

Press Release Summary

Business Continuity

Biennial - Benchmark Market Survey 2006

“ Business Prepared ” – Today’s Challenge!

Do organisations fully understand the current and emerging threats to their business?

Are they fully prepared to act not react to any emergency?

“Having a proven Business Continuity Plan could be the difference between survival or collapse of your business in the event of a disaster” .

This and similar statements were made to commissum in 2004 when they undertook a market survey focussing on the approach of businesses in Switzerland to Business Continuity.

This was the first such survey undertaken in Switzerland, with results being widely reported in the Swiss press. Things have changed since then:

- The landscape for Business Continuity and the required level of preparedness to act and not react in the event of a potential disaster or crisis has now changed more dramatically than ever before
- Threats to a business come from many direction and sources: locally, nationally or internationally; from mismanagement to technical failures; supply chain failures; incorrect planning of projects; manmade or natural disasters; deliberate or accidental
- The current levels of emergency affect not only the organisation concerned, but also ultimately Switzerland across a range of business and operational areas
- Business within Switzerland are not immune from events occurring in other countries
- Such individual events are developing into global problems with knock on effects for business within Switzerland, their supply chain, their client chain and all areas of finance
- New regulations and more audits, extending Business Continuity throughout an organisation, are being made compulsory
- All these issues will need to be considered by any organisation, especially those with international connections

commissum is repeating the 2004 market survey to measure the current state of readiness of Swiss businesses and organisations in the face of today’s ever-growing risks and threats. The results of this survey will provide a unique benchmark of the current level of vulnerability and Business Continuity maturity, as defined by our Business Vulnerability Index[®] (BVI), the indicator of the different “Levels of Preparedness” by market sector and business area. Results will be compared with our previous survey.

This survey forms part of an ongoing process that can be used by all business sectors to identify their current level of preparedness and Business Continuity maturity that will lead to an improvement of their business resilience strategy, as it provides:

- Ø an individual benchmark indicating the state of readiness
- Ø an indication of the current vulnerability to potential threats
- Ø an indication of areas that need to be enhanced to improve business resilience
- Ø a trend analysis based on the previous results from the 2004 survey
- Ø a focus on how organisations view the value of Business Continuity
- Ø a series of key statistics highlighting areas on which businesses need to focus to better protect themselves
- Ø key strategic planning information to increase performance and resilience

By using the Business Vulnerability Index[®] (BVI) process, the results will provide the maturity levels of Business Continuity Management within organisations and business sectors. This in turn will provide a roadmap to all organisations of the development and improvement of the total approach to Business Continuity and Service Protection.

The 2006 survey consists of 21 questions that focus on Business Continuity. Participating companies will receive:

- Ø a brief summary of the results
- Ø a brief analysis of their state of readiness
- Ø the participant's ranking within our BVI[®] scale
- Ø a comparison of their ranking with their industry average

The survey is in progress will be concluded on 29. September 2006. The results will be formally published in November and will be used to collate the level of awareness of Business Continuity of organisations within Switzerland. This will provide a general benchmark and maturity level for a range of business sectors. In addition, this provides valuable strategic planning information to all organisations that will support their ability to address their need for Business and Service Protection.

All responses are confidential and no details of the responders will be disclosed in any way to any other persons or organisations.

As an added benefit, the benchmark findings from this survey will be included within the Business Continuity Awareness programme – “Business Prepared” that is being hosted in Switzerland by the Business Technology Forum of the British Swiss Chamber of Commerce. This awareness programme is aimed at increasing the state of readiness of businesses and of their approach to Business Continuity and Business Protection.

Those interested in participating in this important survey and benchmarking initiative please contact by email terry.dawes@commissum.ch or access the survey directly from the commissum web-site, <http://www.commissum.ch>

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