

Ready for the unexpected?

Maintaining operations and continuing to serve customers in adverse conditions has become crucial for the survival of enterprises. Only those that are able to do so survive in the medium to long term.

Managing Your Business in a Real Time Economy

In today's highly competitive environment, businesses must be able to operate without interruption: the real-time enterprise has become a reality.

Driven by the market to ever-increasing levels of efficiency, productivity and flexibility, enterprises are leveraging new business processes and technologies to address this demanding environment. At the same time, key stakeholders, including shareholders, maintain a high level of pressure on businesses to ensure short and long-term results.

Expect the unexpected

The last decade has seen many striking events, such as corporate collapses, acts of terrorism, war and natural disasters demonstrate the negative consequences such disasters can have for any organisation. Our heads are still full of the horrific pictures of the 2001 collapse of the Twin Towers in New York and the 2002 SARS epidemic in China.

Many businesses, not necessarily directly associated with these events, suffered severe disruption to their operations and financial hardship as a result of collateral effects such as disruption of the supply chain or erosion of their customer base.

Disastrous events can occur anywhere, at anytime, to anyone, and are not always of such magnitude. Examples include:

- Fire;
- Flooding;
- Loss of data (virus or accidental erasure);
- Power outage;
- Communications network failure;
- Theft and vandalism; or
- Illnesses and epidemic.

The true extent of the human consequences of these events is often unrecognised. Their negative impact on employees, their families and the wider community are profound and sometimes irreversible.

Business Continuity is good corporate governance

The best way to ensure your business is still up and running after disaster strikes is to design and implement a sound Business Continuity Management (BCM) framework.

BCM is a holistic management process that identifies potential impacts that threaten an organisation, provides a framework for building resilience and long-term performance, and also enables the capability for an effective response.

BCM is driven by the unique business needs, risk tolerance and regulatory compliance requirements of each company. BCM is now seen as an essential aspect of risk management, corporate governance and quality management. It is not a costly planning process, but a key value added improvement process firmly integrated within risk management.



Business continuity must be ensured, the more so as it is now closely linked to regulatory compliance with a number of industry

GENERAL ENQUIRIES

Paul Spinolo
General Manager,
APP Consulting
+ 61 2 9957 6211

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regulations now including business continuity or disaster recovery requirements. Maintaining certain certifications and regulatory compliance is also necessary to obtain needed permits in many industries. Last but not least, shareholders require that appropriate risk and business continuity management practices be implemented.

A little experience goes a long way

APP Corporation is a leading Australian-owned consulting business specialising in business consulting, project management, infrastructure and urban planning. We combine innovation, knowledge and technology with the best people to deliver outstanding results for our clients.

In 2009, we will celebrate our 20th year of operation and our 4th year as a wholly-owned subsidiary of Transfield Services Limited (ASX code TSE; www.transfield.com.au), which is now an ASX 100 company with more than 29,000 employees and operations across the world.

APP has helped many companies implement a Business Continuity Management framework aligned with their risk management approach. Our consultants are experienced at designing BCM strategies that suit the organisation's particular context and the regulatory framework in which it operates.

How APP can help

In addition to our core advisory and project management services, we can help you establish the strategic context for your Business Continuity Management approach and help you drive the necessary changes to the operations, infrastructure and culture within your business for its successful implementation.

Our senior, experienced professionals will partner with you in a hands-on, practical way and get to the heart of the issues and opportunities quickly, including:

- Defining your vision and ambition for business continuity
- Facilitating the development of your business continuity strategy
- Developing continuity plans for your chosen strategy

- Designing communication, testing and training plans for your BCM framework
- Strategic change management coaching and support

We will bring our unique approach, independent perspective, global insights, deep cultural change experience and advanced facilitation tools and techniques to the task. Your team will bring a deep understanding of your vision for business continuity, your culture, the business landscape and an intimate understanding of your staff and their existing skills and mindsets.

Together, we can achieve great results for your people and your business.

Case study

APP was engaged by a company managing large, iconic retail centres in Sydney to undertake a business impact assessment for the company's business processes and produce a single, high level business continuity plan for the head offices.

The organisation wished to be able to relocate essential head office services and functions as soon as 24 hours after a disaster event.

APP facilitated the design of a business continuity strategy and developed business continuity plans for each process identified. The resulting BCM framework complied with requirements of the parent company and secured long term results for the business.

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