



BT Conferencing Business Continuity Management

Planning to stay in business



Planning for the unexpected

In today's connected world, businesses are increasingly dependent on their communications and networked services to manage day-to-day activities, to allow them to achieve growth and keep in close touch with customers, suppliers, employees and crucial business data. Without easy access to resilient communications, a business may experience restrictions to its ability to trade – and may not be able to fully recover from the impact of any failure.

Threats to critical networks and services – from fire, flood and other natural disasters, from terrorist attack or by intrusion, abuse or human error – are growing. Increasingly tough legislative, regulatory and social constraints on the protection of secure information must also be met.

When an incident occurs, businesses that recover in the shortest possible time will minimize their losses. Without a business continuity plan that assesses risk and addresses recovery, it could take weeks or even months to get back to 'business as usual'.

The answer is to plan for the unexpected – to ensure you have effective and reliable back-up systems and procedures in place that enable your business to continue to work effectively.

What is Business Continuity Management (BCM)?

BCM is a process that identifies the risks and threats faced by a company, and builds a framework for recovery to safeguard its reputation and operations. Every business should have one.

A successful BCM strategy is:

- Owned and supported by senior management
- Integrated, covering all the organization's needs
- Appropriate, reflecting the way you do business
- Flexible, addressing immediate and future needs
- Resourced, reflecting the nature and scope of your business.



BCM in BT

Like any business, BT must protect its own networks, systems and communications. Our customers' businesses depend on the resilience and security of our operations for their communications, seamless service and recovery when major incidents or disasters strike. Our plans cater for this too. BT's global networks are designed to provide significant additional capacity and flexible routing to cope with disaster.

BT is fully committed to BCM and brings plans for each line of business together to create an integrated, global BT business continuity plan. As part of this commitment, BT is working towards the achievement of the BS25999 framework.

The British Standards Institute (BSI) has created BS25999 to establish the process, principles and terminology for BCM, and a blueprint for organizations' planning. The International organization for Standardization (ISO) also has guidelines for business continuity management (ISO/PAS22399: 2007) and is developing a global standard.

BT BCM Framework Fully aligned to BSI BCM Standard (BS25999)

0 Engagement (Quickstart)	1 Understanding the Business	2 BCM Strategies	3 Design & Implementation	4 Continuity Skills & Culture
0.1 Problem/ Project Scoping	1.1 Business Impact Assessment	2.1 Strategy Options	3.1 Procure Solution	4.1 Management Awareness
0.2 BC Questionnaire	1.2 Recovery Times and Priorities	2.2 Resilience Strategies	3.2 Resilient Comms Solutions	4.2 BC Training, Skills & Culture
0.3 BC Workshop	1.3 Risk Assessment	2.3 IT Recovery Strategy	3.3 High Available/ Data Centre Solutions	
0.4 BC Assessment	1.4 Recovery vs Resilience	2.4 Resource & Workarea Strategy	3.4 Comm. Sure & Workarea Recovery	5 Exercise & Maintenance
	1.5 BC Policy & Business Case	2.5 Organization & Process Strategy	3.5 Storage, Back-up Restore Services	5.1 Test Strategy & Plan Development
	1.6 BC Requirement Specification	2.6 RFO/REP & Vendor Selection	3.6 CMT / Crisis Management Plan	5.2 BC Exercise & Scenario Planning
		2.7 Appraisal, Cost Benefit Analysis	3.7 BC Plans & Procedures	5.3 Test Review & Corrective Action
			3.8 Business Unit Res	5.4 BC Plain Update & Maintenance
BC Professional Service Workpackages			BC/DR Solutions (+consultancy) Workpackages	

6 Prog & Ops Management	7 BT Thought Leadership
6.1 Prog Governance Change Control	7.1 BC Change Management
6.2 Problem Mgmt Incident Mgmt	7.2 BC Roadmap/ Process Maturity
6.3 CM, IT Service Continuity Mgmt	7.3 BC Strategy and Standards
6.4 BCP/DRP Annual Test Schedule	7.4 Regulatory Compliance
6.5 BIA Review Plan Maintenance	7.5 Corporate Governance
6.6 BC Prog Review Formal Audit	7.6 Benefits Management
Managed Service	7.7 BC Skills Transfer

BC Professional Service Workpackages

Shaken, not stirred

Taiwan's major earthquake in 2006 damaged most of South Korea's regional fibre-optic cabling, taking down telecommunications services in Hong Kong, China, South Korea and Japan. BT's network resilience – based on the dual core 21st Century Network – ensured our customers experienced no loss of service.

Maintaining BT Conferencing services

The resilience, flexibility and capacity of BT's global network resources underpin the quality and reliability of our conferencing services. BT Conferencing has an established BCM plan and, except in the most extreme of circumstances, you can rely on our services to be immediately available for your crisis and recovery communications, as well as for your day-to-day conferencing needs. Key elements of our plan include:

Assuring network resources

BT Conferencing partners with some of the world's leading network suppliers whose state-of-the-art infrastructures deliver additional capacity and routing, as well as back-up solutions and access to alternative power grids and generators. With back-up 'disaster recovery' bridges already established for our UK, US and Asia Pacific regions, we can seamlessly re-route calls during unplanned outages to protect conferencing services.

Managing robust bridges

Conferencing bridges are modular, so individual components can be replaced without affecting bridge performance, limiting the possibility of a catastrophic outage. Each bridge has back-up power, cooling supplies and data storage, and calls can be re-routed in the event of a catastrophic bridge outage. Our unrivalled audio port capacity - more than 68,000 ports in the US and 36,000 in the UK - ensures distribution of calls across bridges by maintaining spare capacity at each bridge to provide service reliability.

Providing expert support

Our presence in Europe, the Middle East and Africa (EMEA), the US and in Asia Pacific, ensures immediate access to regional expertise and assets. Our regional teams help ensure minimal disruption to services and prepare back-up plans for such incidents as industrial action, building evacuations, widespread flu outbreaks and other unplanned outages. Our Service Operations teams provide 24/7 customer support via audio and web helpdesks, and we have strategically-located technical teams at most operational and infrastructure sites.

Managing incidents, protecting services

Following an incident, BT Conferencing will restore service as quickly as possible. We communicate with customers and provide practical guidance and help with alternative service arrangements.

Recovering from disaster

You can rely on BT Conferencing to provide a reliable and seamless service for all your audio, video and web conferencing needs when your usual communications fail. And conferencing is also a tool for your recovery plan. As conferencing services can be accessed via a mobile phone, a laptop with broadband access, or from a fixed line at home or remote premises, you can continue to conduct business even though your own communications are down.

- Audio conferencing: scheduled or off-the-cuff dial-in calls with three or more people help you consult and make quick decisions.
- Web conferencing: see participants, share and update documents of all kinds to keep your business moving.
- Video conferencing: get all the value of face-to-face meetings without the cost, time or trouble of getting there.

Benefiting from BT's robust global networks, our high-availability conferencing services can help you maintain reliable and cost effective communications should a major incident impact your business.

Business continuity is crucial for every business. We understand and we're ready to share our insight and experience to help you prepare and protect your business. Find out more. BT Conferencing – your partner in business continuity.

Conferencing you can rely on





Each quarter, GfK NOP surveys 750 customers to see how they rate actual performance, against our 'flawless service' goal. Customer responses to the key issues – ease of set up; service availability; line quality; assistance; agent knowledge – are used to calculate our score. In 2007-08, our customers scored us 99% for service reliability.





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BT Conferencing is the leading global provider of audio, video and web conferencing and collaboration services. Since its inception more than 25 years ago, the company has outperformed the conferencing industry in terms of year-on-year growth and now provides collaboration to more than 50 of the Fortune 100.

