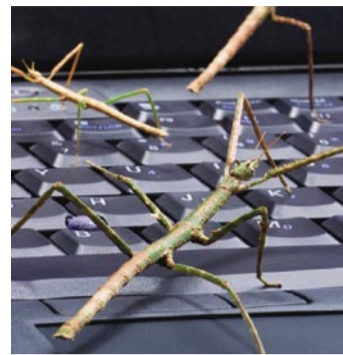
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**Swim, don't sink:**  
Safeguard your firm

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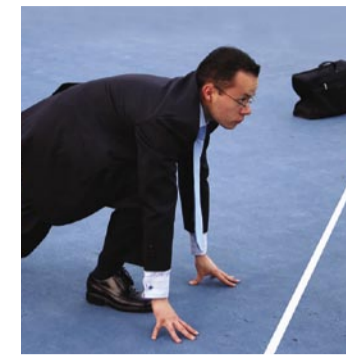
**Beware the bugs:**  
Data in danger

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**Lock the gates:**  
Online protection

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**On your marks:**  
Business readiness

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## Think the Unthinkable

Business continuity - the system that allows companies to keep trading through unforeseen disasters - is a challenge. But it is vital that firms take it on, writes Lynda King Taylor

Many organisations fail to make adequate preparations for disruptive incidents and leave themselves vulnerable. That is the opinion of many experts across this Special Report, insisting businesses are too often not doing enough to protect themselves from evolving security threats or when faced with risks to essential services and critical functions.

Think the unthinkable across your organisation, and can you sleep at night knowing the foundations are in place if the worst happens? 'Unlikely' is the overriding opinion of the authorities and agencies charged with protecting your business, staff, suppliers, customers, identities, information and other assets. This report offers an honest assessment of the challenges in information security and business continuity when protecting organisations.

Business continuity, crisis management, information protection and disaster recovery planning have become an increasingly important part of our daily diligence, now underpinned by key governance responsibilities. Since April 2006, the Civil Contingencies Act made business continuity planning an obligation for Councils and

'Category One' responders (the emergency services). Whilst these drivers are dynamic, there has been no 'common ground' on what having business continuity plans entail and how companies should co-operate.

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The publishing of the BS25999 business continuity management code of conduct provides guidance - irrespective of the size of organisation. Both the Business Continuity (BC) and British Standards Institutes (BSI)

should be ports of call for speedy study synopsis of the Standard.

Now the Standard is available, smaller organisations will feel the pressure from major clients to adopt and comply with it. As such this report has messages and measures for those more vulnerable SMEs. BCI and the country's most reputable BC professionals are warning SMEs they must act swiftly to put BC arrangements in place or risk losing their biggest customers.

Information Availability identifies an organisation's critical information, and ensures its underlying infrastructure meets its business requirements. This aspect of protecting your organisation's business and information data is an area SMEs especially should grasp. Businesses must avoid potentially disastrous data loss in the first place whilst ensuring and endorsing the need for regular monitoring, testing and communicating of BC plans for incidents that threaten their normal activities.

Whilst there is despondency and despair at the apathy and arrogance on occasion at the lack of risk mitigation measures, there is optimism also. Recent studies



show that BC uptake is getting high enough for the profession to claim that it is now a mainstream discipline in UK organisations.

The Chartered Management Institute (CMI) published the results of its 2007 annual Business Continuity Management

Survey. This found that 73% of managers report that BC management is important in their organisation. Prior to that, the BSI Business Barometer found that 61% of businesses 'recognise the business benefits of BC management in terms of reducing risk, satisfying customer requirements,

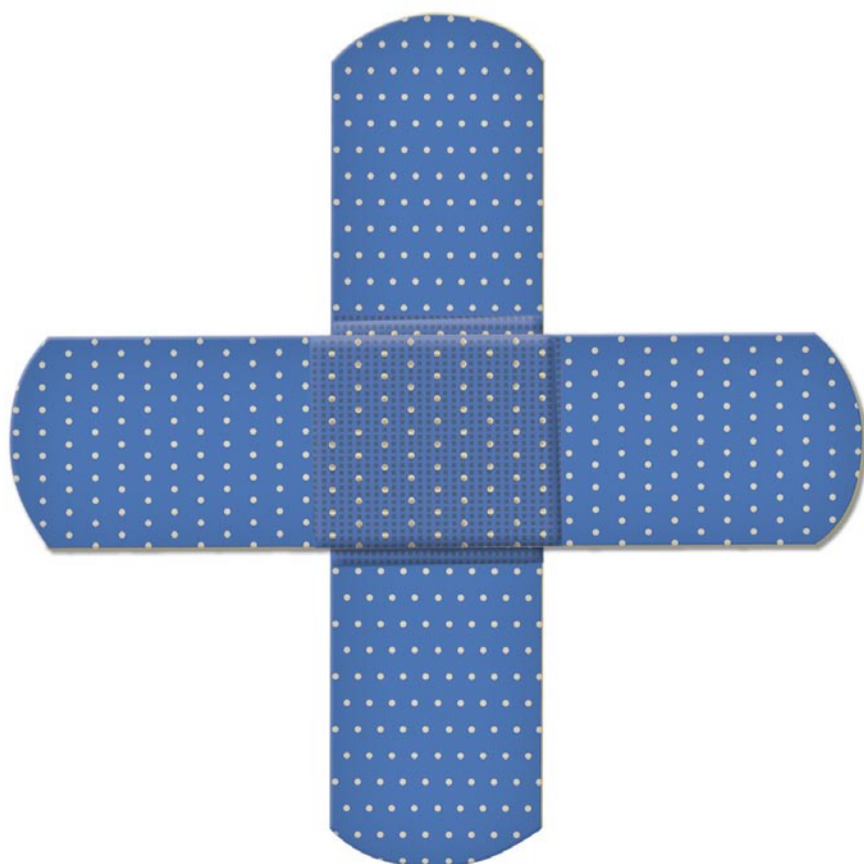
remaining competitive and winning new business'. The trend towards higher levels of UK organisations taking business continuity seriously bodes better. However, unless it becomes a corporate commitment it may not be 'business as usual' when the unthinkable bites the Boardroom.

BUSINESS CONTINUITY AND SYSTEM SECURITY ARE TWO OF THE MOST IMPORTANT ISSUES FACING TODAY'S EXECUTIVES. THIS REPORT WILL TELL YOU:

**\* How to prepare for the worst \* How to protect what is best about your firm \*  
How to identify danger and act upon it \* How to 'future-safe' your business \***

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## first aid for your business

If your office, IT system, email or a critical application is not available to your employees, it's unlikely that your business is available to your customers. That's why, at Disaster Cover Direct, we have business continuity centres all around the UK, providing alternative offices and replacement IT services on call 24 hours a day, 7 days a week, 365 days a year. This means that your business can continue to operate, even when something goes disastrously wrong.

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