



**Jacob Business Armour**



Powerful Solutions for Business Resilience

# Business Continuity Management





## SUSTAINING your BUSINESS: arm yourself with RESILIENCE

**Sustainability** is a major challenge in today's age of uncertainty. It takes only one **incident** - an unexpected, cataclysmic event - to wipe off years of good and hard work, destroying the well-being, heritage and prestige of both corporations and individuals.

What could be the one *incident* that can threaten our very survival, let alone affect our sustainability? And what is that crucial plan that we must prepare in advance to secure our survival? No one is free from threats and crisis situations, and no one can predict when they will happen. Even the fortunate ones who have not encountered calamities in the past should not expect their good fortunes to last forever.

Our fast-changing world relentlessly sweeps formidable challenges onto organisations when we are already striving hard to sustain our operations.

From waves of intensifying global competition, ever-increasing stakeholders' expectations, the euro-zone and USA debt burdens, to the implications of global warming - it is alarming just to contemplate the myriad of risks that we are subjected to nowadays.

Attaining sustainability requires taking **action**. The first action that we must take is to make a decision to plan for **business continuity** in all sectors of the organisation.

When an individual trains himself to be robust and agile for response in a dangerous situation, he is rewarded with longevity. On the other hand, an organisation with mixed complexities of persons, functions and objectives will inevitably find it perplexing to build business resilience.

Top managements are duty-bound to inculcate resilience in their organisations.

***The only thing harder than planning for an emergency is explaining why we didn't.***

# BUSINESS CONTINUITY MANAGEMENT: WHAT IT DEFINES

The "top of the food chain" organisations today are increasingly demanding their supply-chain partners to have the ability to provide uninterrupted support. They do so to ensure their own business continuity.

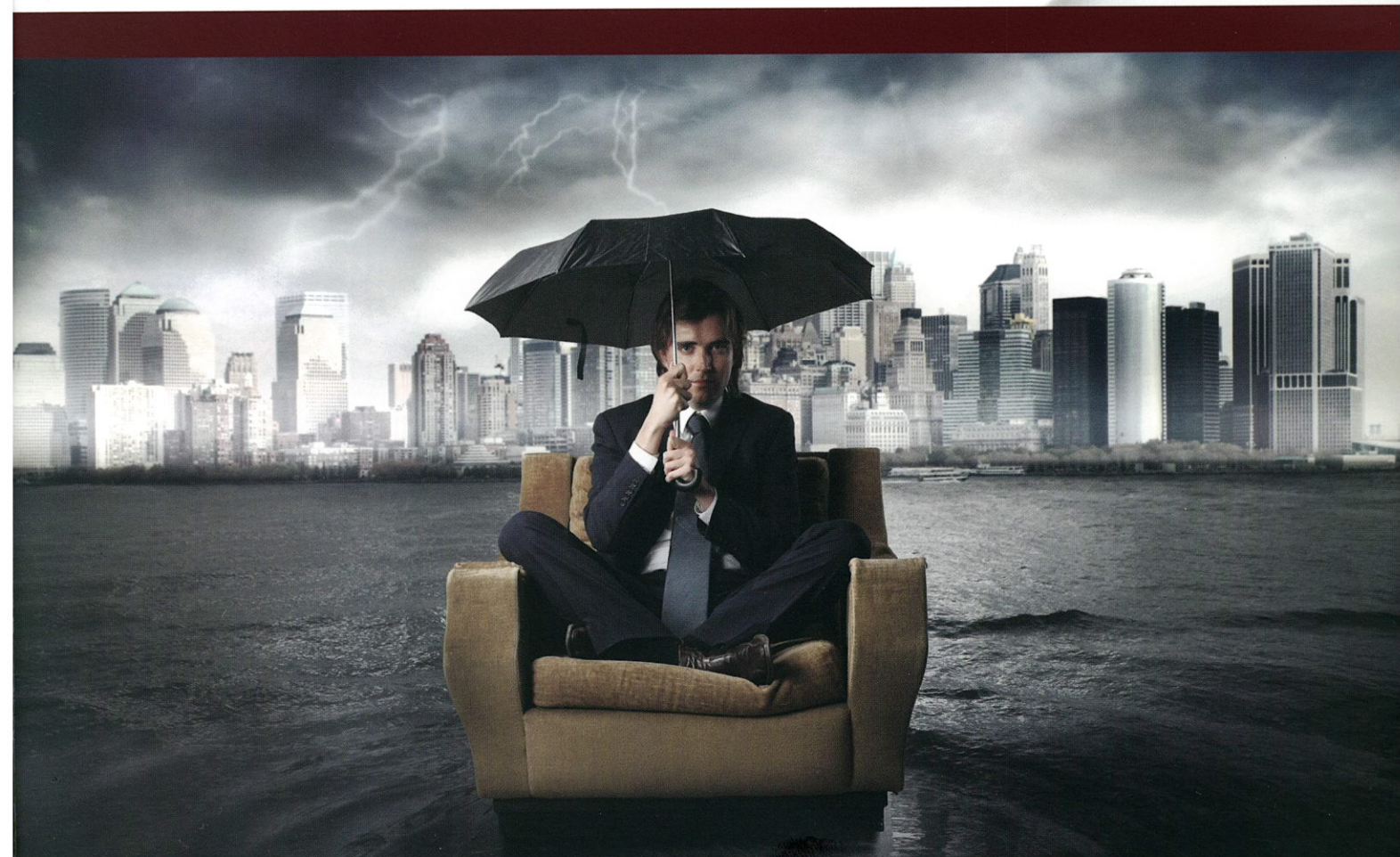
Business Continuity Management is defined as follows :

*"A holistic management process that identifies potential threats to an organization and the impacts to business operations those threats, if realized, might cause, and which provides a framework for building organizational resilience with the capability for an effective response that safeguards the interests of its key stakeholders, reputation, brand and value-creating activities."*

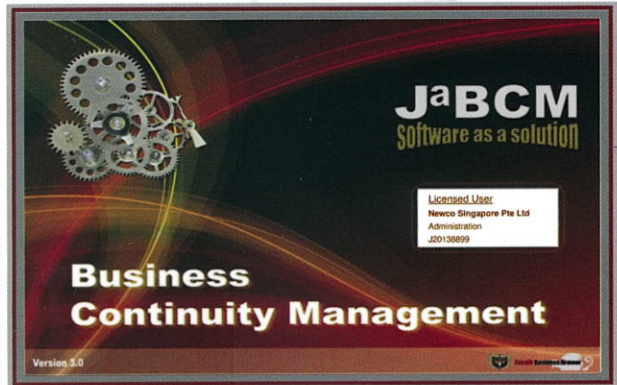
(ISO 22301:2012)

Essentially, BCM is the **capability** to respond to and manage crisis events before the situation becomes critical, severely affecting business operations and objectives. BCM means having the *resilience* and the *agility* to survive calamities.

With BCM, you can be sure you'll never be caught off-guard without a plan and crisis-handling capability!



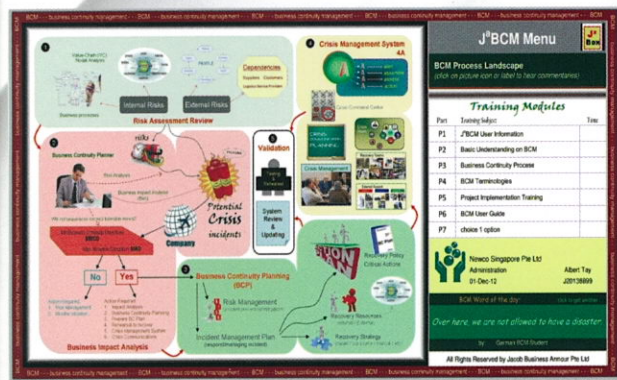
# THE J<sup>a</sup>BCM SOFTWARE-AS-A-SOLUTION



JaBCM Software Cover

Now, you can implement business continuity planning on your own with the J<sup>a</sup>BCM System. It is a *do-it-yourself* package at a low cost – you decide the scope and speed of your implementation – to produce a BCM programme that meets not only your needs but is also compliant with and certifiable to the international BCM Standard ISO 22301.

The J<sup>a</sup>BCM system is developed for users who are new to BCM. In fact, its methodology is built precisely in the way a project is implemented by our senior consultants, but is made very much simpler. It is highly comprehensive and able to deal with all crisis situations. At the same time, it combines the power of *plans, people* and *practice* into one powerful crisis management armoury.



JaBCM Software Menu Page, showing all process steps together with training features.

The J<sup>a</sup>BCM Software-As-A-Solution contains all that you will need for a complete system: training modules, business continuity plans, Crisis Management System 4A\*, crisis communications, critical action points, information, resources, and easy maintenance.

Should a crisis situation come to a head, your Crisis Management Team will be able to get into proper crisis response formation and develop Incident Management Plans in just 15 minutes. Once done, the entire team is ready to respond at all fronts to the ensuing crisis situation within 4 hours, quashing it before it causes further damage. This protects all stakeholders including your customers.

\*the Crisis Management System 4A is a concept developed by J<sup>a</sup>BA.

## THE J<sup>a</sup>BCM SOFTWARE FEATURES

### Clear Management Mandate

Management sets the business continuity standards: Maximum Allowable Disruption ("MAD"); and Minimum Business Continuity Objectives ("MBCO"), which are benchmarks to plan business continuity by all functions.

### Adequate Step-by-Step Training

Comprehensive **training** is included in the software. At each step, audio help is added to provide guidance to users on what needs to be done.

### Customising J<sup>a</sup>BCM Software

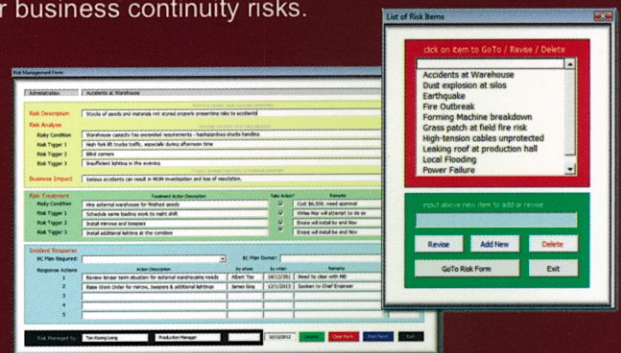
The J<sup>a</sup>BCM software is **versatile** and can be customised to suit all organisations. Customisation is done in 7 simple and guided steps.

The software also features **scalability**, allowing room for growth or for changes in operating conditions.

### Business Continuity Management Process

The process starts with an extensive *Risk Assessment*. The department's business continuity planner identifies potential risk exposures and incidents within his/her operating area.

J<sup>a</sup>BCM provides a rigorous framework when searching for business continuity risks.



Risk Forms with Risk Examples included to guide the user.

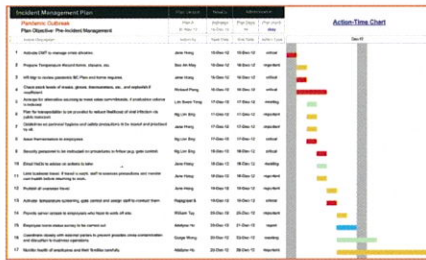
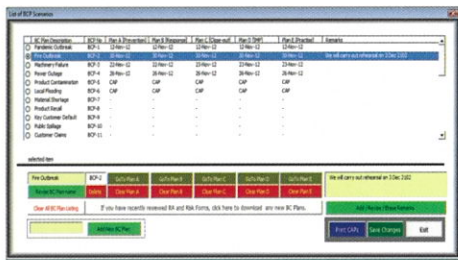
The next step is *Business Continuity Planning* which consists of two objectives: *prevention* and *recovery*.

A *Business Continuity Plan* is prepared for each crisis scenario containing *pre-incident* actions and a *recovery plan*. The latter comprises of: (a) *Plan Narrative*, which provides policy and guidelines to deal with the crisis situation, and (b) an *Incident Management Plan*, which is an action-time plan complete and supported with a data-bank on critical resources, persons, external support, and so on.

Flip for more features >>>

# J<sup>a</sup>BCM SOFTWARE FEATURES (continued)

## Business Continuity Management Process (continued)

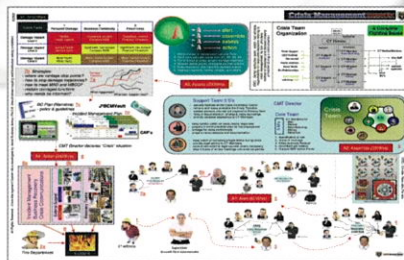


Users can plan up to 5 Plan versions for each crisis scenario. J<sup>a</sup>BCM contains sample plans of common crises, complete with a list of *critical action points* (CAPs).

The picture on the right above shows an example of an *Incident Management Plan* (IMP).

## Crisis Management System 4A

Developed by J<sup>a</sup>BA, this proprietary system sets the complete crisis handling framework. It enables the *crisis management team* to provide a collective and **total** response to the situation within **four** hours.



Effective communications is of critical importance in crisis management. The software provides a comprehensive tool to enable the planning of your crisis communication strategy including identifying audiences, channels and media-handling.

When *plans and people* are adequately prepared, *practising* through regular rehearsals of crisis situations are required. These rehearsals are scripted to near-reality so as to ensure that the organisation is made ready for the crisis should it occur. While the training in the software provides useful guidelines on rehearsals, users may consider engaging J<sup>a</sup>BA\* to conduct the rehearsal.

## WHY J<sup>a</sup>BCM WORKS FOR YOU

Dealing with a crisis is like battling for survival in a war. No professional army goes into battle unprepared without trained troops and a sound strategy. After all, it can mean life or death.

J<sup>a</sup>BCM provides organisations with the full *battle plan, training, structure and equipment*. It only requires the organisation to utilize them and be trained with them. It is a *complete and practical crisis survival kit* built to ensure the quickest and most effective response to an emergency situation. Once put in place, and with periodic reviews, it remains a potent shield to defend the organisation on a day when it counts.

Users are guided by the implementation steps paved in the J<sup>a</sup>BCM solution to develop a formidable business continuity management system to deal with any unpleasant 'surprises' that may come at any time. Achieving this resilience takes only a decision to call us for further discussion.

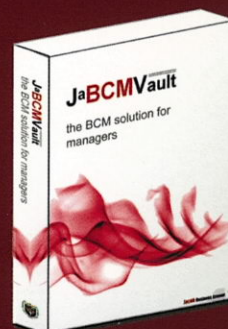
\*Terms & Conditions apply.

## WHY J<sup>a</sup>BCM WORKS

- LOW IMPLEMENTATION COST
- PAINLESS IMPLEMENTATION
- LOW PROJECT RESOURCES
- STEP-BY-STEP GUIDANCE
- EASY-TO-USE PLATFORM
- VERSATILE & SCALABLE
- HIGHLY CUSTOMISABLE
- SOFTWARE APPROACH
- PRACTICAL SYSTEM

## J<sup>a</sup>BCM FEATURES

- CRISIS MANAGEMENT SYSTEM 4A
- BUSINESS CONTINUITY PLANS
- INCIDENT MANAGEMENT PLAN
- CRISIS COMMUNICATIONS
- CRITICAL ACTION POINTS
- BCM POLICY MANUAL
- TRAINING MODULES
- RISK ASSESSMENT
- EVENT LOGBOOK
- BC STANDARDS
- DATABASE
- Employee Information
- Critical Data
- External Support



## J<sup>a</sup>BCM PACKAGE

- J<sup>a</sup>BCM SOFTWARE
- SOFTWARE SUPPORT
- CONSULTANCY SERVICES
- 1-YEAR FREE MAINTENANCE



**OCCUPATIONAL SAFETY & HEALTH**

**ENTERPRISE RISK MANAGEMENT**

**CRISIS MANAGEMENT SYSTEM 4A**

**BUSINESS CONTINUITY MANAGEMENT**

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