

## CUSTOMER CASE STUDY

**Industry:** Financial

READY



## Customer Profile

**Type of Business**

Financial Institution

**Number of Employees**

1600 including head office and  
15 business units / branches

**Asset Size**

\$38B

**Country**

United States

**Number of dedicated BCP  
Staff**

2 at head office (1 FT / 1 PT)  
2 per branch (1 primary / 1  
alternate)

Moving from multiple resources and complex products with steep learning curves to a ready to use, pre-populated system with experts at their fingertips was what made all the difference.

Our Financial Industry customer has over 140 years of history in banking and had a long legacy to preserve. Before working with Readysmith they used a variety of disparate resources prior to implementing a Ready Plan. As a small organization with only 1600 employees, they are complex in that most of their employees are at the branch level, so they had to find a solution that worked across multiple locations under any circumstance. Having experienced regional outages and knowing the pain involved with that, our customer knew that reducing the learning curve and centralized access to information from anywhere were the keys to the success of their plan.

The biggest disaster preparedness concerns for their business were Information Technology and Vendor preparedness. As an organization who relies heavily on IT and external vendors for critical functions, including networking service, web site, ATM's etc.,

It was absolutely necessary to ensure that the preparedness efforts of their outsourced vendors were as good as, if not better, than their own.

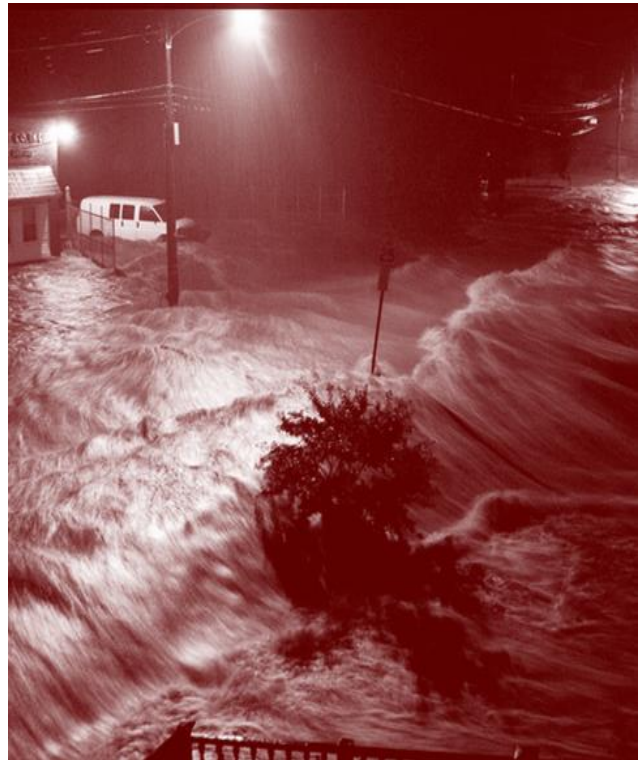
This made the whole process of Business Continuity Planning so much larger than just the organization itself. They had to ensure that their Business Continuity vendors were not only operational but that they had ample physical workspace to support the employees and their recovery needs. This was an issue during Hurricane Sandy because had they needed to declare a disaster, the only available space was several States away from their Corporate Headquarters. This would not have been a workable solution from a logistical standpoint. Recent storms forced our customer to reassess their BCP infrastructure and to make capital improvements. Regulatory requirements are also a key driver for BCP in the financial industry.

As an organization who had never experienced a full scale business outage but had experienced localized outages, they leveraged learning from those experiences to improve their Business Continuity practices. During the post mortems for the localized incidents they realized that while there were a number of critical resources that enabled success, they also needed to reassess their strong reliance on others.

The organization is fundamentally decentralized and places a heavy reliance on their communications system. This became of paramount importance when planning for business interruptions. Mass company-wide communications blasts worked very well for them in the past because they were able to give basic instructions out to all employees. They made this a priority when doing their business continuity planning.

They first completed BIA's for each business unit, which took approximately 3-4 hours of discussion per business unit team. Each team was comprised of one primary and one alternate lead recovery specialist. There are 15 branches and each of them had a unique conversation about how to handle business continuity. Once the discussions were completed with each branch, the business unit at HQ updated a template that was developed by the BCP team in conjunction with the Readysmith subject matter experts. Updating the plan was easy once they had all of the pieces in place. Readysmith was the driving force behind the planning; assisting with everything from sections to process and design.

A great example of a company who is ready and can handle a business interruption, no matter what that might be.



Learning from the past and moving into the future with a platform that met all of their business continuity requirements, this successful financial institution successfully launched a dynamic Ready Plan that will withstand any business interruption.