Guidelines for Maintaining Business Continuity For Your Organization

Protect your business from disruptions and keep your workforce productivity.

This white paper presents a complete approach to keep people productive during planned or unplanned disruptions, including best practices for a complete business continuity strategy as well as technologies to provide secure access to apps and data on any device, over any network or cloud. By ensuring seamless operations no matter what happens, Whitehat Virtual solutions help protect your business from consequences such as financial losses, damaged reputation, weakened customer and partner relationships, and lost productivity.

Every organization faces the possibility of major and minor disruptions of all kinds, from planned events such as IT maintenance and office relocations, to looming emergencies such as hurricanes, snow storms, epidemics or the threat of a pandemic, to unplanned events that strike without warning, such as earthquakes, tornadoes, terrorism, and fires. Even regional incidents from water or power outages to commute disruptions can have a major impact.

While business continuity planning has traditionally focused on planning failover and high availability of mission-critical business systems, this is only part of the picture. To keep the business up and running, organizations must take a more comprehensive approach encompassing both organizational measures and technologies to minimize disruption, maintain security, and support uninterrupted productivity for users and teams. Best practices for a complete business continuity strategy should address team structure, a formal plan, disaster recovery and business continuity testing, crisis communications, and employee safety and awareness programs. All of this should be done jointly with a trusted IT partner, to ensure all operational considerations are taken into account.

Providing users with the experience they need, a secure digital workspace from Whitehat Virtual can grant users seamless access to business apps and data on any device, over any network. Contextual awareness allows just the right balance of security and flexibility for their current situation, without compromising corporate resources. However, in addition to the technology, perhaps the most important asset to an organization is having an experienced, trusted advisor like Whitehat Virtual that knows exactly how to engage in uncertain times.

The Importance of Business Continuity—and the Challenges it Poses

Whether planned or unplanned, business disruptions that aren't managed effectively come at a **high cost**. Lost revenue, missed sales opportunities, and broken service level agreements can have a devastating financial impact. Disrupted partner relationships and supply chains can delay time-to-market, derail important initiatives, and weaken competitive advantage. An inadequate response can harm the company's public image, as well as the confidence of its customers and investors. Following the disruption, people can find it difficult to regain full productivity due to lost data, interrupted work in progress, and lost collaborative

"Last year we had 75 days of downtime across all of our locations, this year it was 8 hours. Thank you, Whitehat."

Suzan G. | CFO
Texas Regional Bank

cohesion with teammates and management—not to mention the personal impact the event may have had on them.

For organizations that run their IT in-house, recovering from a business disruption can be a complex and time-consuming process:

- Bringing the systems back online and restoring any lost data
- Replacing lost or inaccessible devices and ensuring that each can run the user's required software
- Provisioning and configuring applications
- Designing new ways of working and communicating them to users, from alternate network access methods to workarounds for applications which can no longer be accessed
- Accomplishing all of these tasks in the middle of an emergency

Whitehat Virtual helps organizations develop effective IT business continuity plans, which greatly simplifies and accelerates this process. Powered by Citrix technologies, Whitehat Virtual can restore and maintain service to the organization while getting people back to work as quickly as possible. In events with some advance warning, like a planned office move or anticipated weather emergency, Whitehat Virtual can even help prevent work in the organization from being interrupted in the first place.

A Global Approach for Your Business Continuity Strategy

Although each emergency is unique and many decisions will always have to be made on-the-fly, a business continuity plan provides a framework and preparation to guide these decisions as well as a clear indication of who will make them. Successful business continuity programs require executives to play an active role in both developing the plan and ensuring buy-in from the rest of company leadership. With this support, the executives can lead the development of a comprehensive business continuity strategy that encompasses all of the following essential elements.

> "The safety and security of our students, staff and community members are paramount. To enable our staff to deliver high-quality education that the University of Sydney is known for, we need to lean on technology that allows us to facilitate the sharing and consumption of knowledge in ways that are safe and secure."

Jordan Catling | Associate Director, Client Technology
ICT University of Sydney

Recommended Standard of Business Continuity