



Business Impact Analysis

Your enterprise runs smoothly now, but what happens when the unexpected occurs? Loss of IT infrastructure supporting key business processes can mean lost productivity, lost revenue, lost market share, and lost market image. Even though you know the losses could be huge, you may have difficulties in determining what level of protection you should give to each business process under various scenarios. Clearly understanding the financial and operational value of each business function

What level of protection do you need for your key business processes?

would help you to justify needed investment for your most crucial business processes. At the same time, it might also indicate business processes from which scarce risk-management resources can be diverted.

HP Services' Business Impact Analysis (BIA) helps you identify and prioritize business processes that are critical to the livelihood of your company. Specially trained HP consultants conduct this analysis through a structured methodology according to industry standards and best practices. Our consultants identify the impact of an outage on your tangible costs, such as lost revenue, market share, and penalties, as well as your intangible costs, such as decreased customer satisfaction, lost reputation, and image. From this data, we can help you define, for each of your business processes, specific recovery objectives that can feed into your business continuity strategy and plan.

Benefits to you

- Provides an objective analysis of your business processes and infrastructure by experienced business continuity consultants
- Defines your level or tier of needed investment for continuity planning and recovery so that you can base your spending decisions on the criticality of each of your business processes
- Focuses recovery and continuity investments on your top priority business processes
- Provides a foundation for protecting your company revenue, reputation, and loyalty by providing justification for proactive business continuity measures
- May improve business processes by identifying prerequisites and interdependencies
- Provides education, skills, and knowledge transfer to your organization

A collaboration between HP and you

A specially trained HP business-continuity consultant will gather information for the analysis through on- and offsite interviews and structured fact gathering—typically through the following steps:

- Project initiation workshop with the appropriate line of business representatives to explain to them the process, what we will need from them, and how they will benefit from participating
- Survey, inspection, and collection of data from each of your identified lines of business and departments to identify the critical components of your business that will impact your reputation and revenue in an outage
- Confidential and structured fact gathering and interviewing of key business and IT personnel representing the covered business operations. The object of each interview is to collect information about each of your business processes, including critical resources, critical processes, critical tools and hardware, critical business partners, financial impact due to penalties, fines, or lost revenue, and recovery timeframes.

As part of the process of confirming and interpreting inspection findings, our consultants will consider the following aspects:

- Strategic recovery objectives
- Existing continuity measures
- Loss estimates
- Dependencies (between applications, resources, and personnel)
- Prioritization of applications/processes
- Data currency objectives

We will analyze the data under various scenarios to best determine your options. Recommendations will vary depending on the criticality of each business process. Through the analysis, we will help you determine these factors for each business process:

- The amount of revenue and reputation that you are comfortable losing in the event of a major interruption of that process
- The recovery time objective (RTO), that is, the time from which you declare a disaster or outage to the time that the critical business components must be fully operational in order to avoid serious financial loss
- The recovery point objective (RPO), that is, how old the data can be at time of recovery in order to avoid serious financial loss

Protect your mission-critical operations against diverse downtime threats and ease your recovery if an unforeseeable catastrophe strikes

We report to you

At the conclusion of the analysis, we will provide you with a documented report, including key findings, analysis, recommendations, and conclusions. The report will include detail on each business process, including its level of criticality, RTO, and RPO. This data will then feed into your next step of planning with the Business Continuity Strategy Definition.

In addition to the report, we will provide you and key members of your staff an onsite, high-level presentation that summarizes the report and provides an opportunity for you to discuss the findings and next steps.

Flexibility in project scoping

HP strives to be flexible to meet your particular business needs. In order to do so, a trained continuity consultant completes a scope of work (SOW) following a high-level planning session with your project sponsor.

For example, based on your desires, we can scope the BIA to include some or all of your business processes in one business unit or your entire enterprise. We can work off your financial data or provide outside financial professionals to develop the data. We can develop a comprehensive analysis or limit scope to provide a quick analysis for your fast-changing environment.

In order to provide this level of flexibility, actual delivered services may be scoped to cover all deliverables covered by this data sheet or either a superset or subset thereof. The statement of work will determine the exact scope of services to be delivered to you and overrides all statements and representations in this data sheet.

As part of project scoping, we recommend that you consider having both a BIA and a Risk Assessment done together. In addition to the benefits of a BIA, a Risk Assessment can provide you with these:

- Actionable information on events and environmental surroundings that can adversely affect your IT-supported business processes
- Prioritized recommendations on controls designed to prevent or minimize the effects of potential loss

HP Services goes the extra step

The BIA is part of the analyze phase of the HP Services Business Continuity lifecycle.

HP Services offers a full spectrum of proven business-continuity solutions engineered to reduce exposure and vulnerability, help protect your mission-critical operations against diverse downtime threats, and ease your recovery if an unforeseeable catastrophe strikes.

Whether your platforms are all HP or mixed vendor, we have services to suit your needs.

Our portfolio includes these services:

- Business continuity consulting
 - Analyze
 - Design, build, and integrate
 - Manage and evolve
- Disaster-tolerant services
- Business-recovery services (for the data center and office)
- Backup and recovery services

Why HP Services?

With nearly 20 years of global business-continuity experience, a collaborative consulting style, and flexible contract terms, HP Services has a long track record of helping clients recover from thousands of business-disruptive events.

Our commitment to your enterprise goes well beyond a boilerplate service agreement. With more than 65,000 IT professionals worldwide and a longstanding tradition of superior customer satisfaction to uphold, HP takes the term “service” seriously.

HP is motivated to help you lower your costs through economies of scale, our streamlined processes, and our well-trained, eager staff.



For more information

For more information about the BIA or other HP Business Continuity Services, please contact your HP representative or e-mail us at business.continuity@hp.com.

You may also find more information on Business Continuity Services on our Web site at www.hp.com/hps/continuity.

HP Business Continuity Services are part of our broader Business Continuity and Availability Solutions—encompassing both technologies and services. More information on these broader scope solutions can be found at www.hp.com/go/businesscontinuity.

To learn more, visit www.hp.com.

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