Are You Ready?

www.CMSprogram.com
info@CMSprogram.com
The Challenge

• Every year organizations invest millions of dollars to create plans and do not adequately test them.
Why test your plan?

- Businesses and organizations invest a substantial amount of resources to create their crisis management plans.
- If you do not test your plan against real world scenarios, you have no idea if it will work.
- Example: Cook County Building Fire vs. LaSalle Bank Building Fire.
The “Table-Top” Exercise

- Create a detailed, realistic scenario
- Meet with business continuity team and execute scenario
- Review and record results
- Gather and assign actionable takeaways
Our Solution

A web-based tool that gives a growing community of business continuity professionals the ability to easily create realistic scenarios to test their plans and then track the results of their tests.
Employee Tom Thumb of DAN & CO has been working in the Information Technology department for six months. It is Monday morning at 10:00am; today he was terminated after a brief interview by Human Resources Manager when arriving to work at 8am.

Last week he boasted about being a member of an online hacker group devoted to publishing corporate information. After a brief joint investigation between Human Resources and the Information Technology department manager, IT Manager has found some of DAN & CO information is published on various websites.
How We Achieved It

• Research and advanced scenario writing
• More realistic testing opportunity
• Software Development
• Strict Code of Ethics
Rick Kaim– Research and Scenario Writing

- Analyzed and reviewed actual crisis plans
- Linked key objectives to scenario writing
- Lessons learned from “table top” exercises
- Developed scenario user guide
- Created more realistic testing method-”injects”
Hassan Alnoon-CMSProgram

- Designed Interface for ease of use

Every year, companies invest millions of dollars to create plans to ensure that their business only experience minimal interruption during a crisis. One of the most important and often overlooked aspects of this preparation is fully testing the crisis management plan to ensure that it is sufficient. A proven method for testing is constructing scenarios and executing what are called “table-top” exercises. During these exercises, it allows crisis management planners to use these scenarios to walk through their crisis management plan. More importantly, assist them with a process to acknowledge their vulnerabilities.

Login to Site

User Name: 
Password: 
Remember me: 
Login
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- Developed software using:
  - Microsoft’s ASP.NET 2.0
  - SQL Server platforms
- Implemented secure login
- Saving Scenarios
- Custom Company Info.
Build Scenario

- Step 1

Step 1 - Choose Primary Objective

Please choose your test primary test objectives from the list below.

Organizational Behavior
- Business Continuity Management
- Crisis Management and Communication
- Critical Infrastructure
- Emergency Management
- Facility Management
- Legal Compliance and Audit
- Organizational Behavior
- Risk Management and Insurance
- Social Resilience
- Supply Chain Logistics and Transportation Mgmt.

Organizational Behavior
Organizational Behavior focuses on the need for resiliency to be embedded in the culture of the organization. A resilient organization has documented resiliency objectives that align and support the organization's strategic goals so that it is able to achieve its core objectives in the face of adversity.
Build Scenario

- Step 2

Step 2 - Choose Secondary Objectives

Please choose your secondary objectives from the list below.

- Business Continuity Management
- Crisis Management and Communication
- Critical Infrastructure
- Emergency Management
- Facility Management
- Legal Compliance and Audit
- Organizational Behavior
- Risk Management and Insurance
- Social Resilience
- Supply Chain Logistics and Transportation Mgmt.
Build Scenario

• Step 3

Step 3 - Enter Information

Please fill out the information below.

Company Name
DAN & Co

Public Relations Manager
Sammis Adam

IT Manager
Ramsey Camdon

Security Department Manager
Gideon Steven

Engineering Department Manager
Lou Mark
Build Scenario

• Step 4 & 5

Step 4 - View/Edit Scenario

Handout 1
A massive computer failure at DAN & Co caused major disruption of the internet service countrywide. The computer glitch forced many small internet-based businesses to stop their services and many individual customers were not able to perform their job for at least seven hours across the county this morning.

Distribution: ALL

Handout 2
At 10:10 a.m., DAN & Co's Senior Adam said the main server and two backup servers had failed for about six and a half hours, but were back up and running. The reason for the failure is unknown, but a [[Company/Name]] spokesperson says the computers were down from 8 a.m. to 1:30 p.m. and that system was back on 1:40 p.m. The story was first reported by local TV stations and quickly made national headlines.

Distribution:
1. Marketing
2. Higher Management Level

Step 5 - View/Edit Inject

The explosion has been reported in the vicinity of the DAN & Co. The company lost power due to explosion. The Pacific Gas and Electric Co. spokesperson announced that explosion was a terrorist act and was aimed to cut the power for the DAN & Co.

The Crisis Team issued a memo to all employees to report any suspicious activities inside and outside the company grounds.

The Lou Mark was ordered to bring back the power using emergency power back up system, and report the status of the system to the Crisis Management Team.
Build Scenario

• Elements are combined

• Introduction to maximize the effectiveness of their tabletop exercise

• Conclusion

• Edit/Save Scenario

Introduction

This introduction is designed to maximize the effectiveness of your tabletop exercise. Throughout the exercise keep in mind four purposes:

1. Evaluate the effectiveness of your crisis management plan.
2. Identify areas to improve your crisis management plan.
3. Give experience to crisis management professionals prior to an actual crisis.
4. Promote communication and relationships between crisis management personnel.

Scenario

Handout 1
A massive computer failure at DAN & Co caused major interrupt of the internet service countrywide. The computer glitch forced many small internet-based businesses to stop their services and many individual customers were not able to perform their job for at least seven hours across the county this morning.

Distribution: ALL

Handout 2
At 10:15 a.m., DAN & Co's Sammy Adam said the main server and two back up servers had failed for about six and a half hours, but were back up and running. The reason for the failure is unknown, but a [Company/Name] spokesperson says the computers were down from 8 a.m. to 1:30 p.m. and that system was back on 1:40 p.m. The story was first reported by local TV stations and quickly made national headlines.

Distribution:
1. Marketing
2. Higher Management Level

Infect

The explosion has been reported in the proximity of the DAN & Co. The company lost power due to explosion. The Pacific Gas and Electric Co. spokesman announced that explosion was a terrorist act and was aimed to cut the power for the DAN & Co.

The Gideon Steven issued a memo to all employees to report any suspicious activities inside and outside the company grounds.

The Lou Mark was ordered to bring back the power using emergency power back up system, and report the status of the system to the Crisis Management Team.

Conclusion

This is the conclusion
Annette Pioletti - Accomplishments

- Created teamwork environment for a common shared vision
- Established strong foundation for team communication
- Developed a measurement method of project progress
- Maintained flexibility with our design to accommodate for pilot group feedback and future modifications of our successors
Code of Ethics

• Defined overarching principle
  • Improving the security of organizations through comprehensive crisis scenario based testing

• Risks at integrity level
  • Commonalities within crisis management community
  • Conflict of interest/shared user data
  • School project-we are not professionals
  • Lack of experience-could use wrong verbiage

• Developed Cannons
  • Commitment to do the best job possible
What’s Next?

- Provide access to pilot group of businesses and gather feedback
- Improve scenario building process
- Enhance the test tracking functionality
- Develop ways to attract a community to contribute to the tool
- Availability on R&A Crisis Management website
  - www.raconsulting.net
Summary

• Crisis management approaches by companies
• Why a crisis management plan
• Our tool within the industry
• Closing thoughts
An Endorsement From Our Sponsor

• Ms. Irene Rozansky, MBA
  • Founder/CEO of R&A Crisis Management Services
  • Business Continuity Professional
We Are Excited To Hear Your

Questions

Annette Pioletti
Oliver Schmidt
Nicole Trevor
Brett Watkins
Sebastian Zielinski

Hassan Alnoon
Danielle Benoit
James Fiorato
Rick Kaim