



ISO 22301: Will Your Communications Plan Meet The 2012 Standard?

Dave Austin

*Project Team Leader, ISO 22301 Steering Committee
& Director at Operational Resilience, Ltd.*

About Everbridge

- The Global Leader in emergency and incident notification systems
- Fast-growing global company with more than 1,500 clients operating in more than 100 countries
- Serve the Global 2000 enterprise, corporations, healthcare systems, state and local governments, federal government, military, financial services firms, and universities
- 100% focused on incident notification solutions that merge technology and expertise



technology + expertise



Respond

Notify key audiences of an incident by accessing the Everbridge system via computer, phone or web-enabled device to launch a broadcast.



Reach

Contact thousands in minutes. The Everbridge system cycles through all communication paths to deliver your message. Recipients confirm receipt or respond to the sender.



Results

Get immediate results. Everbridge's real-time dashboard compiles and updates responses for quick, informed decision-making.

Everbridge Aware™

Agenda

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Part 1: Presentation

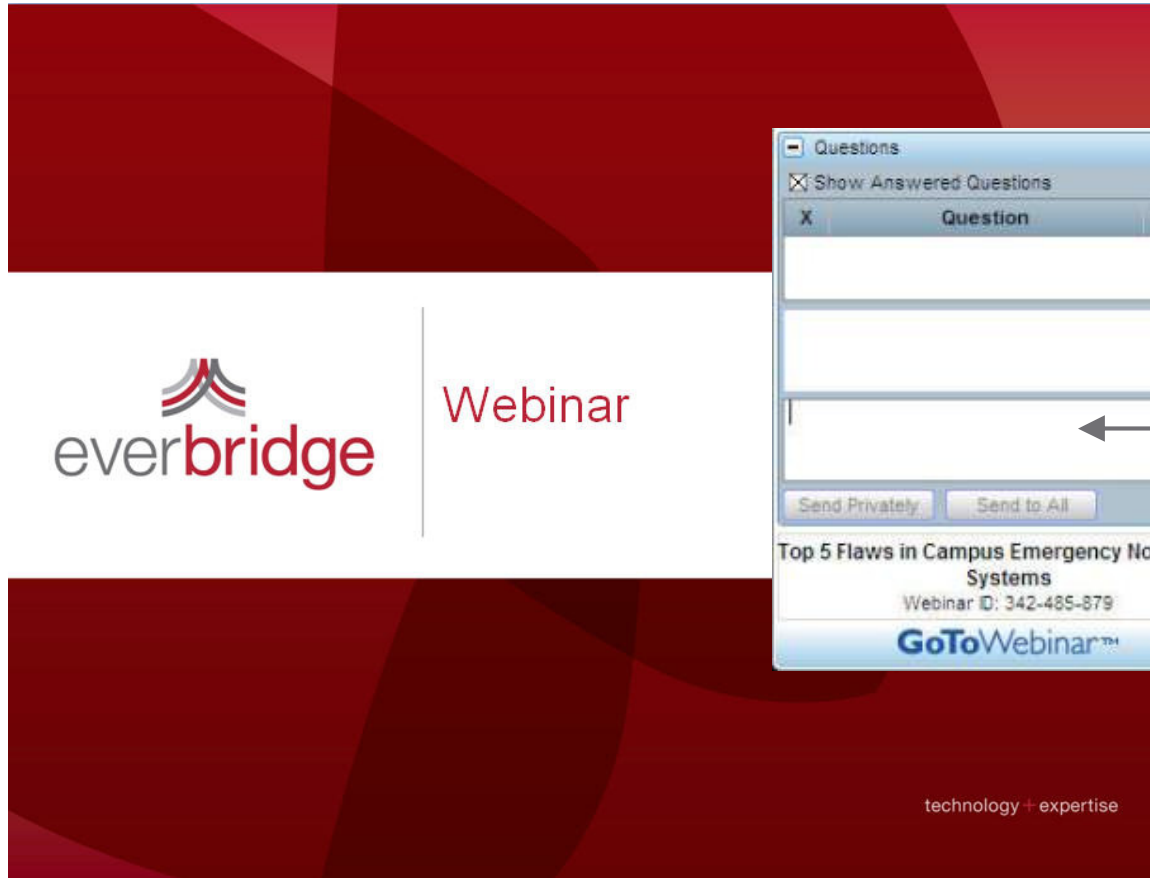
- Why do we need standards, and how are they created?
- What is ISO 22301?
- Where does “Warning and Communication” fit into all this?
- How does this affect me?
- When will ISO 22301 be published?
- Certification: what is it and how do you obtain it?
- What do I need to do?

Part 2: Q&A



Q&A

Note:
slides are currently
available to download on
blog.everbridge.com



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Use the Q&A
function to
submit your
questions.

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The Need for an ISO Standard for Business Continuity

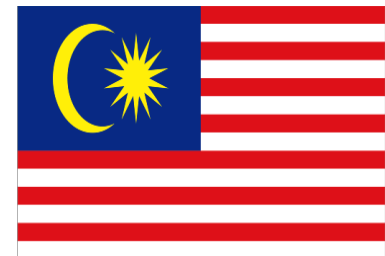
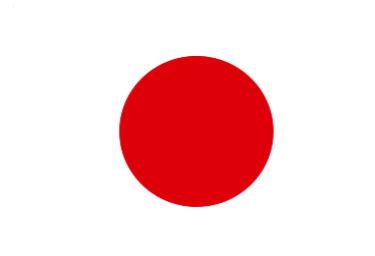
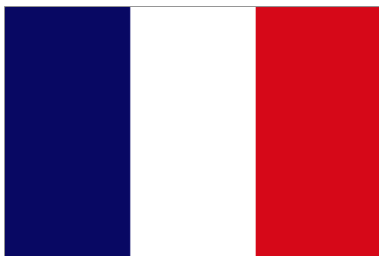
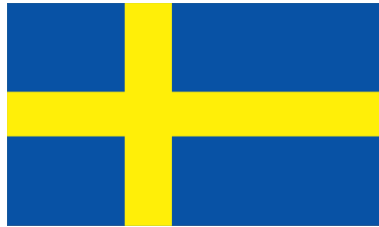
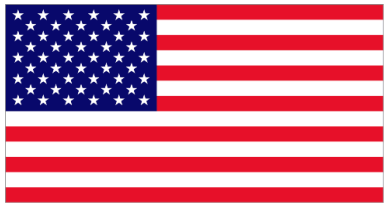
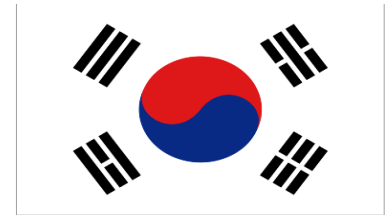
- Key component in managing organizational risks
- Increasingly recognized as contributing to the resilience of the whole society during disruptive incidents
- A number of national standards had been developed
- Organizations operating across countries wanted one standard

The Role of ISO



- ISO – the International Organization for Standardization
- Established through international agreements
- A network of 162 countries operating on democratic principles
- Most standards are very specific; Some are generic
- ISO 22301 is a generic ISO standard

Contributors

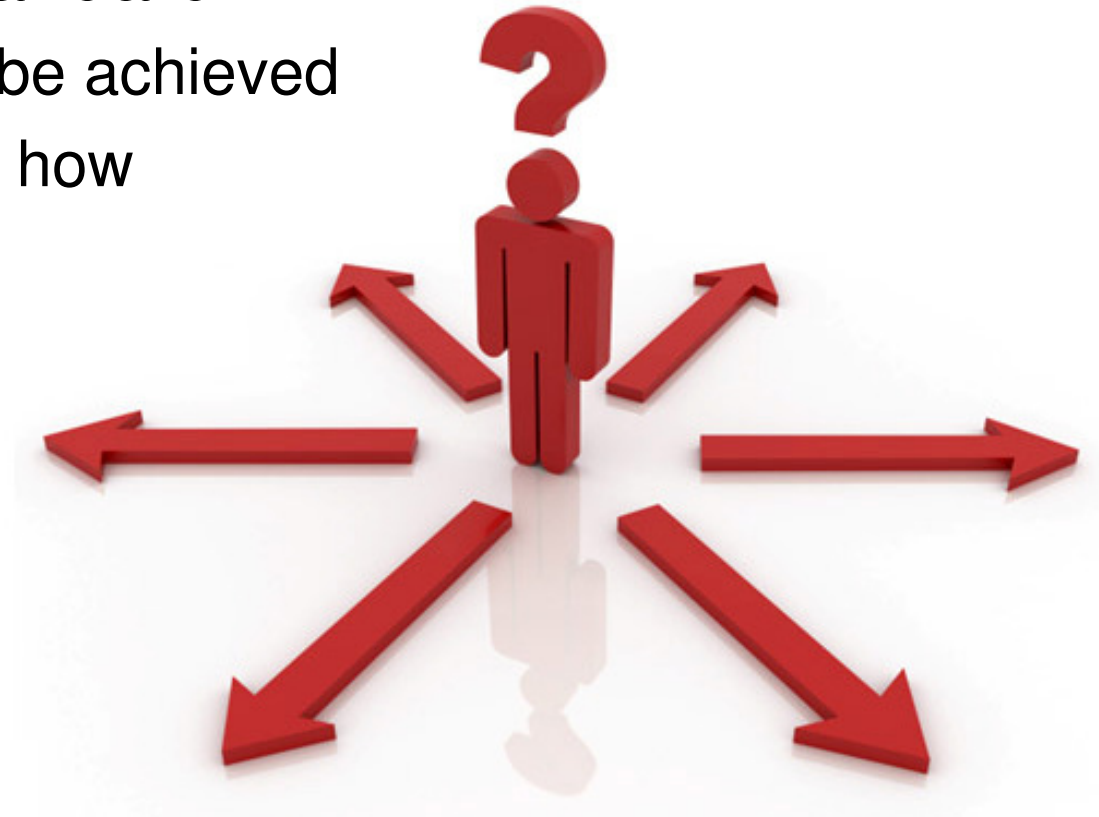


Role of Standards

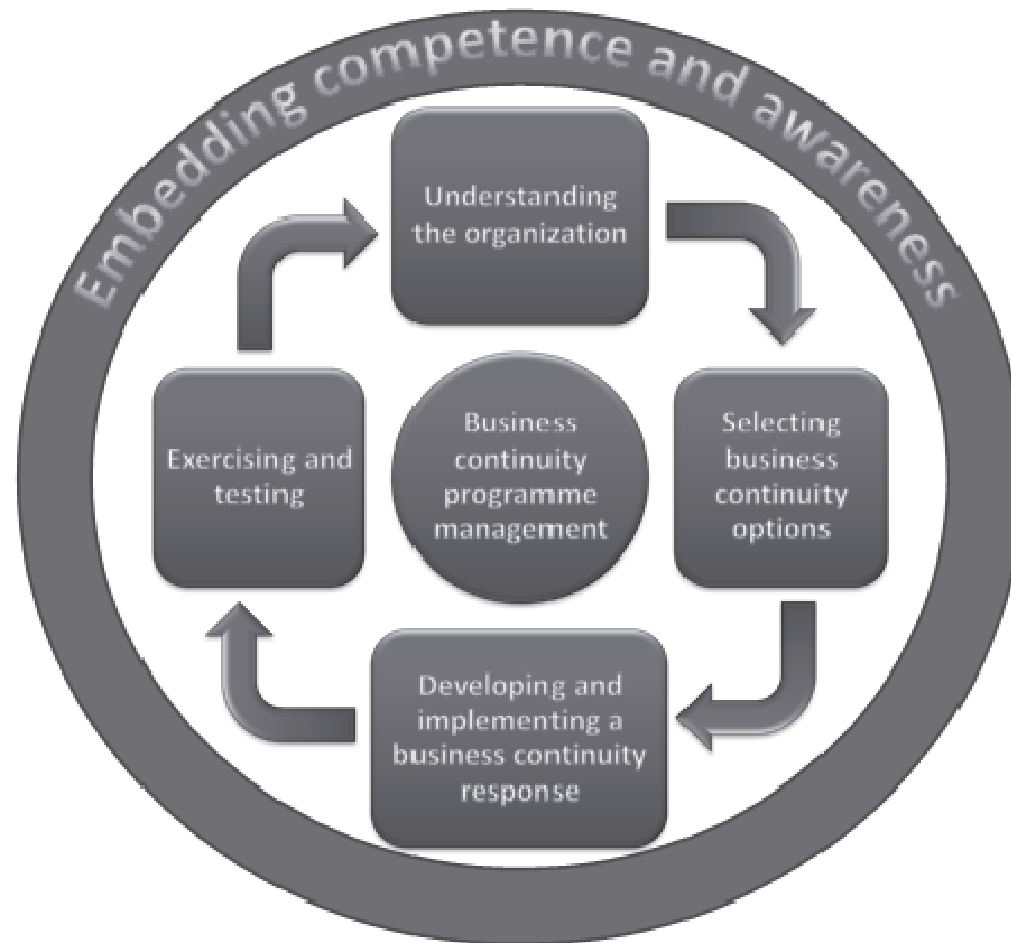
- Government and regulators recognized the important contribution of business continuity
- Encourage its adoption in key economic sectors
- Assure management their organization is achieving a recognized benchmark of good practice
- Standards codify good practice

What is ISO 22301?

- A requirements standard for business continuity
- A requirements standard:
 - This is what must be achieved
 - It does not specify how you achieve it



Business Continuity in ISO 22301



Warning and Communication

ISO 22301
contains a
specific
requirement on
warning and
communication

- a) detect incident
- b) monitor incident
- c) internal communications
- d) regional advisories
- e) assure availability of communications
- f) communicate with emergency responders
- g) record vital information

Warning and Communication

Additionally
consider:

- a) alerting interested parties potentially impacted by an actual or impending disruptive incident;
- b) assuring the interoperability of multiple responding organizations and personnel;
- c) operation of a communications facility

Warning and Communication

You must also exercise these arrangements regularly





technology + expertise









Backhoe (JCB) Excavator working near cable routes



Damage caused by excavator blade



technology + expertise

Satisfying the Requirements

- These few words on “Warning and Communications” in the requirements document imply a great deal
- You have to have appropriate arrangements and evidence that you have them and evidence that you have exercised them



Timetable to Publication

- FDIS should be available in December
- Final ballot and conclusion of consultation
February 2012
- Publication Q2 2012



What Does This Mean for Organizations?

- Governments and regulators may require its adoption in key economic sectors
- Business customers may require it of their critical suppliers
- A commercial opportunity for early adopters
- A necessary requirement for business in some sectors



How Do I Prove I Have Achieved the Standard?

Conformity assessment

- ✓ First party – self assessment
- ✓ Second party – customer audit
- ✓ Third party – independent audit



Certification

1. Read the standard
2. Self-assessment
3. Tender for auditors
4. Audit process:
 - a) Stage 1: Documentation check
 - b) Stage 2: Full check and interviews
 - c) Confirmation of certification
 - d) Surveillance audits



What Do You Need To Do?

1. Review ISO 22301 details
2. Review the benefits to your organization applying the standard
3. Will you comply for internal objectives or to show external parties?
4. Undertake a gap analysis
5. Close the gap!

Conclusion

- ISO 22301 is THE new standard for business continuity
- The Warnings and Communications section's is an important part of the standard
- Complying is worthwhile
- Compliance demonstrates to management, customers and other stakeholders you adhere to recognized good practice
- You are contributing to the improved resilience of society at large so that we are all better prepared



Incident Notification

Marc Ladin

Chief Marketing Officer, Everbridge

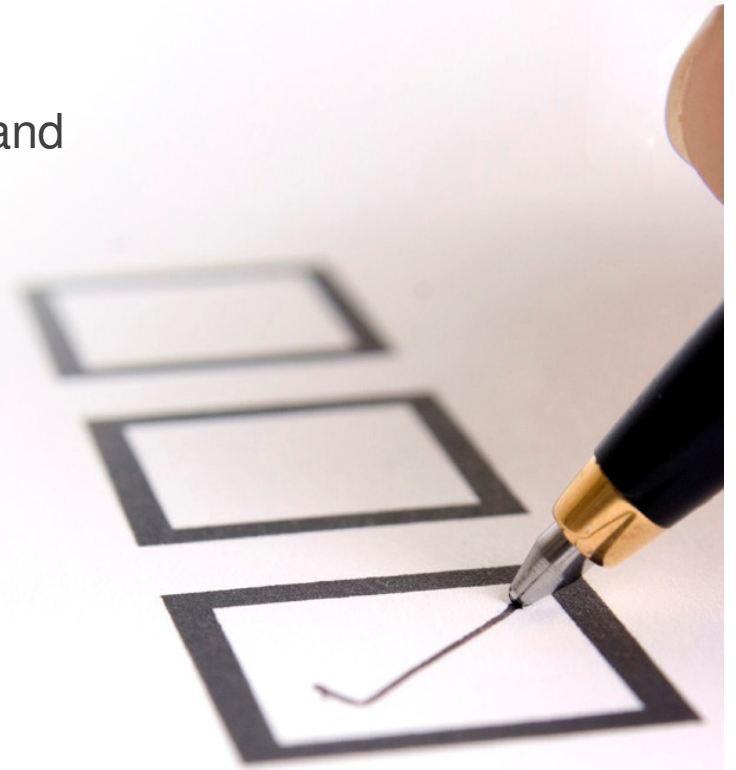


Incident Notification Solutions Address ISO 22301 Warning & Alerting Challenges

- **Coordinate internal communications to quickly, easily, and efficiently** notify large numbers of people in minutes, not hours, making sure that the lines of communication are open
- **Coordinate with emergency responders** and receive feedback from your messages by using polling capabilities
- **Ensure two-way communications** to get feedback from message receivers
- **Reduce miscommunications and control rumors** with accurate, consistent messages
- **Satisfy regulatory and compliance requirements** with extensive and complete reporting of communication attempts and two-way acknowledgements from recipients
- **Deliver refined, prepared , timed messages** to each pre-designated audience group, by scenario

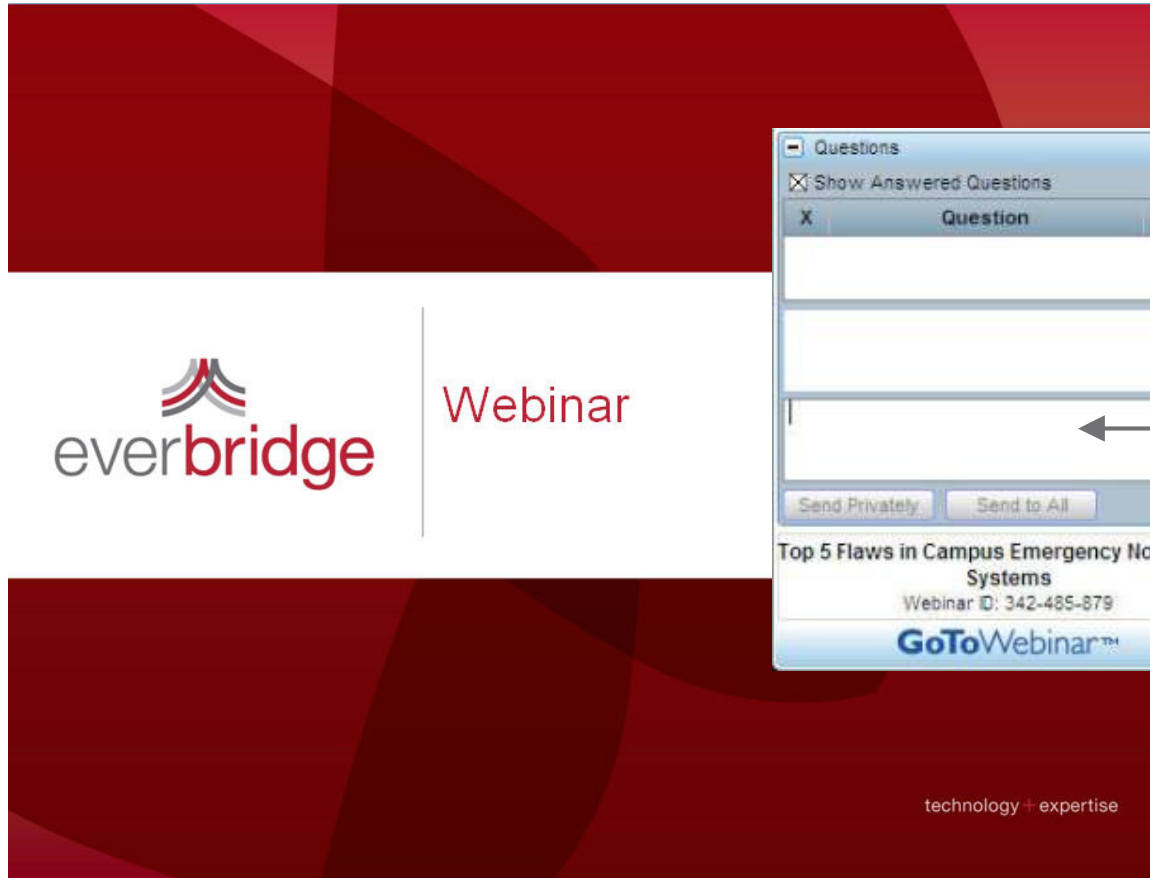
Key Evaluation Criteria for an Incident Notification System

- Experience *and* expertise
- Ease of use
- Ability to reach all contact paths, including voice, email, native SMS (over SMPP and SMTP), IM, and more
- Ease of integration



Q&A

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Upcoming Webinar:

Find Out How AirTran Airways Has Increased the ROI of Their Notification System

Date: Wednesday, Dec. 7, 2011

Time: 1:00PM ET/10:00AM PT

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Item Number (Schedule II): 26.3

Activity Group: A

1 Point for each webinar



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