

# Business Continuity Management

## Continuity planning, disaster recovery, crisis response

Disruptions are a persistent threat to any organization. Severe weather, natural disasters, supply chain disruptions, IT and utility outages all have the potential to bring business operations to a halt. ServiceNow Business Continuity Management (BCM) enables business and technology operations to plan, exercise, and effectively recover from business disruptions in less time.

The foundation of a successful business continuity program provides a framework of planning, assessing, prioritizing, testing, designing and implementing across the following areas:



Business Impact Analysis



BC/DR Planning



Plan Exercising & Recovery  
Event Management



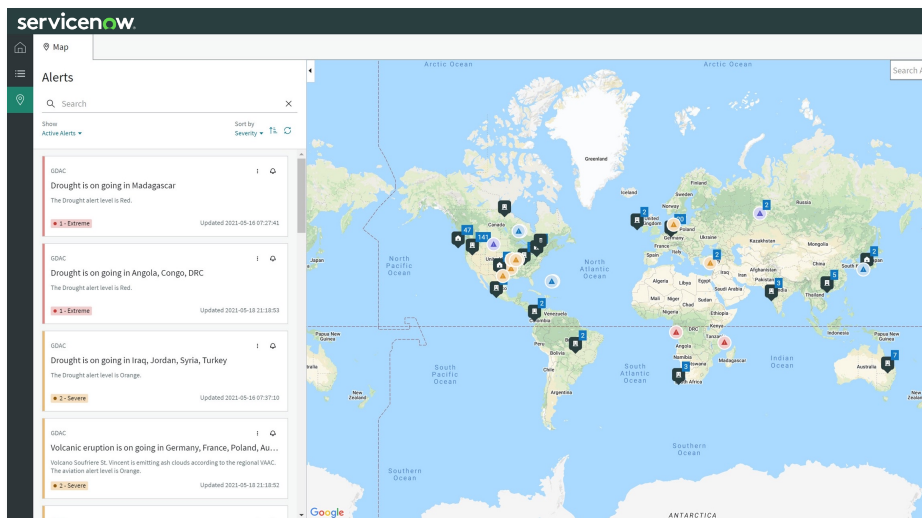
Crisis Management

It then correlates this with the critical assets of the organization, helps the business visualize critical path items in line of impact, and plan for and manage adverse events.

## Make disaster information easy to find, use, and share

ServiceNow BCM crisis map delivers the latest satellite imagery and available information like storm paths, flood zones, evacuation routes, shelter locations, and power outages.

- Visualize crisis impact to your organization to simplify coordination and improve response
- Prioritize crisis resources to where they will have the greatest impact
- Plan for and respond to crisis with real time updates



Crisis maps allows you to visualize emergency and weather-related data

### Make fast, informed decisions

Understand dependencies and set recovery time and point objectives to prioritize critical risk

### Recover more quickly

Reduce crisis impact with continuity plans including site definition and predefined runbooks

### Create plans that work

Identify and close gaps in continuity plans by performing tabletop and other plan exercises

### Avoid Surprises

Monitor automated alert feeds to identify and map threat events and perform scenario analysis

### Keep plans up to date

Harmonize business continuity, disaster recovery, and crisis management plans through real-time integration with the ServiceNow CMDB. Automate plan maintenance with business continuity disaster recovery workflows on the Now platform

### Eliminate blind spots

Easily identify gaps between IT capabilities and business needs across the enterprise

## Perform Business Impact Analysis (BIA) to prioritize your most critical processes

While not all business processes are critical, many of them are and may result in significant financial, reputation or legal losses if disrupted. Business impact analyses (BIA) provides a structured approach to prioritize critical business functions and identify dependencies on IT, facilities, personnel, and other assets to accelerate recovery if an event occurs.

- Prioritize inventory of critical services, processes, applications, third parties, and physical locations
- Identify high-risk assets and single points of failure with the greatest potential impact
- Reduced time to identify critical dependencies and single points of failure

Impact Rating	Description	Disruption Duration
01 - Low	A disruption results in limited revenue loss of \$100k or less	4 Hours
02 - Moderate	A disruption results in a revenue loss of \$100k-\$1M	8 Hours

Find and prioritize business services to produce recovery time and point objectives (RTO and RPO) with a Business Impact Analysis.

## Map dependencies and auto-calculate gaps

Dependency maps are created and maintained automatically through data sharing with the ServiceNow CMDB. Users can map and maintain dependencies to capture the relationships between key enterprise components such as applications, hardware, locations, vendors, and business processes. The intelligent dependency maps dynamically allow for the proactive management of risk. Automatic comparisons between recovery time objectives (RTO) and/or recovery time achievable (RTA) help identify tolerable risk or gap acceptances and can be displayed as such in the dependency map.

## Develop and continuously improve crisis response plans

The most effective way to reduce the business impact of a crisis is through proper planning. The best continuity and recovery plans include communications call-trees, secondary site definitions, and predefined run books to be used during a crisis. These plans must also be routinely exercised to identify areas for improvement. Outcomes include:

- Actionable crisis response plans for all critical business functions
- Increased redundancy and reduced single points of failure
- Improved effectiveness and usability of plans during simulated and actual crisis event

## Communicate during crisis using out of box integration with Everbridge Notifications

ServiceNow BCM is integrated with Everbridge Notifications, an industry leader in crisis communication. Users at all levels can quickly and easily send emergency communications through 25+ channels such as email, text, and phone.

For more on ServiceNow BCM visit [www.servicenow.com/bcm](http://www.servicenow.com/bcm).

“

Sharing data between ServiceNow's BCM and CMDB is a HUGE advantage. BCM's ability to track the lifecycle of plans and surveys via dashboards at both the end user and program administrative level is effective. BCM provides simple, uniform template creation and the user interface is familiar and easy to use.”

Carlos Puce, Global Head,  
Resilience & Recovery

“

As soon as we migrated to ServiceNow BCM our program began to immediately organically mature. Our plan owners were excited to finally have a functional and easy to use BCP tool.”

Denise Johnston, Senior Risk  
Management Specialist