

**BUSINESS  
CONTINUITY**



**KEEP BUSINESS  
RUNNING WITH  
BLACKBERRY**

**BlackBerry**

# ENSURING OPERATIONAL CONTINUITY

Are you ready for the worst-case scenario? When operations are disrupted, BlackBerry® solutions enables business and communications to continue, and allows your staff to act decisively. Put your recovery plan in the right hands with BlackBerry.

# PLANNING FOR OPERATIONAL CONTINUITY

Most large companies have a backup plan for dealing with disruption to everyday working practices. IT systems may be down, colleagues may be unable to work conventionally, but business and communications must continue. Evidence suggests that bad continuity planning leads to business failure. What is your plan to keep business operating smoothly?

BlackBerry is well-known as the leading wireless platform for enterprise data and communications, with over 7 million users

worldwide. It is also an efficient, timely and powerful tool for the communication of disaster recovery and business continuity plans.

Why? Because it enables instant secure communications, allows access to the up-to-date recovery plan, and empowers business to continue running, even when the corporate IT infrastructure is limited or unavailable. All this from a pocket-sized smartphone using intuitive, familiar software.

## COMPELLING REASONS TO USE BLACKBERRY IN DISASTER RECOVERY AND BUSINESS CONTINUITY PLANNING

### 1. MOBILISE YOUR BUSINESS CONTINUITY PLAN

Many business continuity plans are carried around in briefcases, when they can easily be held securely on a BlackBerry smartphone. Contact lists can be accessed easily and quickly, enabling rapid communication and information-sharing. Using a BlackBerry solution for continuity planning gives your business every chance of overcoming periods of disruption, especially when the wireless network, email servers and IT infrastructure may not be available.

### 2. ENSURE CONTINUITY OF SERVICE

BlackBerry solution keeps mobile professionals in touch with colleagues and clients, enabling them to work efficiently from almost anywhere. In a period of operational disruption, all your key staff can continue to function productively.

### 3. KEEP THE BUSINESS RUNNING SECURELY AT ALL TIMES

BlackBerry data is protected by enterprise-grade security. This means it can be used to transfer and transmit mission critical and high security data. Data on lost or stolen devices can be wiped remotely.

### 4. KEEP YOUR PLANS FLEXIBLE AND ADAPTABLE

When you expect the unexpected, you can be prepared. A BlackBerry solution enables you to extend the very latest recovery plans to your staff, wherever they are.

### 5. MITIGATE POTENTIAL REVENUE LOSS AND BRAND DAMAGE

The ability to keep communications and systems running during a period of disruption can help minimise the effects of disruption on your brand and revenue streams. A BlackBerry solution can help maintain key communications channels with customers, suppliers and key stakeholders to ensure the impact is minimised.

# BENEFITS OF BLACKBERRY

## HOW BLACKBERRY ENABLES RESILIENCE AND RECOVERY

### **MINIMISING PLACE-OF-WORK DISRUPTION**

If your staff are unable to reach the office, the BlackBerry® Enterprise Solution gives them the power to continue communicating and working productively. Using BlackBerry® Enterprise Server users can access emails, applications and data stores remotely and securely, enabling work to continue. Recovery personnel can stay in contact with each other and implement recovery plans accessed from their BlackBerry smartphone.

### **RECOVERING WITHOUT THE SERVER**

If the BlackBerry Enterprise Server continues to run, users can continue to communicate instantly via email and access corporate data stores and systems. If the messaging server is unavailable, users can communicate to each other using PIN-to-PIN and BlackBerry® Messenger.

### **RECOVERING WITHOUT THE WIRELESS NETWORK**

If there is no wireless network available, users can still access data repositories held locally on their BlackBerry smartphones, especially disaster recovery and continuity plans, contact lists and failover procedures. Wireless synchronisation ensures that users are updated automatically.

### **RECOVERING FROM A BLACKBERRY ENTERPRISE SERVER OUTAGE**

A complete site disaster without backups will require users to re-establish the BlackBerry Enterprise Server architecture and all information on the server will be lost, leaving data stored on devices orphaned. However, a server fail with a backup will only require a rebuild of the server architecture. Therefore regular backups of critical components and server configurations are a vital part of any architecture strategy.

### **ENSURING SECURITY OF DATA AND COMPLIANCE**

When used with BlackBerry Enterprise Server, a BlackBerry smartphone provides advanced security features, including Triple DES/AES encryption and enforceable individual device password protection, to protect the integrity and confidentiality of all information. Data remains encrypted at all points between the BlackBerry Enterprise Server and the device, and devices that are lost or stolen can be deactivated quickly and all information wiped.



A BlackBerry smartphone is a productivity tool that is easy to use and will quickly become part of the culture of your firm. As well as delivering productivity gains throughout the organisation, a BlackBerry smartphone has a key role to play in helping business recover quickly and successfully from crisis situations and disruptions so you can:

#### **BE PREPARED**

First line decision-makers can effortlessly access information such as emergency response procedures, contacts, maps, policies, floor plans and more, helping them make informed decisions quickly.

#### **ACT QUICKLY, AND DECISIVELY**

In an emergency, time is all important. A BlackBerry solution gives you the opportunity to make time and save time when it really matters. It offers instant access to vital information, enabling the right decisions to be made before time is lost.

#### **COMMUNICATE INSTANTLY**

A BlackBerry solution enables colleagues to keep in touch via wireless networks. It does not rely on the functionality of the email server – wherever there's a wireless network connection you can keep in touch using PIN-to-PIN or instant messaging, as well as voice and SMS.

#### **KEEP YOUR WIRELESS DATA SECURE**

In a disaster or disruption, key data still needs to be kept secure. Enterprise strength encryption on the BlackBerry smartphones ensures that data is protected.

#### **ACCESS KEY INFORMATION IMMEDIATELY**

With secure, wireless access to departmental information sources, professionals can consult relevant recovery plans and authorities and information sources directly, without returning to the office.

#### **MOBILISE YOUR RECOVERY PLAN**

Keep the full plan stored in your device at all times. Wherever key continuity personnel go, the recovery plan goes with them.

#### **CONVERT DOWN TIME**

Rather than rendering your staff incapable of working, a BlackBerry solution gives them the connection they need to actively contribute to the reinstatement of operations.

# EXTENDING BLACKBERRY FOR BUSINESS CONTINUITY

BlackBerry® Alliance Partners provide a range of different third party solutions designed specifically to help deal with continuity of operations and disaster recovery.

Typically these solutions will feature PIN data synchronisation, a document repository, and access to contingency plans. They generally provide a customised client application on the user's handheld, that will store recovery information and offer access to key data even if there is no wireless network coverage. These solutions are often also integrated into the back-end of BlackBerry Enterprise Server, enabling automatic updates and providing intuitive user experiences.

## ENSURING EMAIL CONTINUITY

There are also a number of third party solutions which provide for BlackBerry email service continuity in the event of BlackBerry® Enterprise Server failure. These include:

- The automated failover for the main BlackBerry Enterprise Server
- Outsourced Hosted BlackBerry® Enterprise Server or management using an Application Service Provider offering 24/7 support, hosting, management and monitoring.

Find out more about the full range of third party solutions: [www.blackberry.com/SolutionsGuide/guide/](http://www.blackberry.com/SolutionsGuide/guide/)

## WHO SHOULD USE BLACKBERRY FOR BUSINESS CONTINUITY PLANNING?

### ENTERPRISE BUSINESSES

A BlackBerry® solution is an ideal business continuity solution for businesses where instant access to secure data is necessary for operations to continue, such as financial services, healthcare, manufacturing, legal, public services, local and national government.

### GOVERNMENT AND PUBLIC SERVICES

BlackBerry Enterprise Solution was designed with end-to-end security in mind. After extensive tests, the Communications and Electronics Security Group (CESG), government's security authority, has assured the BlackBerry wireless communication solution for use by government with data up to and including the restricted security classification. This means that both the device and the data transmission are securely protected from attack.

" The ability to retrieve plans from the local cache was invaluable...when mobile network services were disrupted."

John Manning, Head of Business continuity management, Prudential UK

# MORE INFO

Find out more about the full range of third party solutions:

[www.blackberry.com/SolutionsGuide/guide/](http://www.blackberry.com/SolutionsGuide/guide/)

For online information about the complete range of BlackBerry products and services, visit:

[www.blackberry.co.uk](http://www.blackberry.co.uk)

## BY EMAIL

For a quick response to general enquiries you can email:

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