



IBM Tivoli & Global Technology Services

REGULATORY PRESSURES  
IT FAILURE  
TRANSIT STRIKE  
PANDEMIC  
FLASH FLOOD



**Minimizing risk through business continuity and disaster recovery process management and planning**

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Linda B. Laun, Manager Tools and Methodology, Global Business Continuity and Resiliency Services

# Today's Topics

**1**

**Today's World. Today's Challenges.**

**2**

**Business Continuity and Recovery Planning and  
Process Management to Minimize Risk**

**3**

**The Future: Unlimited Possibilities**

# The World is Riskier Now Than in the Past

## Changing environment

- Expanding risk exposures
- Increased global and regional
- Interdependencies
- Supply chain disruption

## More complex regulations

- Changing industry and regulatory standards
- Geographic dispersal requirements
- Varying regulations per country

## Heightened impact of business disruption

- Greater financial implications of downtime
- Brand vulnerabilities
- Data integrity requirements

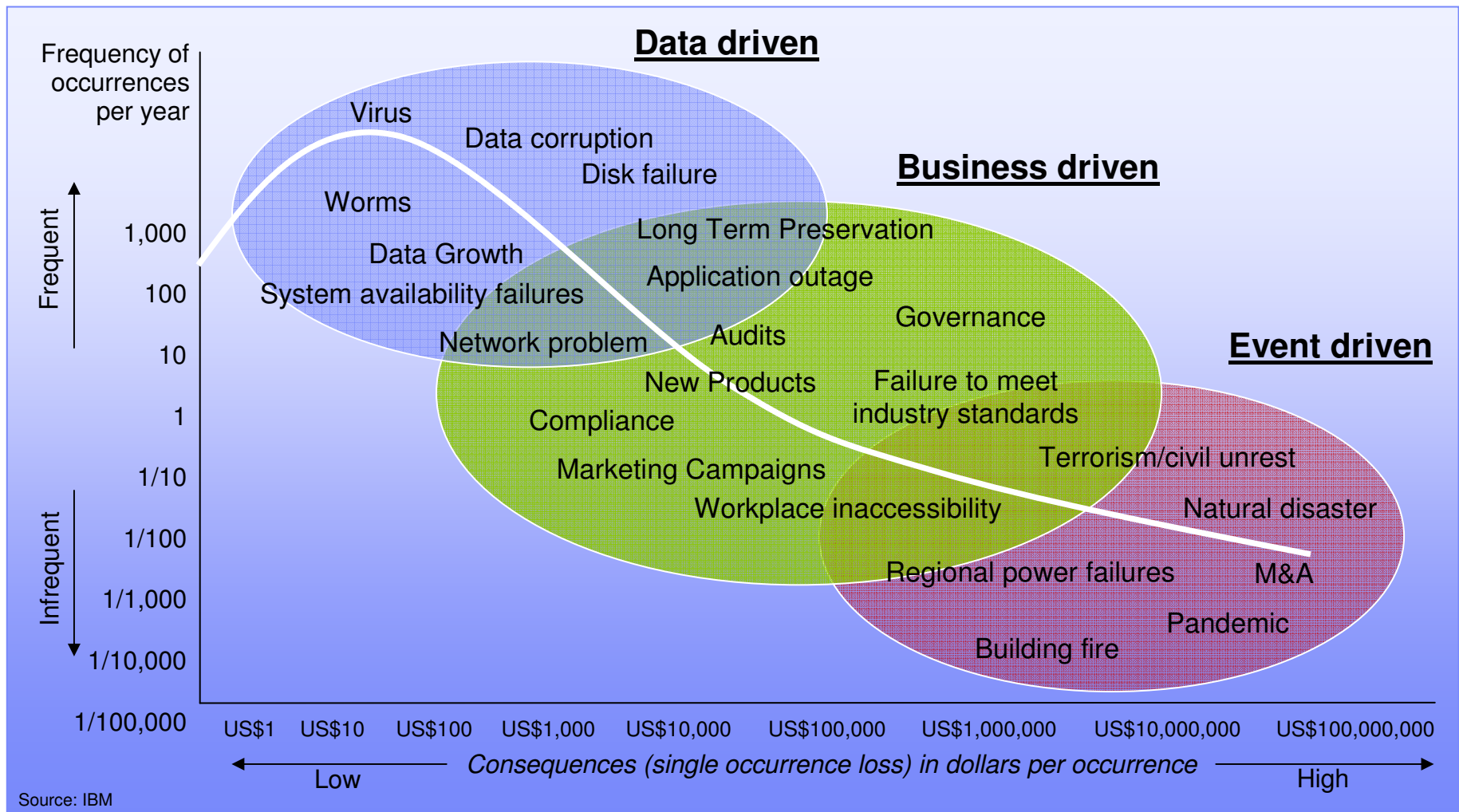
## Impact of coping with the financial turmoil

- Loss of critical personnel
- Loss of key knowledge
- Reduction in attention to significance of risk
- Reduction in testing recovery plans

**Disaster recovery and business continuance is second only to cost cutting in IT spending priorities.**

Source: IBM GTS Market Insights Analysis based on Goldman Sachs, "IT Spending Survey: Downturn takes its toll," March 9, 2009

# Both Risks and Opportunities Affect Business Resilience Needs



## Do These Sound Familiar?

### Customers leave after major outage

- Storage failure at a web hosting service
- Three day outage
- Continuing blog conversation for a month
- [Link](#)

### Payment processing failure for thousands

- Electrical fire caused extended down time for a payment processing merchant
- Thousands of customers were unable to process credit card payments for orders taken on the web
- [Link](#)

### Email suffers 6<sup>th</sup> outage in 8 months

- Gmail users saw only a “502 server error page” for two to four hours
- Customers don’t expect more because it is free
- [Link](#) and [Link](#)

### Phone outage impacts customers nationwide

- Calls failed or received busy signal
- Data services also impacted
- Impact varied by location
- [Link](#)

# Disruptions Have an Enormous Impact on Your Business

## The threat of downtime—and its cost—continues to grow.

- Financial institutions can often measure the cost of IT system downtime or data loss in the millions of dollars per hour.<sup>1</sup>
- The storage issue perceived as the most challenging for organizations during the next 12 months is the high cost and complexity of disaster recovery (DR) solutions.<sup>2</sup>
- Almost 54 percent of companies have never validated or investigated the business continuity readiness of their strategic partners.<sup>3</sup>
- Two-thirds of IT executives predict that hacking will be the biggest threat in the next five years.<sup>4</sup>



<sup>1</sup> "What Your Business Can Learn about Disaster Recovery from Financial Institutions," Forrester Research, June 2008

<sup>2</sup> "User Survey Analysis: Five-Country Survey Rates Disaster Recovery as a Top Storage Challenge for 2009," Gartner Research, January 2009

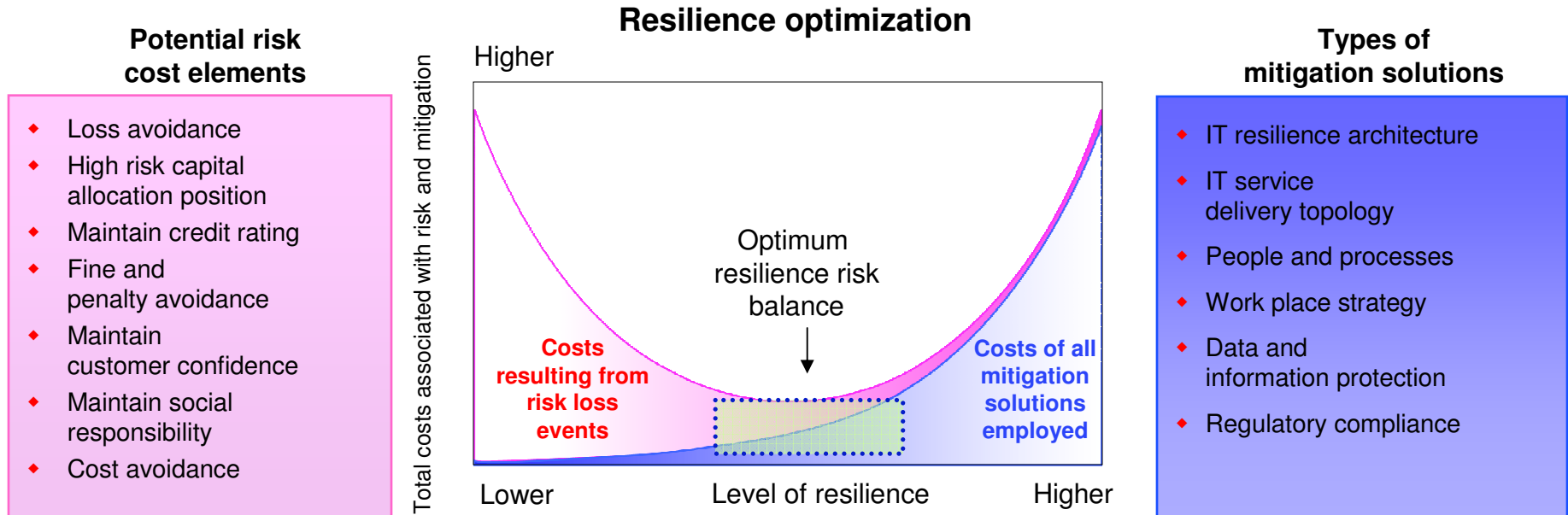
<sup>3</sup> "The State of Business Continuity Preparedness," by Stephanie Balaouras, *Disaster Recovery Journal*, Winter 2009 issue

<sup>4</sup> 2008 AT&T Business Continuity Study, © 2008 AT&T Intellectual Property

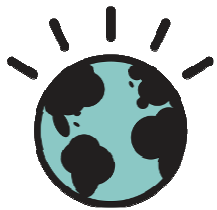
# Balance Cost Reduction with Risks and Resilience

## Smart is: “The right risk at the right price”

- Understanding the potential loss associated with the level of risk being assumed
- Understanding the costs associated with the mitigation solutions employed to deal with the selected level of risk
- Selecting the mitigation solutions consistent with the level of potential loss
- Selecting the optimum architecture for the mitigation solutions
- Optimized resilience can help reduce costs to the business



The instrumented, interconnected and intelligent Smarter Planet also addresses the increased risk, complexity, and cost of downtime



**Smart is:** Maintaining *continuous business and IT operations* while rapidly adapting and responding to risks and opportunities with business resiliency



**SMART IS:** Managing risk with an enterprise-wide resiliency strategy

**SMART IS:** Reducing cost through proactive incident response and reduced downtime



**SMART IS:** Ensuring resilient service delivery in a 24-hour, 7-day-a-week world

**SMART IS:** Responding with speed and agility while minimizing risk exposure





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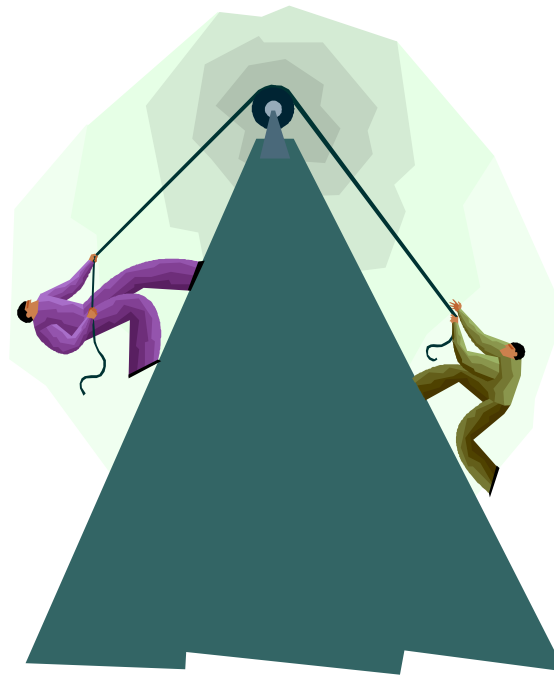
**3**

**The Future: Unlimited Possibilities**

# Smarter Planning and Smarter Business Continuity Process Management Maximize Results in This Fast Paced World

## Planning Challenges

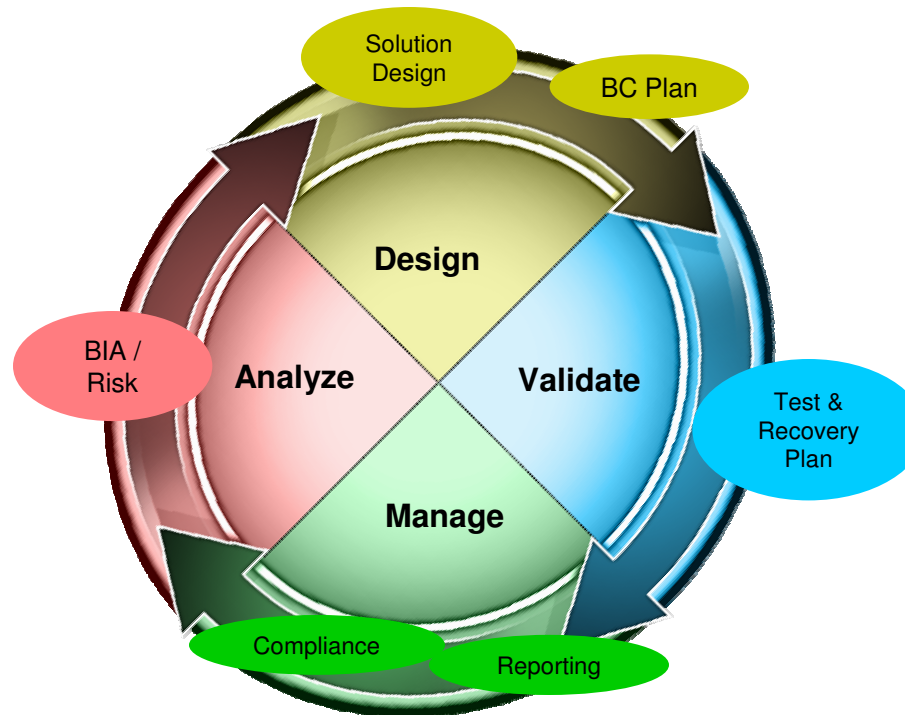
- Standard organization
- Asset Reuse
- Multi Languages
- Reduce training time
- Worldwide distribution
- Comprehensive
- Managing change



## Execution Challenges

- Reduce human error
- Broadcast information routing
- Information overload
- Meet service levels
- Manual testing
- Dispersed communication
- Managing resource change

# Use a Framework of Proven Methods and Tools for Easier Business Continuity



# The Business Continuity Framework: Needs Analysis

**IBM Resiliency Consulting Services**

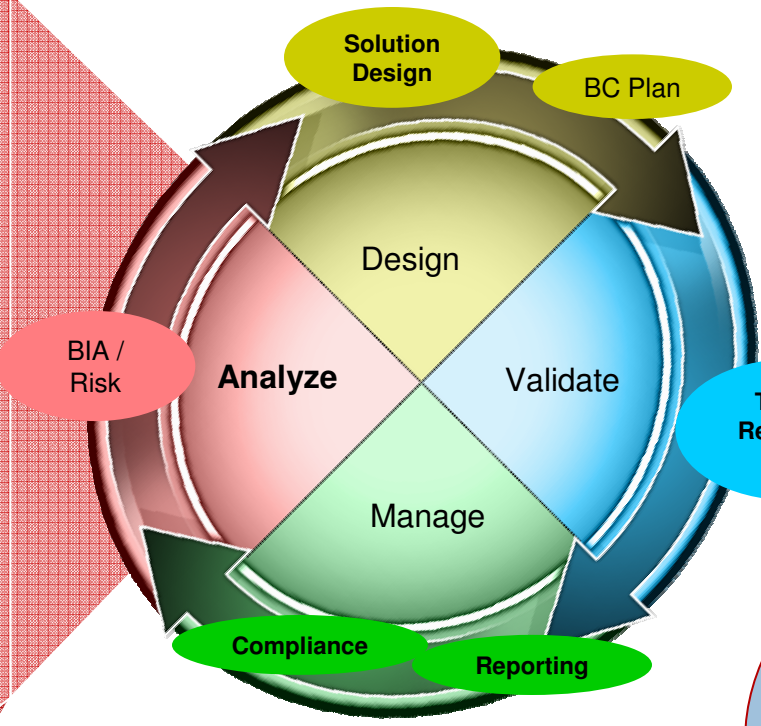


**COOP Systems: myCOOP BCM Software**



**ANALYZE**

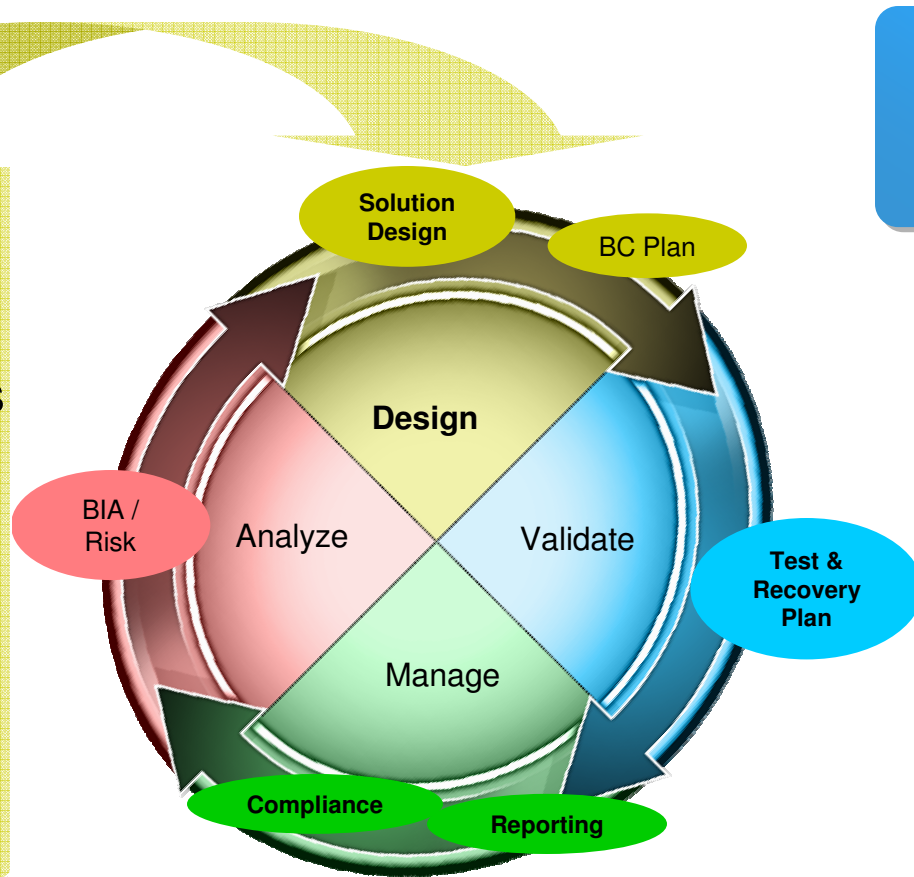
**Identify and assess inherent business and IT risks to quantify impact due to interruption.**



# The Business Continuity Framework: Continuity Design

**DESIGN**

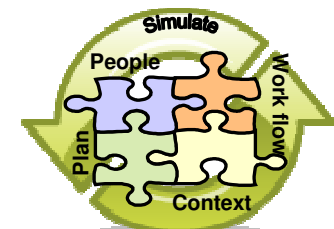
Define integration of IT and Business strategies and plans to **ensure enterprise wide protection**. Easily **develop, store and maintain** detailed recovery options and tasks.



IBM Resiliency Consulting Services

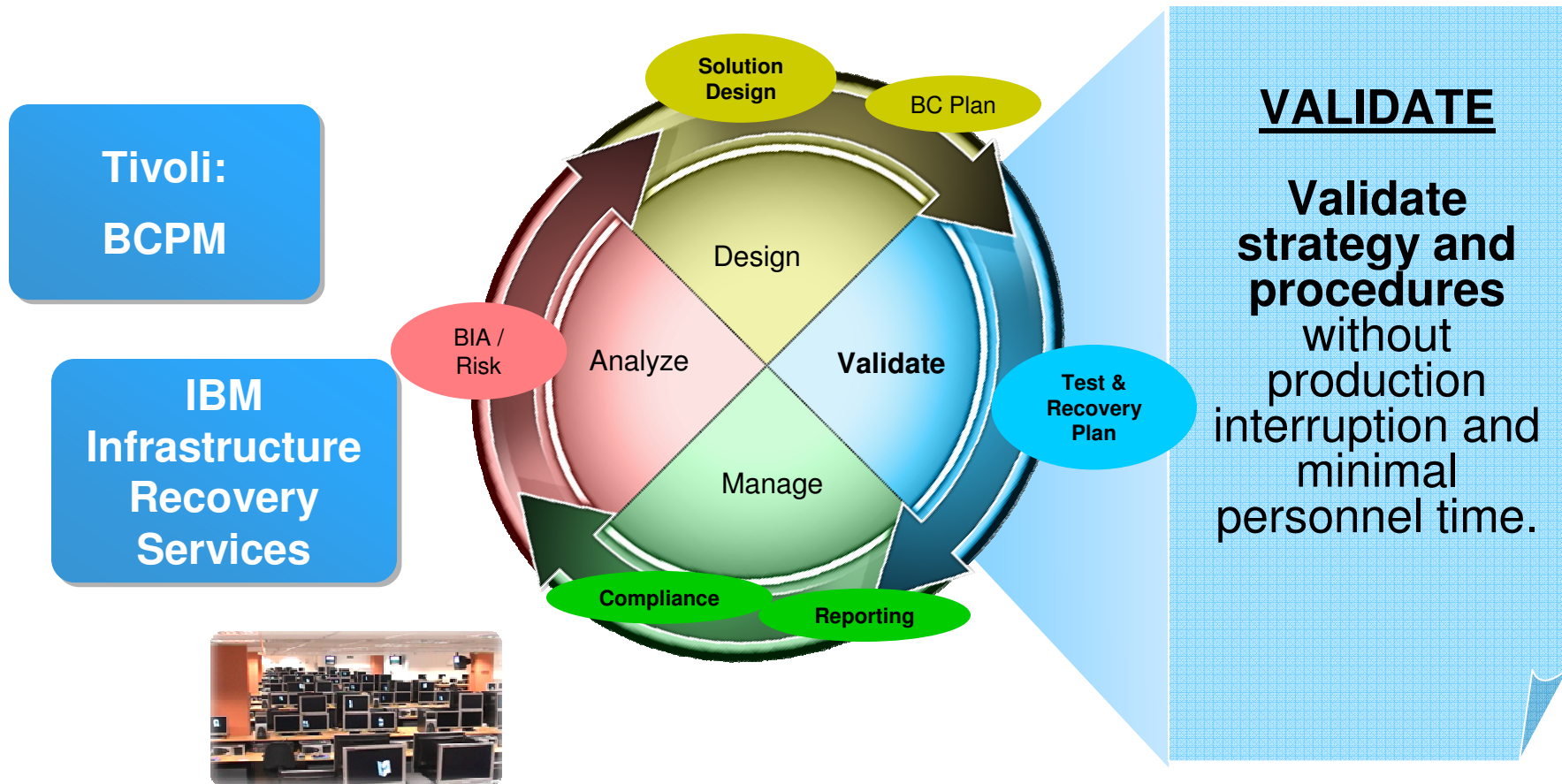
COOP Systems: myCOOP BCM Software

Tivoli: BCPM



IBM Tivoli BCPM

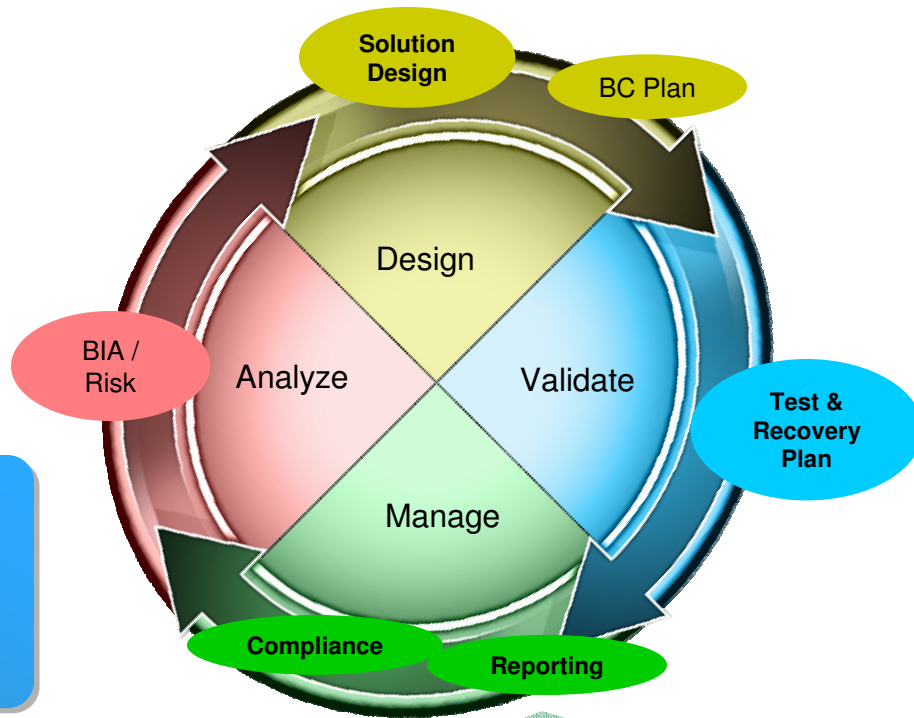
# The Business Continuity Framework: Validate Strategy



# The Business Continuity Framework: Accurate Execution

**Tivoli:  
BCPM**

**IBM Managed  
Resiliency  
Services**



## MANAGE

Ensure **prompt and accurate execution** of technical and manual steps while reducing human contact.

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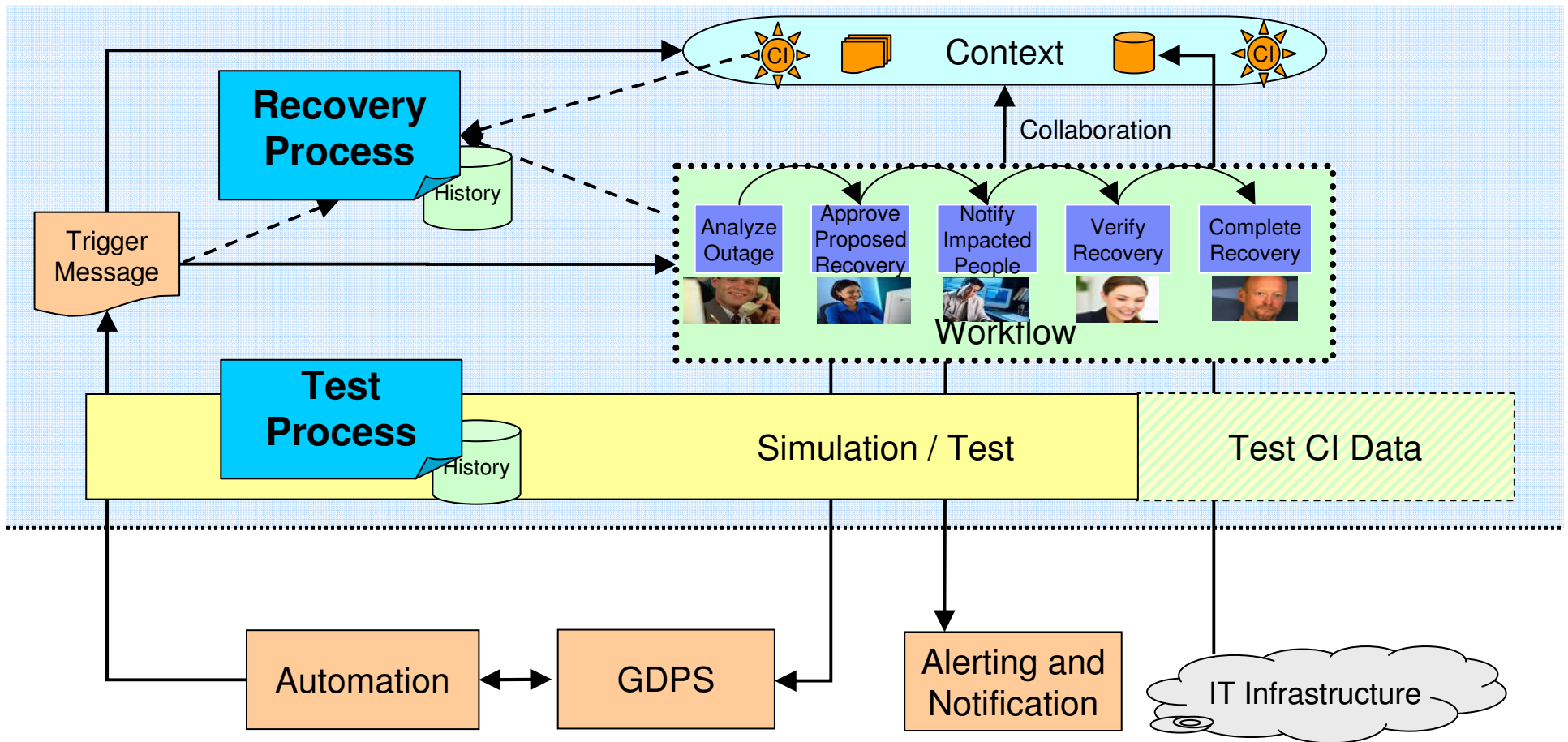
**Business Continuity and Recovery Planning and  
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**The Future: Unlimited Possibilities**



# Using BCPM to Automate the Business Continuity Framework



# Integrate myCOOP Planning Data with BCPM Automation Processes

## BIA SurveyBoard - DEMO

This Site Site Actions

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View All Site Content

**Lists**

- 1 - General Information
- 2 - Business Processes
- 3 - Intangible Impacts
- 4 - Financial Impacts
- 5 - RTO and RPO
- 6 - BCP
- 7 - Applications
- 8 - Dependencies

**BIA Report Library**

Recycle Bin

BIA 0 - BIA Survey Introduction Instructions
BIA 0 - Assumptions and Definitions Instructions

**Inbox / Assignments**

Siguiente vencimiento de asignación: 2009-05-05 09:47:19 Actualizar

Description	Assignment	Assignment Status	Due Date	Priority	Ruta
<a href="#">Verify successful MIC Application recovery</a>	274	ACTIVE	2009-05-05 09:47:19		

1 - 1 de 1

Ultima ejecución: 2009-05-05 09:47:35

Estado KPI	Real	Objetivo	Variación
Elapsed time since outage detection (hours)	0.02	0	0.02
MIC application 2 hour downtime	1	0	1
Estimated remaining time of open tasks	2.17	0	2.17
Number of open tasks	4	0	4
Number of recovery options currently in execution	1	2	-1

Actualizar

Estado KPI	Real	Objetivo	Variación
Elapsed time since outage detection (hours)	0.02	0	0.02
MIC application 2 hour downtime	1	0	1
Estimated remaining time of open tasks	2.17	0	2.17
Number of open tasks	4	0	4
Number of recovery options currently in execution	1	2	-1

**Tasks from Job Plans**

Activity	Summary	Actual Start	Actual Finish
LIMA1130	Stop application in boeblingen	2009-05-05 09:47:19	
LIMA1131	Shutdown systems in boeblingen	2009-05-05 09:47:19	
LIMA1132	copy data from Boe to Fra	2009-05-05 09:47:19	

1 - 3 of 3

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IBM System z® Software Teleconference | March 2010

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# Benefits of Implementing BCPM

## Ensure process accuracy and preparation

- Focus on business recovery (not just technology)
- Allows creation of building blocks to full recovery
- Mixture of human and tool action
- Encourages collaboration

## Improve information currency and skills

- Increased accuracy / completeness of processes
- Expanded organizational knowledge
- Ease to make / communicate updates as needed

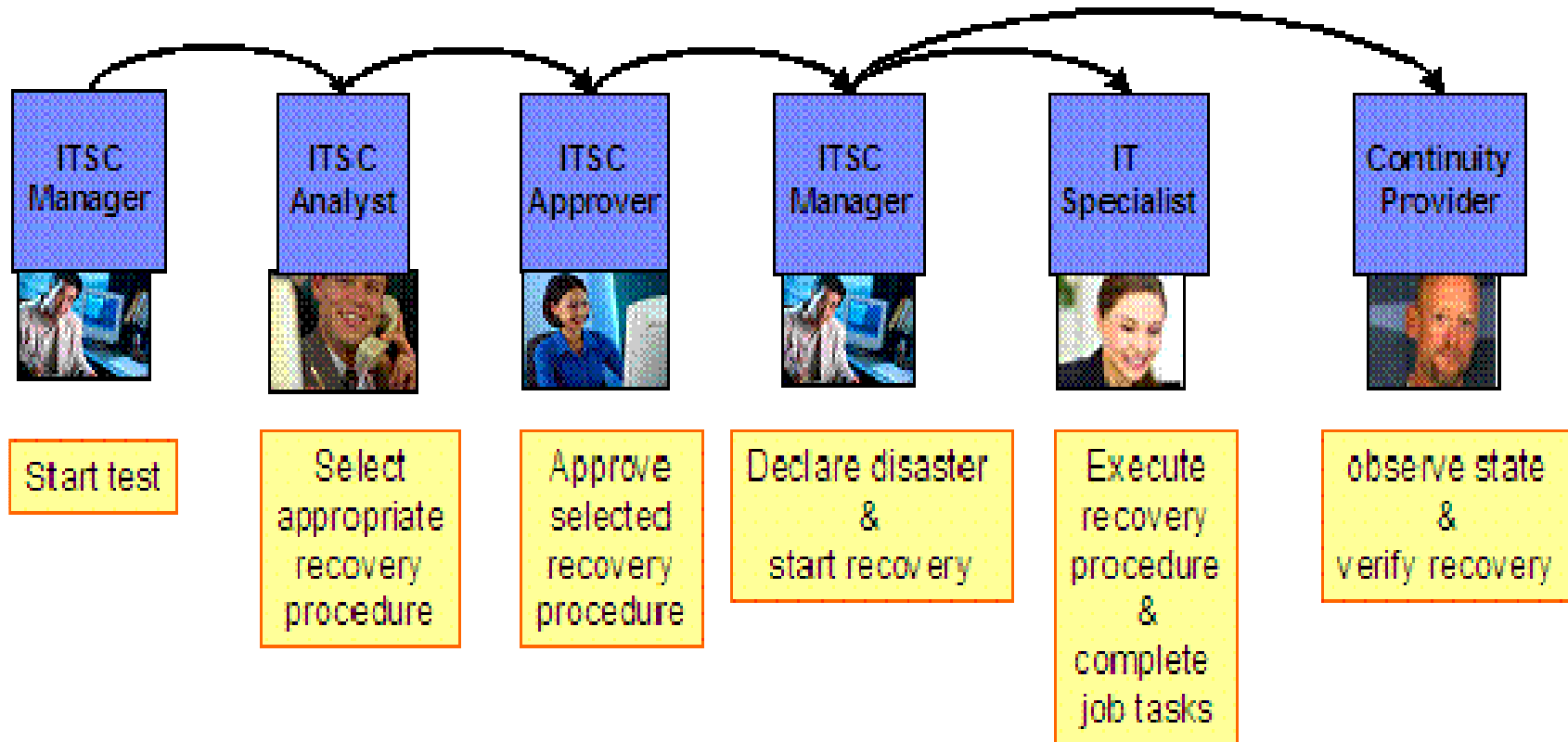
## Reduce business disruptions

- Ability to test without disrupting the business
- Allows greater frequency of testing
- Ability to validate and audit test results
- Ensure recovery in the minimum needed time

## Document compliance with regulations

- Internal corporate audit
- HIPPA
- Sarbanes-Oaxley and Basel II
- PCI standards

# A Customer Experience with BCPM



From business scenario to recovery plan in less than two weeks!

# IBM Tivoli Business Continuity Resources

- Resource Links
  - [Business Continuity Process Manager solution web site](#)
  - [Business Continuity Process Manager demo](#)
  - [Business Continuity Resiliency Services web site](#)
  - [System Automation for Integrated Operations Management web site](#)
  - [System Automation Solution Family web site](#)
  - [GDPS web site](#)
  - [COOP Systems web site](#)
- Interactive Forums
  - Online discussions with customers and IBM specialists about these solutions
  - [BCPM specific forum](#)
- Annual User Conference
  - Subject specific presentations delivered by customers and IBM specialists
  - Excellent opportunity for interaction and discussion
  - [2010 Conference web site](#)



# Thanks for Your Participation



# Need More Information?



Please contact us:

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# Additional Information

# BCRS Helps You Achieve Resiliency and Save Money



**IBM  
Resiliency  
Consulting  
Services**

Helps identify, quantify, and prioritize business and IT risks, then develop strategies and implement designs to address those risks

**Advisory**

Helps balance workloads and reduce application, data and system loss

**IBM Managed  
Resiliency  
Services**

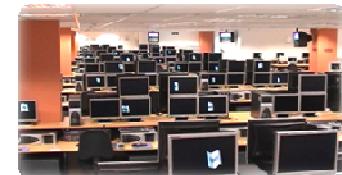
**Proactive**



**IBM  
Infrastructure  
Recovery  
Services**

Helps eliminate the impact of disruptive events with IT and work area recovery

**Responsive**





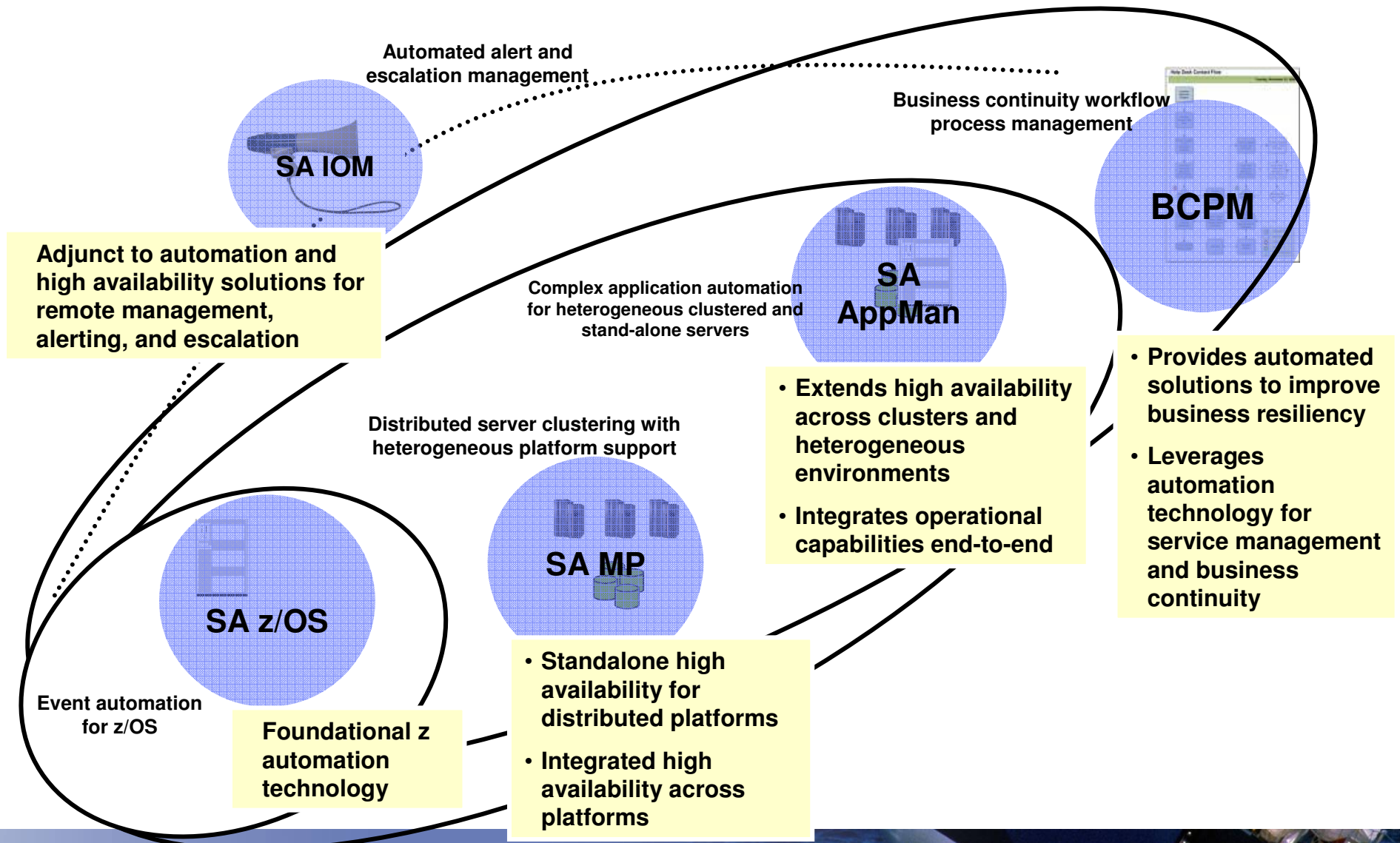
BCRS helps globally deliver resilience solutions through resiliency centers and delivery and consulting experts around the globe.

### Our depth and breadth of resources include:

- A unique infrastructure and skill set designed for flexibility and responsiveness in a disaster situation, from simple to complex environments
- Support for over 12,000 clients with over 15,000 contracts
- A business model based on risk and syndication of resource at a machine level
- Options for dedicated or limited shared resource
- Successful support for over 750 client recoveries.



# System Automation High Availability and Resiliency Solutions



# GDPS: The Right Level of Protection for Your Business

Continuous Availability of Data within a Data Center

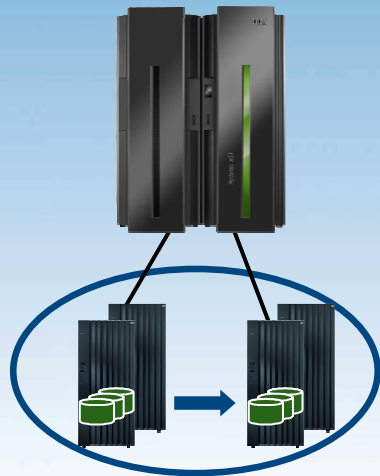
Continuous Availability & Disaster Recovery Metropolitan Region

Disaster Recovery at Extended Distance

Continuous Availability Regionally and Disaster Recovery Extended Distance

Single Data Center Applications remain active

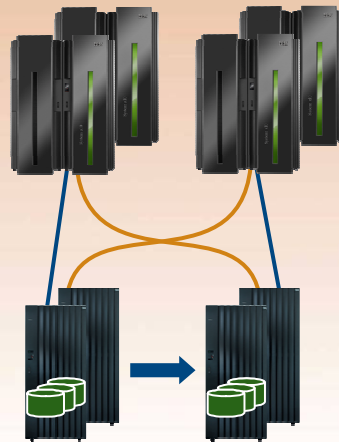
Near-continuous availability to data



**GDPS/PPRC HM**

Two Data Centers Systems remain active

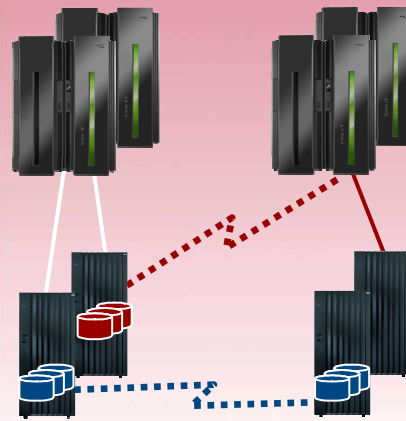
Automated D/R across site or storage failure  
No data loss



**GDPS/ PPRC HM  
GDPS/PPRC**

Two Data Centers

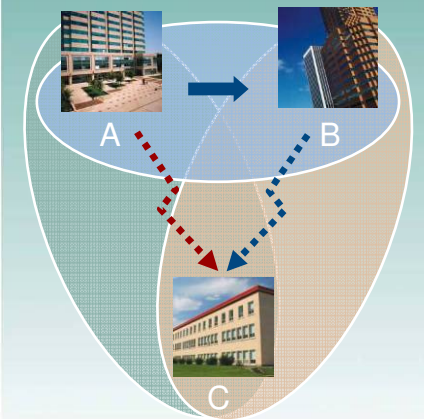
Automated Disaster Recovery  
“seconds” of Data Loss



**GDPS/GM (blue line)  
GDPS/XRC (red line)**

Three Data Centers

Data availability  
No data loss  
Extended distances



**GDPS/MGM  
GDPS/MzGM**

## What is COOP?

- “COOP” stands for “Continuity of Operations”
- myCOOP is an industry leading Business Continuity Planning software suite
- myCOOP is designed for ease of use for end users for BIA/Risk Assessments, and writing and updating BC and DR Plans

## Who is COOP Systems?

- Seven years in BCP software business
- 50+ customers (mid-size, large, international)
- Recognized as leader by Gartner Group and Forrester Research
- HQ in Washington D.C., support offices globally
- 2007 BCM Software of Year Award
- Chosen vendor for use and resell by IBM BCRS consultants
- Recognized leader in ease of use
- Tier-4 hosting services

