



July 2008

Business Survival Guide **Quick Tips**

"The life vest for your business."™

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OC, LLC provides custom designed business continuity and emergency preparedness plans and training to both public and private sector clients.

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This Month's Quote:

"No one ever complains about the cost of their business continuity plan when the building is on fire!"

-PAO

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BCP: It's Not Just for IT Anymore!

Back in the '70's, the wizards of Madison Avenue came up with a slogan to sell more orange juice: *"It's not just for breakfast anymore."* It was so effective, many of us still remember it today. My hope is that by rephrasing this sentiment, business leaders will realize and remember that BCP is not just IT's responsibility anymore. In fact, it never was.

Too often I find that BCP is exclusively associated with technology. This doesn't come as a surprise with today's dependence on email, data, cell phones and the ever-addictive BlackBerry. The Y2K "crisis" didn't help matters and the daily onslaught of malicious spam and virus warnings has made us paranoid of opening attachments for fear of unleashing a demon that will render our PC as useful as a boat anchor.

Now don't get me wrong - as has been said, *"Just because you're paranoid it doesn't mean they aren't out to get you."* The threat to technology is definitely there and growing and it must be a significant part of any BCP, but let's not lose site of protecting your other critical assets: people, structures, vehicles, manufacturing equipment, etc. Not much can happen on the loading dock if the forklift or its licensed operator isn't working. These vital components of your business deserve and require inclusion in any emergency response and continuity of operations strategy.

Unfortunately, many companies have delegated the task of developing and maintaining their BCP to the IT Department. I'll be the first to agree that they are essential to the process, but IT professionals rarely know much about personnel, facilities or manufacturing. You wouldn't ask an anesthesiologist to plan and perform surgery, but you definitely want them on the operating room team!

Name Change

In an effort to better reflect our growth and commitment to being the premier business continuity planning and emergency preparedness firm, **Oppenheim Consulting, LLC is now Contingency Solutions, LLC!**



On the Web at www.ContingencySolutions.net

Always consider the other aspects and assets of your business when developing your BCP. Be sure that representatives of all major departments are part of the team and look beyond IT for vital elements of your operation.

No time? Contact us to develop a customized BCP for you!