



Business benefits

- Identifies the business processes that must be available during an outage
 - Defines the resources necessary to support the identified business processes
 - Defines the timings for the recovery and restoration of business operations
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Business Impact Analysis (BIA)

Defining your recovery and resiliency requirements

Service outages occur more frequently than are reported in the media. When they happen, some of the costlier consequences are data loss and/or inaccessibility, failure of public or client apps and website failure. According to a recent [Ponemon Institute study](#), the average cost of a data center outage has steadily increased from USD505,502 in 2010 to USD740,357 in 2016—a net change of 38 percent.

The first step in developing an effective enterprise business resiliency program is to identify the business processes to be sustained in the event of an outage, along with their associated application chains, infrastructure components and data. The IBM Resiliency Consulting Services' Business Impact Analysis (BIA) helps you identify those mission-critical business processes to be supported based on their overall impact to the organization should they become unavailable as the result of an outage. As a result of our BIA, you can more accurately define your recovery, restoration and resiliency requirements, determine your recovery time objectives (RTO), recovery point objectives (RPO) and maximum acceptable outage (MAO).

Linking IT and business requirements for resilience

Our solution employs both a “vertical” and a “horizontal” approach to understand, identify and map critical business processes, functions, IT systems, resource dependencies and delivery channels whether you are using private cloud, public cloud, hybrid cloud, in-house IT, resilience services providers or a combination. We analyze the potential cost of disruptions and group them into “resilience tiers” to help define your operational availability and recovery, restoration and resiliency requirements from a business perspective.



Provides impact information to justify your business continuity program investments

Our analysis provides you with a wealth of crucial information, including the essential processes that support your services and offerings, cost of disruptions and data loss, RPOs, RTOs and MAOs. This information, combined with our system of using resilience tiers to categorize your business processes, provides you the tangible information you need to understand and build a convincing business case for investments in business continuity.

Helps you select the right resiliency strategy for your business

By providing a robust analysis of impact on your business, our service helps you define, develop and implement the right strategies for your organization—strategies based on a thorough understanding of your unique availability, recovery and resiliency requirements.

Why IBM?

IBM's approach to helping make your business more resilient is designed to be end to end, covering strategy and vision, organization and human resources, business processes, applications, data, and technologies and facilities. With over 50 years of experience helping businesses improve their resilience, IBM is a leader in addressing business, data and event-driven risks. We offer you the services of highly skilled resiliency professionals to help you assess, design, implement, test and sustain a sound enterprise business-based resilience program.

For more information

To learn more about IBM Resiliency Consulting Services—Business Impact Analysis, please contact your IBM marketing representative or visit the following website:

[Resiliency Consulting Services](#)



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Produced in the United States of America
June 2017

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