

Business Continuity

Recovery for critical applications and operations

The ability to conduct business is heavily dependent on IT resource availability, so ensuring continuous availability becomes ever more compelling. Business Continuity solutions from EMC® Consulting will help you continually examine, identify, and address areas of vulnerability to your mission-critical business processes and supporting applications.

Business Challenges

Faced with growing data volumes, more complexity, and increasing risk of business interruption, organizations must overcome formidable protection challenges including:

- Recovery plans that are mismatched to current needs—recovery programs and infrastructure have often not kept pace with the rapid growth of critical data and changes to key applications
- Increasing regulatory pressure for improved business continuity capabilities— Sarbanes-Oxley, HIPAA, Basel II
- Complex application interdependencies and the need to recover these applications from a common point in time with data consistency
- Adoption of new technologies that promise higher levels of protection

IT resumption capabilities need to map to business requirements which vary widely from business to business. This calls for a thorough and complete analysis of business processes and all supporting components—from the hardware, software, network, data center, and other facilities that comprise your IT environment to the employees who carry out day-to-day operations.

Service Framework

EMC consultants address people, processes, and technology to deliver a framework for business continuity services that follows the Plan-Build-Manage phases of the IT lifecycle, helping you mitigate risk and limit exposure to your businesses.

Plan	Build	Manage
Assess Program/ Service Levels	Test and Implement Technologies	Develop/Update Program Definition
Define Business Requirements	Develop Recovery/Failover Plans	Manage Resources, Improvements, and Measurements
Evaluate Availability and Recovery Alternatives	Conduct Recovery Testing	
Design Infrastructure		
Conduct Implementation Planning		
PROGRAM MANAGEMENT AND INTEGRATION		

Liaoning Mobile (China)

The recovery time for applications was reduced from three days to two hours; the billing cycle was expedited by two hours every day resulting in faster processing of client bills.

Louisville Water Company (U.S.)

EMC consultants provided objective data on recovery priorities and interdependency relationships among 42 business processes to assist the water utility as it developed disaster recovery/business continuity plans.

Mobile Communications Firm (Middle East)

EMC conducted an in-depth analysis of the risks of IT service disruption and business impact to help executives make the right decisions to reduce risk and improve business continuity.

Why EMC

With over 2,700 business, application, and infrastructure consultants focused on information infrastructure challenges, EMC Consulting is the largest information-focused consultancy in the world. EMC has extensive client relationships with more than 50 percent of Global 500 companies, and a global reach complemented by local delivery. EMC Consulting is the logical choice for business continuity.

Plan	Build	Manage
<ul style="list-style-type: none">• Assess risks and exposures to your mission-critical business processes, systems, and applications• Determine business impact of a disruption; identify interdependent applications• Define recovery-time and recovery-point objectives• Plan implementation addressing people, process, and technology	<ul style="list-style-type: none">• Test new architecture to ensure that it meets the established recovery-point and recovery-time objectives• Document the procedures to meet RTO/RPO objectives• Test each application group in the overall IT architecture	<ul style="list-style-type: none">• Maintain and measure the disaster recovery plan continuously• Define metrics for ongoing program management

Service Value

EMC consultants align your business continuity hardware, software, and process infrastructure to your business requirements by identifying KPIs (Key Performance Indicators)—Recovery-Time Objective (RTO, reducing the time it takes to recover from outages) and Recovery Point Objective (RPO, helping you minimize the data loss during an outage). The business continuity solution helps you:

- Minimize expensive downtime and limit the impact from a catastrophic event
- Decrease the business impact of an application outage and achieve 24-hour availability for your global business processes—supply chain, customer service, and more
- Comply with regulatory requirements that identify specific business continuity capabilities—SOX, HIPAA, SEC, etc.
- Align infrastructure to the service levels required by business processes and supported applications

Recent Consulting Engagements

EMC has performed thousands of business continuity deployments over the last decade, developing proven best practices and tools that reduce time and resources required to develop successful business continuity plans. Consider the following three recent EMC Consulting engagements.

With 10 million mobile subscribers, Liaoning Mobile is the leading mobile services provider in China. When they needed to put an effective set of disaster recovery policies, processes, and solutions in place, they asked EMC to provide design, implementation, and migration services for business continuity planning and information protection.

Louisville Water Company, a long-established utility providing safe drinking water to a large metropolis needed an unbiased assessment—what would be the potential impact to their operations of an extended outage or business recovery event? EMC Consulting delivered a Business Impact Analysis that examined the direct operational and financial impacts that each of 42 individual business processes has on the organization.

At a leading mobile telecommunication services operator offering voice and data services to more than 10 million customers in the Middle East, EMC Consulting applied the EMC business continuity methodology. EMC conducted a separate Risk Assessment (RA) to evaluate exposure to service delivery failures and Business Impact Analysis to quantify impact and identify dependencies affecting loss of operations and recovery.



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