

# Business Continuity Management



Today's marketplace is a difficult one in which many businesses struggle to operate profitably. Competition levels are generally high, with numerous companies seeking to distinguish their products and services. Generally speaking the main method of differentiation is by the service levels provided, which can be severely affected by any interruption to the business. Having the potential to quickly overcome a "disaster" will place you in a more advantageous position when tendering against competition who have not.

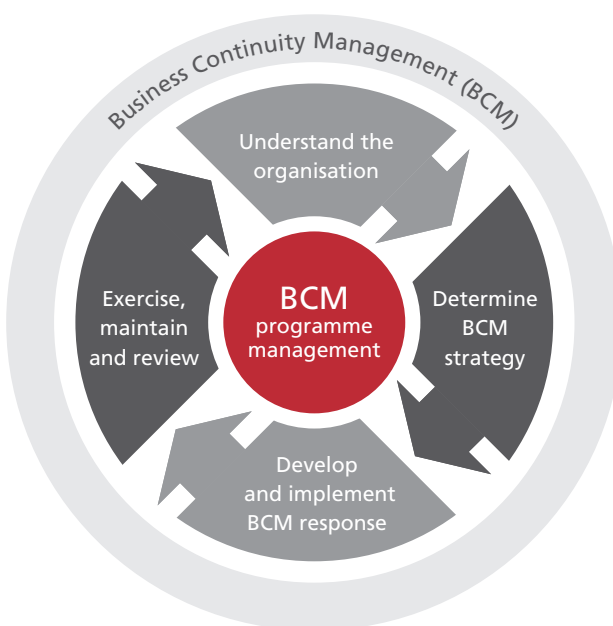
It is estimated that circa 80% of all businesses will never fully recover from a major catastrophe such as a fire or explosion. 65% of businesses fail completely. Of this proportion, approximately 92% do not have any formal business continuity planning mechanisms in place.

## Failing to plan is planning to fail

The old adage "failing to plan is planning to fail" is therefore very true in most cases. The process of undertaking a Business Continuity Plan (BCP) involves examining your business for all risks, not just physical risks such as fire, but also reputation, supply chain and intellectual property for example. By undertaking this assessment it allows you to look at the robustness of your business as a whole, and in examining the impact of risk on your business, it may be possible to eradicate some risks and mitigate against many of them.

While it may seem an extra burden to have a plan for recovery, emergency situations place severe pressure on individuals to make decisions and take action under stressful conditions. Experience proves that it is easier to consider all the issues surrounding a potential crisis objectively before the crisis, rather than during. Business interruption hits companies where it hurts the most – customer relationships, cash flow, reputation and staff morale.

Insurance provides only a foundation for recovery, however Business Continuity Management will enhance the cohesion with which a business is able to respond to a situation, making best use of the resources available.



In times of heavy regulation in business, the completion of a business continuity planning exercise will improve the perception of a company for both potential customers and business partners. This will give the business a competitive edge against immediate competitors.

When Oval Risk Services (Oval), has been involved, insurer's attitudes have often improved. By the existence of a comprehensive BCP, insurers understand that you have identified the key risks to your business (which could potentially result in a claim) and have implemented control strategies to reduce their impact, if not eradicate the root cause entirely. This work will ultimately improve your risk to an insurer and has historically led to reductions in premium rating and /or an improvement of policy terms and conditions.

#### **Example of our work**

A well known data capture company who worked in clinical trials undertook a BCP, which included full IT systems. The day after sign off of the project, the IT Director was involved in a fatal road accident. The Deputy had no option but to rely on the BCP as the only true source of information to manage the IT systems data processing, the key aspect of their business. As a result of showing the BCP to its customers, the company have been offered a substantially larger contract for bigger trials and have increased profitability as a direct consequence.

#### **Ovals' comprehensive planning service**

A comprehensive, specialist business continuity planning service is available from Oval.

This includes:

- Auditing/Gap Analysis of existing systems to identify potential omissions and deficiencies.
- Online (template lead) delivery for those who cannot commit the funds.
- A Business Continuity Management product, "Off the Mark", for those who wish to manage the process in-house but require some directions and occasional technical input.
- Risk Assessment and Business Impact Analysis service.
- Full cycle BCP design.
- Training of staff members on Business Continuity Management.
- Testing and Maintenance solutions for your existing plans to ensure their continued effectiveness.

Oval help client's design continuity plans to enable the preservation and/or rapid restoration of key business processes, which are critical to the continuance of business operations and generation of company turnover.

#### **Contact Us**

For further information simply telephone or email your normal Risk Services contact at Oval. Alternatively email: [riskservices@theovalgroup.com](mailto:riskservices@theovalgroup.com)

**[www.theovalgroup.com](http://www.theovalgroup.com)**