

Airlines **outthink** disruption with IBM Resiliency Services

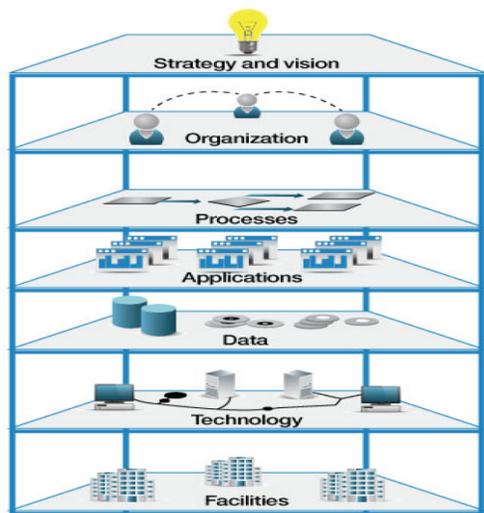
Airlines depend on their business and IT Operations to be “Always On.” But in today’s complex connected world, achieving Always On is sometimes easier said than done, and if there is a problem, the world finds out about it all too quickly in this digital age. Airlines need to be prepared to address and mitigate potential risks before they adversely affect business.

Are you confident that your Resiliency Program, including IT disaster recovery and business continuity processes and solutions, are mature enough and ready to help you avoid a significant service disruption at a moment’s notice?

IBM Resiliency Services **Continuous Operations Risk Evaluation (CORE)** can help. We utilize our Business Resiliency Framework – which encompasses **strategy & vision, organization, processes, data, applications, IT infrastructure and facilities**—to compare and establish the **maturity** of your

resilience program, and a five-level scale to **measure it against your desired future state of resilience**. Based on the results, we provide you with **actionable recommendations** and steps designed to successfully achieve your set goals. We advise you on resource requirements and strategies that can **meet your resilience objectives**. At the end of the engagement, our resiliency specialists provide a **detailed roadmap** that can enable you to effectively take steps to achieve your enterprise resilience program governance requirements.

“Always there in an always on World....”



IBM Business Resiliency Framework

Our Point of View: Airline Industry

Is Corporate Strategy tied into Brand Management, Customer Relations and Alliance Strategies and are they within acceptable risk tolerances?

With greater automation there is less direct customer interaction. Are your systems designed for continuous availability to maintain customer satisfaction and loyalty?

Transactions are happening in real time and on demand. Are your IT Service Management processes keeping pace, are they mature enough to accept the volumes?

If your ‘Apps’ aren’t working, customers can’t travel. How much time will brand loyalty buy you before they go to another airline? “Always On” is the new ‘Uptime’

Data is critical to flight operations for scheduling and to maximize air time and minimize ground time. Is your data available, accessible, accurate and auditable?

Are you embracing different strategies such as cloud and hybrid environments? Is your environment still resilient? Have you designed for continuous availability and increased demands from mobile travellers?

Are your data centers designed with continuous availability in mind as well as being able to expand and contract as needs change and technology advances?

IBM Resiliency Services is a recognized industry leader, offering an innovative portfolio that includes one of the most comprehensive sets of professional and managed resiliency services in the industry. We have expanded public cloud options to enable greater flexibility and agility in managing backup and disaster recovery workloads, in addition to our traditional Disaster Recovery and Business Continuity solutions. Today, IBM operates over 300 global delivery data centers and 46 IBM Cloud Data Centers across 68 countries to help companies worldwide maintain continuous business operations and prevent and protect the organization from potential disruptions and outages.