

Building the Business Case for Resiliency



The stakes of business resiliency have never been higher – thanks to today’s “always on” expectations. Massive amounts of data and a high level of interconnectedness create the possibility for business failure – and present the opportunity for technology to enable business growth.



2.5 Billion Gigabytes of new data are generated every day.



1 trillion connected objects and devices generated data in 2015.



75% of mobile apps will fail basic security tests through 2015.



180 billion+ mobile devices will be connected by the end of the decade.



\$3.7 Million – the average cost of a data breach.*

Evaluate your company's resiliency by using IBM's Resiliency Framework, a seven layer methodology that will help you uncover gaps in your approach to business resiliency.

- Business Strategy and Vision** – The process starts by developing a clear picture of business objectives. Linking the potential effect of realized risks on corporate goals can do much to engender corporate interest in resiliency operations. Consider this key question first: What are the critical risks for your company?
- Organizations and People** – Every employee has an important role to play in building a resilient organization. Corporate culture must imbue awareness of risk management into each employee's routine, as well as awareness of the need for a fully configured alternate workspace for disaster recovery.
- Processes** – Customer relationship management. Enterprise resource planning. Supply chain management. Sales and communications. These are just some of the universal business processes that are imperative to business operations. What would happen if any of these critical processes were not available?
- Applications** – Applications often are closely tied to business processes. If an application is not running, it may be impossible to perform related business processes.
- Data** – There are many different types of data. It's important to know which types are critical – and then to match those with recovery solutions with appropriate restore point and restore time objectives.
- IT Infrastructure** – The IT equipment and tools – servers, storage systems, networks and mobile devices – that support the company's business processes and goals. How do they map to critical applications and processes? What would happen if any was unavailable?
- Facilities** – Just as the seven layers are highly interdependent. Your operating facility and your backup and disaster recovery facilities are as well. They must be at a sufficient distance to escape vulnerability to the same disaster, but close enough for employees to access – and complete with sufficient workspace. Furthermore, backup sites require power, communications and HVAC systems that are independent of local utilities.

IBM Solutions – IBM addresses the needs of enterprises across all seven layers.



IBM has comprehensive risk mitigation and resiliency solutions.

- Consulting Services
- Disaster Recovery as a Service (DRaaS)
- Backup as a Service (BaaS)
- Managed Continuity and Recovery Services
- High Availability Services
- Site, Facilities and Data Center Operations & Management Services



IBM has a record of deploying effective resiliency and continuity services

- Over 50 years of business continuity and disaster recovery experience
- 10K clients protected
- Own and operate 330+ cloud resiliency centers in 68 countries
- 6,000 professionals dedicated to business continuity
- Powerful analytics capabilities
- 2.3 Exabyte of customer data managed

For greater detail on how IBM can help you create end-to-end business resilience, download “Building the Business Case for Resiliency,” a short whitepaper that shows how you can build the rationale to successfully invest in effective business resiliency today.

[Download the IBM whitepaper now!](#)



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* According to the Ponemon Institute.

