

Business Survival Newsletter

go to www.rothstein.com

BUSINESS SURVIVAL(tm):
A BUSINESS CONTINUITY NEWSLETTER FOR DECISION MAKERS
FROM ROTHSTEIN ASSOCIATES INC.

=====
Volume 3, Issue 2: Copyright 2000, 2001, Rothstein Associates Inc.
=====

IN THIS ISSUE:

- Among Our Favorite Quotes
- What, Us Worry?
- Business Continuity Trends
- Year 2000 Observations - Timely Notes
- Featured WWW Site
- Recommended Reading

AMONG OUR FAVORITE QUOTES:

Predicting the Future is hard, especially if it hasn't happened yet. - Yogi Berra

WHAT, US WORRY?

Despite a year full of news of natural disasters, from storms to fires to earthquakes, emergency preparedness is not a high family-agenda item. Half of Americans believe a disaster is not likely to strike their home (including 30% of those already hit), and 55% haven't even discussed disaster planning with their families (including 37% of those already victimized). An Independent Insurance Agents of America poll found that such planning is most neglected (69%) in the Northeast and least neglected (45%) in the West. - by Alain L. Sanders, TIME, December 6, 1999.

Sounds like we in the business continuity field need to focus a lot more attention on the psychology of preparedness. If individuals and families aren't taking preparedness seriously, how can we expect corporations and other enterprises to do so?

BUSINESS CONTINUITY TRENDS

As a management consultancy with 15+ years of business continuity consulting under our belts, we have this peculiar fascination with understanding what potential clients are planning or doing (hey, we may send you this newsletter for free, but someone's got to pay the mortgage).

Continued

Anyway, we recently categorized Business Continuity consulting engagements we've been handling over the years. We were surprised at some of the comparisons:

Management buy-in, executive briefings

1985-1989:45%

1995-1999:10%

Business Continuity vs. Technology Disaster Recovery

1985-1989:33% / 67%

1995-1999:75% / 25%

What do these numbers mean? First of all, we're hardly spending any time these days convincing executive management to spend money and to commit resources to business continuity - a quarter as much as a decade ago. Maybe they've been listening to us all these years, after all!

Second, our clients are devoting far more attention to the integrity and continuity of their business operations than to IT disaster recovery - not to say they are ignoring the techie stuff, but rather they have long since come to the realization that recovering the glass house doesn't amount to a hill of beans if the business operations cannot maintain an effective level of service.

=====

YEAR 2000 OBSERVATIONS - - SOME TIMELY NOTES

Okay, everybody is being bombarded with this Y2K stuff. Here's one choice tidbit which caught our attention:

Many Y2K teams actually WANT to be at work when the millennium arrives

By Kathleen Melymuka, Computerworld, 11/08/99

<http://www.computerworld.com/home/print.nsf/all/991108CAF6>

The place to be this New Year's Eve? Work.

Nobody would have predicted it last year, but many people who have given their all to their corporate Y2K effort really want to see how it comes out.

At Alliant Energy in Madison, Wis., Pam Wegner, executive vice president of corporate services, predicts for New Year's Eve: "There's a lot of camaraderie. There will be lots of good cheer. We're going to be feeding people so well that some folks are saying the worst Y2K problem will be stomachaches."

So, how does that saying go about the best revenge is eating well (or something like that)?

- - - - -

If you're going to be glued to CNN on New Year's Eve, you might want to keep an anxious eye on Y2k developments earlier in the day in New Zealand at <http://www.watchnz.govt.nz/>, New Zealand's National Y2K/Millennium Event & Emergency Incident Monitoring System.

=====

FEATURED WWW SITE

With an increase of malicious activities by hackers, crackers and other ne'er-do-wells predicted by infosec pundits for the period around the Y2k rollover, you would be wise to keep close tabs on reports and advisories at www.cert.org, the CERT Coordination Center.

CERT ...studies Internet security vulnerabilities, provides incident response services to sites that have been the victims of attack, publishes a variety of security alerts, researches security and survivability in wide-area-networked computing, and develops information to help you improve security at your site.

=====

RECOMMENDED READING - CHECK IT OUT!

Many new titles have been recently added to THE ROTHSTEIN CATALOG ON DISASTER RECOVERY. Check it out at www.rothstein.com!

THE DEFINITIVE HANDBOOK OF BUSINESS CONTINUITY MANAGEMENT

Edited by Andrew Hiles and Peter Barnes

"This new book provides a comprehensive guide for managers and businesses who want to develop a plan to protect their organization from disruption and/or disaster. With contributions from leading figures in the industry, and the guidance of Survive!, it has the potential to establish itself as the standard text for anyone involved in, or looking to gain a detailed appreciation of, the rapidly emerging area of business continuity and disaster recovery within the corporate environment. 1999, 391 pages. DR359, \$160.00

SPECIAL MILLENNIUM OFFER:

Okay, we couldn't resist - - with all those Millennium Madness sales, we figure we might as well run a sale which is at least remotely relevant... and this one might even come in handier - and lower in calories - than those Millennium M&M's! I'm sure you'll forgive us if we don't restock this title next month...

Y2K RISK MANAGEMENT: CONTINGENCY PLANNING, BUSINESS CONTINUITY AND AVOIDING LITIGATION

by Steven H. Goldberg, Steven C. Davis and Andrew M. Pegalis

Regularly \$40.00, Promotional Price \$20.00 to Business Survival readers. (While supplies last).

Covers such vital topics as:

- Business and legal risk assessment
- Identifying and safeguarding mission-critical business functions
- Fast-tracking a Y2K project
- Evaluating and protecting the supply chain
- Developing contingency plans and fall-back procedures

Continued

- Preparing a legal audit and reducing liability exposure
- Substantiating due diligence of Y2K compliance efforts
- Implications of the Year 2000 Information and Readiness Disclosure Act, SEC disclosure rules, and independent auditing guidelines
- Insurance coverage issues
- Exercising fiduciary duties and protecting corporate officers and information technology professionals
- Litigation planning and alternative dispute resolution."

TOTAL EXPOSURE:
 CONTROLLING YOUR COMPANY'S IMAGE IN THE GLARE OF THE BUSINESS MEDIA
 EXPLOSION
 By Gustav Carlson

"Prying eyes proliferate at moments of crisis... rumors fly unchecked across online chatrooms... inexperienced journalists mangle facts and resort to conjecture... and fairminded journalism has given way to an entertainment mentality that blurs the line between fact and fluff. All of these factors can do swift and furious damage to your company's public profile, its stock price, and its profitability.

"Total Exposure is the first book to show senior executives and public relations specialists how to strategically manage a company's image in this chaotic, aggressive environment. - - - 1999, 225 pages. \$28.50.

=====

Newsletter Editor: Philip Jan Rothstein, FBCI (pjr@rothstein.com)
 Copyright 2000, 2001, Rothstein Associates Inc. All Rights Reserved

go to www.rothstein.com

Philip Jan Rothstein, FBCI, President

pjr@rothstein.com
 Rothstein Associates Inc.
 Management Consultants

¥ *Business Continuity, Disaster Recovery, Crisis Management*
 ¥ *Publishers of The Rothstein Catalog On Disaster Recovery:*
Hundreds of books, software tools, videos & research reports.

www.rothstein.com
 www.DisasterRecoveryBooks.com
 www.ServiceLevelBooks.com

203.740.7400 or 1-888-ROTHSTEIn fax 203.740.7401
 4 Arapaho Rd. Brookfield, Connecticut 06804-3104 USA