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