

Resilient solutions for a new era*



The “worst–case scenario” just got worse. In the aftermath of recent events such as pandemics, terrorist activity, blackouts and other natural and/or man-made occurrences, organizations are grappling with a serious challenge: how to plan for business resilience in a world where the unthinkable is now all too possible.

Like most companies, your business continuity management may be based on strategies for recovering from a natural disaster or a technology interruption. But now you realize that your plans must be broader and consider more catastrophic disaster scenarios, such as loss of key people, destruction or inaccessibility of an entire business district or metropolitan area, and simultaneous disruption of your vendors and business partners.

How will your organization meet the challenge?

You need to focus as much on prevention as on mitigation, recovery and process sustainability. You must establish detailed incident management procedures and consider disturbing new possibilities, such as biomedical attacks, climate change and the destruction of contingency sites. You need to map and understand your operational processes end to end, so that when a disruption occurs you can continue critical business operations. And you need to ensure that you continue to meet customer expectations and do so better than your competitors, despite the disaster.

In short, you need to make sure that your organization develops and implements a comprehensive program for operational resilience required to survive a catastrophic event and to obtain a competitive advantage in the marketplace.

But you need to do it all very quickly, with limited resources, while still managing to meet the ongoing demands of running a business.

How can you meet this challenge?
With help from the Business Resilience specialists at PricewaterhouseCoopers (PwC).

Solutions that span the spectrum

Ensuring the resilience of your business is a complex, ongoing process that puts a heavy burden on you. That's why PwC has developed a comprehensive range of services to help you with every aspect of business continuity management. And we enhance those services with our unique, holistic approach which will help you efficiently and effectively address the other business challenges across your organization. Our services include:

Dynamic Response

Before help arrives, what should you be doing? With our dynamic response service, we can answer this and other pertinent questions, and integrate solutions into your processes, so that you and your employees are prepared.

Critical Business Processes

Every organization has operations that are critical to the ongoing viability of the enterprise. These processes need to be identified by

realistic measures, and validated and tested to improve their integrity in the event that the availability of people, processes, products or services is disrupted.

Risk Mitigation

Developing a deeper appreciation of the threats to your organization will allow you to focus your budget dollars and avoid unnecessary disruptions and costs. By mitigating and managing risks you will be better positioned to face the unexpected and gain an advantage over your competition.

Planned Reaction

To prepare your organization to react effectively to an event, we will develop risk-based security, incident response and crisis management procedures, including event assessment, roles and responsibilities, evacuation plans, and internal and external communications. Our project management capabilities will ensure

your plan is completed on time, without overtaxing in-house staff.

Our Business Resilience specialists will help create, and validate your plans through testing, to ensure that critical business processes and controls are established. We can also verify proper procedures are in place to timely reflect changes in technology and the business environment in your response plans, giving your program ongoing viability.

Before you experience a disruption, you can count on PwC to effectively support your continuing business operations. We'll assist you with everything from assessing critical business process to integrating your program with existing governance routines.

Solutions that deliver results

With help from PwC, you will gain the confidence of knowing your organization is better prepared to avoid, manage and prosper through a wide range of threats. Your thorough and intelligently crafted program will ensure your business priorities are met, enabling you to:

- Better protect your **employees**;
- Preserve and enhance **brand reputation**;
- Avoid devastating **revenue** losses and erosion of **shareholder value**;
- Provide **sustained customer service**;
- Comply with **regulatory requirements** and **fiduciary responsibilities**;
- Conserve budget dollars through **priority-based planning** and **sound strategy decisions**;
- Address both **strategic** and **operational** imperatives;
- Secure your vendor **supply chain** and **business partner** programs; and
- Maximize effectiveness and efficiency of **key processes**.

Why PwC?

Only PwC has the unique combination of attributes necessary to help craft a Business Resilience program equal to the challenges of today's more threatening environment.

First-hand knowledge – We work with leading firms around the world, so we have incomparable knowledge of best practices across organizations, industries and borders. And, as an integral part of our experience, we have a unique perspective on what works and what doesn't.

Proven success – We have helped numerous organizations develop and implement plans that have worked as expected in real life situations.

Deep experience – Our Business Resilience specialists are productive from the first day of engagement, playing an active role in analyzing your needs and making recommendations. Our extensive experience allows us to “hit the ground running”, while leveraging your resources more effectively.

Holistic approach – We implement a Business Resilience program in the context of your overall organization. With a big picture perspective, we can leverage the business continuity planning process to help you develop solutions for a wide range of business challenges.

Dedicated practice – We can help you reach your strategic goals efficiently and cost effectively because we have unmatched expertise in business continuity planning, as well as the ability to tap into additional PwC talent around the world. Our focus is helping clients identify and manage business risks and maximize shareholder value.

Extensive resources – We can draw on the vast expertise of PwC's 146,000 professionals worldwide to address a multitude of issues associated with business continuity planning, such as security, infrastructure resilience, risk management and more. These critical skill sets bring added value to your business continuity planning initiatives.

Vendor independent – We will recommend solutions based only on what is best for your organization. Unlike many other product providers, we have no stake in specific products or vendors.

Global experience – Many of our specialists have experience with different countries that are exposed to a multitude of threats such as terrorism. As a result, our practitioners have an exceptional understanding of how to guard against the effects of demanding situations.

End-to-end solutions – Our services and know-how can help ensure the strength of every component of your plan.

It's no wonder leading organizations choose PwC for their business continuity planning.

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