

EMC BUSINESS CONTINUITY SERVICES

Recovery for critical applications and operations

ESSENTIALS

- Develop business continuity plans that address people, process, and technology
- Leverage a proven framework, tested in hundreds of client engagements in a broad range of industries
- Align business continuity service levels and business requirements

BUSINESS CHALLENGES

The ability to conduct business is heavily dependent on IT resource availability. Faced with growing data volumes, more complexity, and increasing risk of business interruption, organizations must overcome formidable protection challenges to ensuring availability, including:

- Recovery plans that are mismatched to current needs because recovery programs and infrastructure have 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

Furthermore, 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.

EMC Business Continuity services will help you continually examine, identify, and address areas of vulnerability to your mission-critical business processes and supporting applications.

SERVICE DESCRIPTION

EMC® Global Services experts 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
<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

We align your business continuity hardware, software, and process infrastructure to your business requirements by identifying KPIs (Key Performance Indicators)—Recovery-Time Objective (RTO) and Recovery Point Objective (RPO) to help you reduce the time it takes to recover from outages and minimize the data loss during an outage.

SERVICE VALUE

EMC Business Continuity services help 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
- Align infrastructure to the service levels required by business processes and supported applications

PROOF POINTS

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 Global Services Business Continuity and Disaster Recovery Services engagements.

Liaoning Mobile (China). 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 turned to EMC for design, implementation, and migration services for business continuity planning and information protection. *As a result of these services, recovery time for applications was reduced from three days to two hours, and the billing cycle was expedited by two hours every day—resulting in faster processing of client bills.*

Louisville Water Company (U.S.) Louisville Water Company, a long-established utility providing safe drinking water to a large metropolis, needed an unbiased assessment of the potential impact of an extended outage or business recovery event to their operations. EMC Global Services delivered a Business Impact Analysis that examined the direct operational and financial impacts that each of 42 individual business processes has on the organization. [EMC consultants provided objective data on recovery priorities and interdependency relationships among those 42 business processes to assist the water utility as it developed disaster recovery/business continuity plans.](#)

Mobile Communications Firm (Middle East). At a leading mobile telecommunication services operator offering voice and data services to more than 10 million customers in the Middle East, EMC Global Services conducted an in-depth Risk Assessment (RA) to evaluate exposure to service delivery failures and risks of IT service disruption, and a Business Impact Analysis to quantify impact and identify dependencies affecting loss of operations and recovery, [helping executives make the right decisions to reduce risk and improve business continuity.](#)

EMC GLOBAL SERVICES DELIVERS RESULTS

EMC Global Services provides the strategic guidance and technology expertise that organizations need to address business and information infrastructure challenges and realize maximum value from their information assets and investments. We are committed to exceptional total customer experience through service excellence. Our 15,000+ professional- and support-service experts worldwide—plus a global network of alliances and partners—leverage proven methodologies, industry best practices experience, and knowledge derived from EMC's information-centric heritage to address the full spectrum of customer needs across the information lifecycle: strategize, advise, architect, implement, manage, and support.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, [contact](#) your local representative or authorized reseller—or visit us at www.EMC.com.

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