



BUSINESS CONTINUITY STUDY

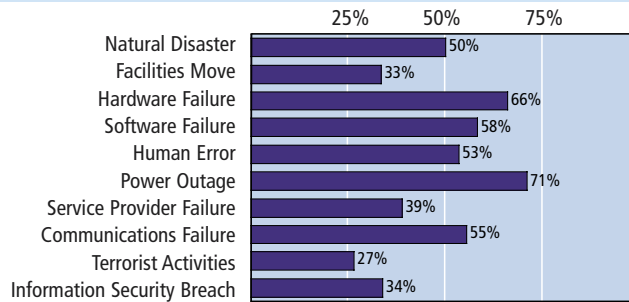
Benchmark Report

*A review of the
factors influencing
Business Continuity
in the next
millennium.*

The e-commerce revolution has delivered to businesses a wealth of opportunity, but did it bring the business continuity profession along with it? Did the threat of terrorist activities have a positive or negative effect on disaster recovery? Are planners getting their initiatives embraced by upper management? In seeking answers to these questions and more, this Business Continuity Study, sponsored by *Contingency Planning & Management* magazine and KPMG, reveals encouraging trends and uncovers areas in need of improvement.

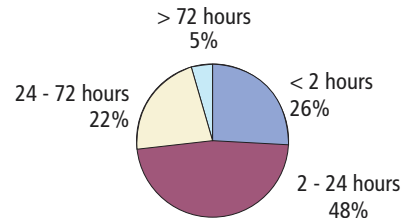
1

Has your company been affected by, or at risk for, any of the following business interruptions? (Fill in all that apply)



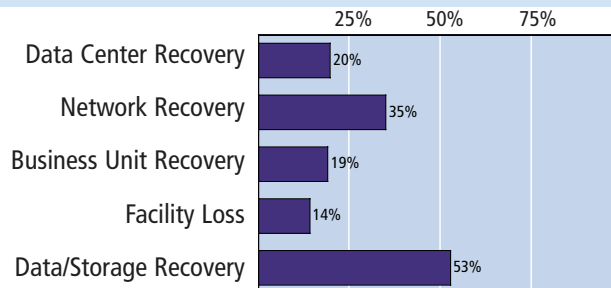
2

When a major system goes down, what is your organization's downtime tolerance / recovery time objective? (Fill in only one)



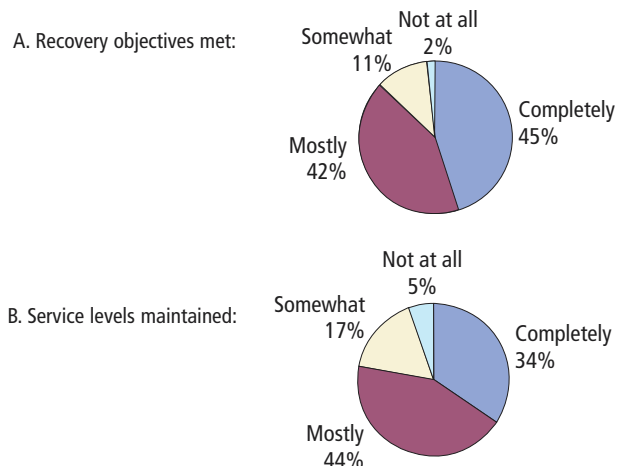
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Have you ever experienced an interruption which caused you to activate any of the following documented recovery steps? (Fill in all that apply)



4

For the most recent interruption above (#3), were the recovery objectives met and service levels maintained?



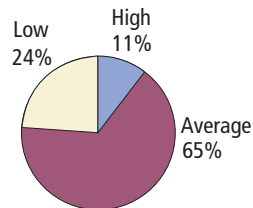
5

How much do you expect your average annual organization's budget for Information Technology needs (e.g. requirements for processes, systems, and data) to change over the next 3 years?

Average Answer: 15%/year

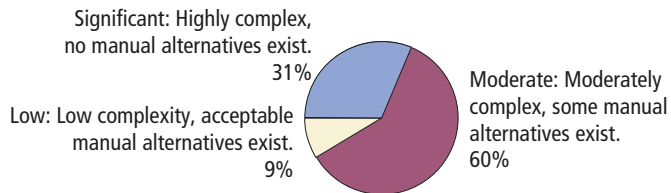
6

Which best describes your answer to #5 relative to other companies in your industry? (Fill in only one)



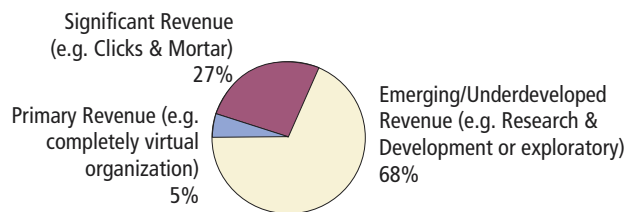
7

Which best characterizes your organization's dependence on integrated systems? (Fill in only one)



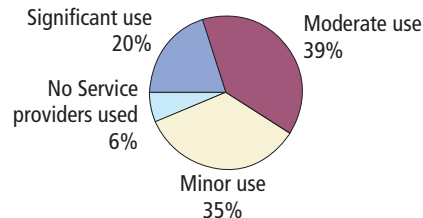
8

Which best characterizes the maturity/application of e-commerce in your organization? (Fill in only one)



9

Which best characterizes the extent that 3rd party or service providers are used in your organization's operations? (Fill in only one)



10

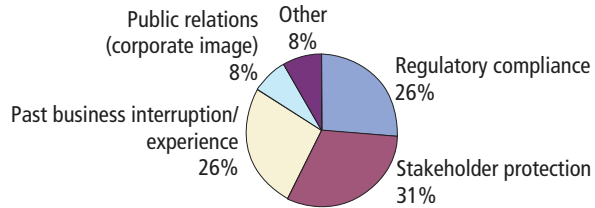
Which best characterizes your organization's dependence on external process (e.g. supply chain or order processes)? (Fill in all that apply)

Dependent on upstream external processes 47.6%
 Dependent on downstream external processes 48.2%

*Percentages calculated using all survey participants.

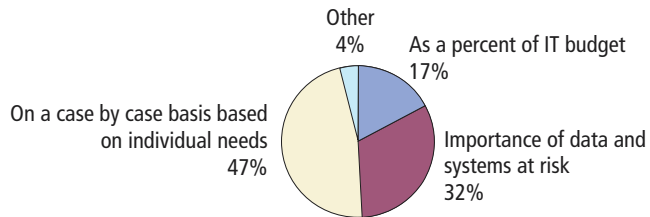
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What is the primary reason for BCP within your organization? (Fill in only one)



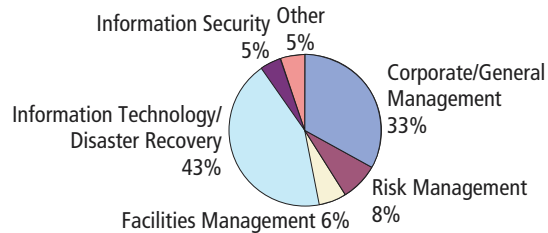
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Which best describes how funds are allocated for business continuity initiatives? (Fill in only one)



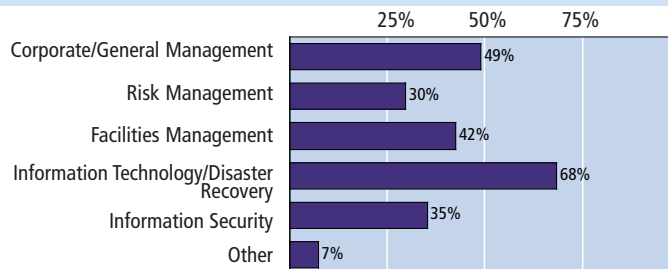
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Which best describes who is the primary owner of BCP in your organization? (Fill in only one)



14

Is your BCP function integrated with any of the following functions? (Fill in all that apply)



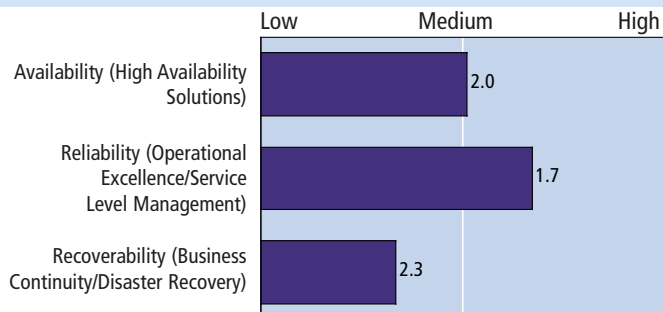
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Does your organization currently make strategic marketing use of its business continuity plans? (Fill in only one)

Yes 20%
No 80%

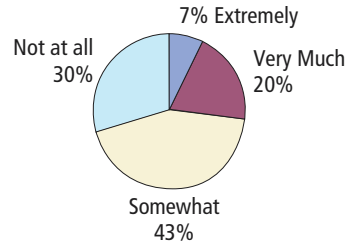
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Rank order the following (1,2,3) in terms of emphasis within your company, with 1 having most emphasis. (Fill in only one rank for each):



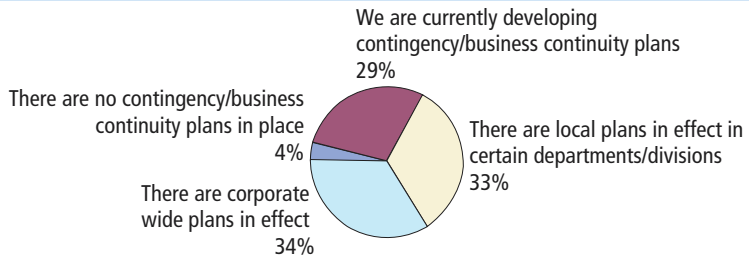
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Is your BCP program being enhanced by the threat of terrorist activities? (Fill in only one)



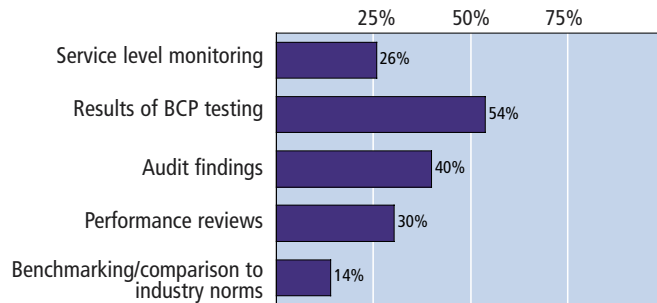
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Which best describes your company's current BCP status? (Fill in only one)



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How do you measure the performance of your BCP? (Fill in all that apply)



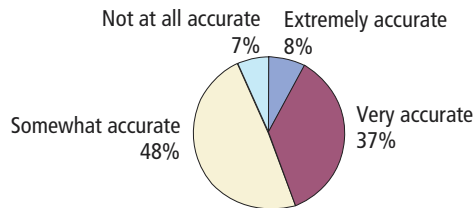
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Do your employees get sufficient Disaster Recovery/ Business Continuity Planning training? (Fill in only one)

Yes 26%
No 74%

21

How accurate is your tracking and inventory of systems/ equipment used throughout the organization? (Fill in only one)



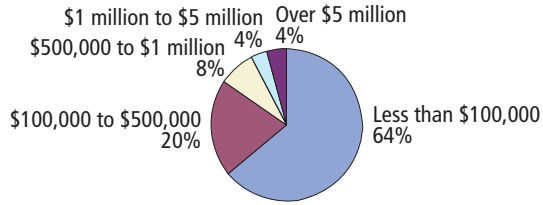
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How well integrated is your BCP with the following business processes? (Fill in only one for each area)

| | a. Change management | b. Capacity planning | c. Integration planning |
|------------|----------------------|----------------------|-------------------------|
| Extremely | 7% | 8% | 7% |
| Very Much | 23% | 27% | 26% |
| Somewhat | 47% | 45% | 47% |
| Not at all | 22% | 20% | 20% |

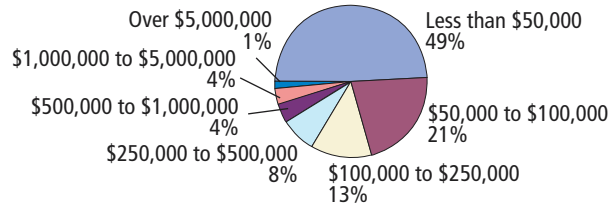
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How much would you estimate business disruptions have cost your company in the past 12 months? (Fill in only one)



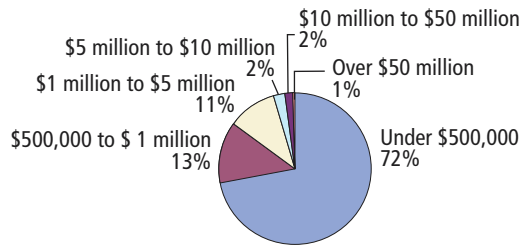
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What would you estimate a major disruption would cost your company per hour? (Fill in only one)



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What is your organization's approximate annual budget for BCP products and services?



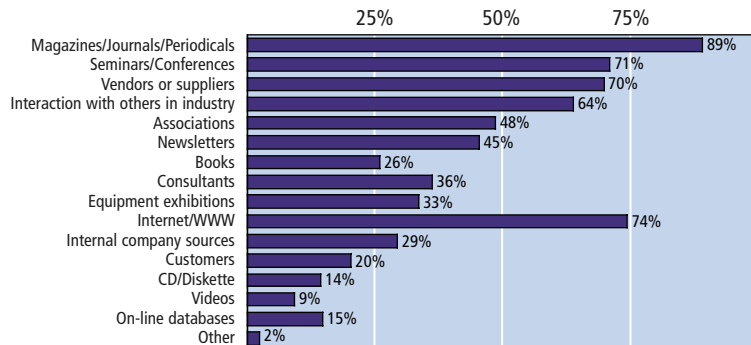
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When considering a new BCP product or service, what steps are typically part of the evaluation and decision? If the item purchase price is:

| | a. Less than \$1000 | b. \$1000 to \$10,000 | c. \$10,001 to \$100,000 | d. More than \$100,000 |
|--|---------------------|-----------------------|--------------------------|------------------------|
| Purchase via phone | 77% | 17% | 3% | 1% |
| Sales person visits my office | 21% | 60% | 41% | 41% |
| I visit vendor or demonstrating site | 13% | 35% | 45% | 47% |
| Attend trade show | 22% | 35% | 27% | 24% |
| Bid process | 10% | 31% | 61% | 69% |
| In-site vendor presentation to company | 10% | 32% | 58% | 65% |
| Purchase via Web/Internet | 67% | 18% | 5% | 2% |

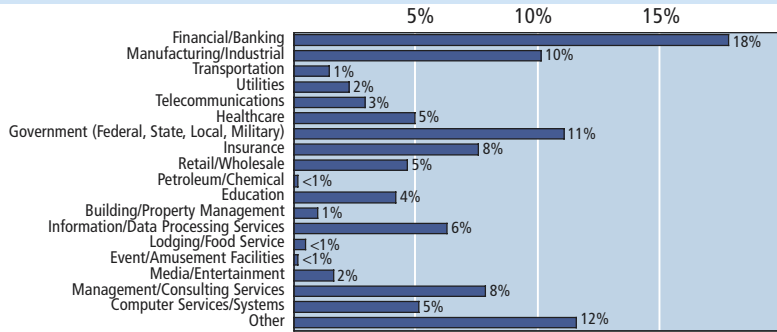
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Where do you get information about products and services? (Fill in all that apply)



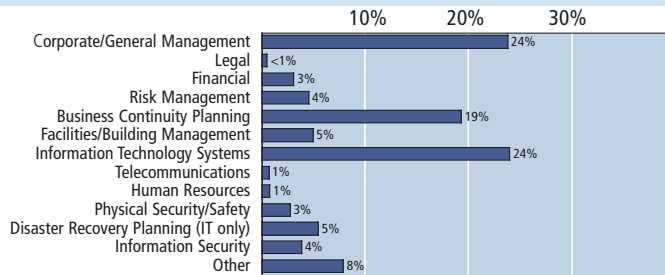
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Which best describes your company's primary type of business at this location?
(Fill in only one)



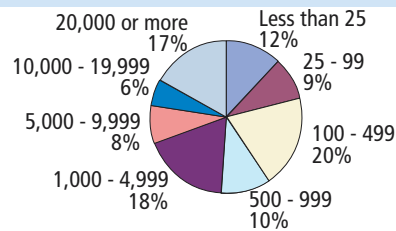
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Which best describes your primary job function?
(Fill in only one)



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How many people are employed at your company (all locations)?



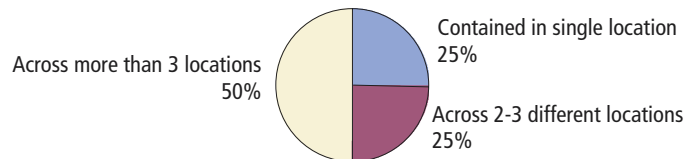
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How would you describe the geographical range of:

| | a. Your Company's Facilities | b. Your Market and/or Customers |
|------------------------|------------------------------|---------------------------------|
| Within a Single Region | 48% | 25% |
| National | 21% | 31% |
| International | 31% | 44% |

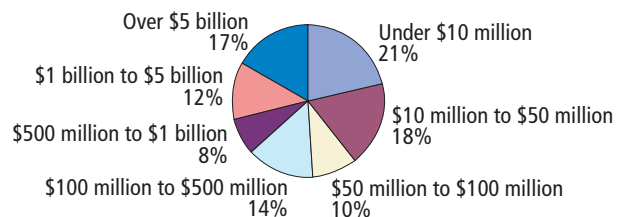
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How distributed are your company's operations (e.g. data centers, production sites, and/or campuses)?



33

What is your company's approximate annual revenues?
(Fill in only one)



nagement strategies that support business continuity.

In the pages of *Contingency Planning & Management*, business leaders find the tools to ensure the continued operation of their business from information/data protection to security and personal safety.

The editorial coverage addresses executive-level issues and management "buy-in" for enterprise-wide business continuity.

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