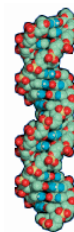


**Customer Case Study:
Business Continuity Planning Service**

In order to ensure the continuity of its Managed Services and Customer Care operations a global voice solutions company chose Plexent to develop and implement an effective Business Continuity Plan (BCP).



A Business Continuity Plan is an essential necessity to any organization's longevity.

It is no longer a luxury, but a requirement for public companies that wish to stay operational and maintain customer confidence. As technology plays an increased mission critical role in today's enterprises, IT organizations are making recovery plans a top priority. According to the Gartner Group, "Recent changes in the business, regulatory and IT environments are driving the need for comprehensive, enterprise-wide business continuity planning."

Business Continuity Planning

Situation

Plexent used its expanded ITIL® architecture, itDNA™, to conduct a comprehensive Business Impact Analysis (BIA) and Risk Assessment for the global voice solutions company. As a result, Plexent was able to uncover a number of single points of failure within this company's IT infrastructure.

Plexent also determined that the company did not have an adequate BCP in place to assist them in effectively running their Managed Services and Customer Care operations in the event of any minor or catastrophic outages.

The scope of the BCP for this large global voice solutions company was designed and built specifically for the Managed Services and Customer Care operations.

itDNA™ Opportunity

By utilizing the numerous tools within itDNA to conduct a thorough BIA, Plexent is able to develop concrete Business Continuity Plans for its customers that ensure operational continuum despite minor outages or catastrophes. Leveraging itDNA to conduct the BIA for this global voice solutions company enabled Plexent to identify and prioritize the critical business drivers as functions of the distributed computing environment. This enabled Plexent to determine the restoration order of essential processes, applications and systems to ensure business continuity.

Plexent presented outage scenarios to the company and then worked with several departments in order to develop strategic testing initiatives. By analyzing test results and leveraging the vast knowledge base within itDNA, Plexent identified and established the necessary policies, procedures and processes needed in order to ensure business continuity.

Result

The Business Impact Analysis and resulting Business Continuity Plan provides the following benefits to the customer:

- Ensures the continuity of the Customer Care Center operation and prevents organizational outages.
- Prevents Customer Care Center's potential economic loss totaling in excess of tens of thousands of dollars per instance from system outages.
- Ensures the continuity of Managed Services by avoiding organizational outages and revenue losses ranging in the tens of thousands of dollars.
- Prevents SLA penalties imposed on Managed Services due to the establishment of an effective Business Continuity Plan.
- Establishment of an Emergency Response Plan effectively and efficiently corrects processes during a crisis and ensures timely operational recovery.
- BCP establishes credibility with external customers as well as auditors.
- Interests of company's shareholders and their customers are protected through an effective BCP.

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