

# Sustainable Business Continuity & Disaster Recovery

## Surviving the next big catastrophe - A safety net for business

Grand Plaza Parkroyal,  
Kuala Lumpur

5th, 6th & 7th April 2006

***“The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew.”***

Abraham Lincoln

Every business faces minor downtimes and the major unknowns; hence it is important to have plans in place, which guarantee continuity. 93% of companies that experience a corporate disaster with an ineffective recovery plan are out of business within 5 years.

  
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### Your Distinguished Chairperson:

**Prabha Ramanathan CBCP, MBCS, MSCS** Management Consultant  
**BKI Professional Services Sdn Bhd**

### Featuring International Presentations by:

**Hariprasad Hegde** Vice President Operations - Support  
**WIPRO Technologies, India**

**Kim Yam Tay** Managing Director Head, Technology and Operations Risk Management  
**DBS Bank**

**Kenny Seow** Director, Head of Business Continuity Management Asia Pacific  
**Deutsche Bank AG, Singapore**

**David Cannon** Director of Operations  
**United Development Company - The Pearl, Qatar**  
(The Pearl - Qatar is a US2.5 Billion man made island covering 985 acres (400 hectares) of reclaimed land offshore the Arabian Peninsula state of Qatar - The Arab worlds wealthiest per capita country. The Pearl - Qatar is the countries first international real estate venture, its largest real estate development and the first to offer international investors freehold.)

**Ravikumar Krishnan** Solution Architect  
**Bakbone Software, Malaysia**

**Angus A. Graham** Business Continuity Manager  
**Nestle Global AOA Centre, Australia**

**Mark Fitzhardinge** Senior Operations Analyst  
**Western Australia Water Corporation**

**Kevin Henry** Vice President of Education Services  
**(ISC)<sup>2</sup> Insitute, Canada**

### Benefit from the practical experience and best practice approaches of the following organisations:

- **RHB Capital**, Malaysia
- **Maxis Communications Berhad**, Malaysia
- **National ICT Security and Emergency Response Centre (NISER)** Malaysia
- **Business Continuity Planning Asia PTE**, Singapore
- **Kuala Lumpur Stock Exchange**, Malaysia
- **BKI Group**, Malaysia

### Attend this uniquely designed event to gain crucial insights into:

- **Develop** ways to identify if your organisation is adequately prepared to deal with a disaster
- **Obtaining** solutions to avoid unnecessary loss and unexpected downtime
- **Learn** how an effective crisis management plan can empower senior management to support the cause
- **Understand** the concept of loss avoidance as a benefit of having a Business Continuity Plan (BCP) that is intangible in nature
- **Gain** an insight on how to manage Business Continuity with continuous support in terms of funding and recognition from senior management
- **Updates** on the latest scene on Business Continuity in the Asian region
- **Acquiring** an effective and workable IT Disaster Recovery plan
- **Benchmark** your Business Continuity and Disaster Recovery with the other best practices companies
- **Understand** current drivers of Business Continuity planning and disaster recovery through case studies
- **Identify** the key components of a successful simulation through the experiences of others

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### MasterClass on Day Three

7th April 2006

Your MasterClass Facilitator:

**Henry Ee CBCP, MCSI** Director  
**Business Continuity Planning Asia PTE, Singapore**

**\*Early Bird & Group Discounts**  
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**0830 Registration & Morning Coffee**

**0900 Welcome & Chairpersons Opening Remarks**  
**Prabha Ramanathan CBCP, MBCS, MSCS** Management Consultant  
**BKI Professional Services Sdn Bhd**

### International and Malaysia Business Continuity Standards

**0915 Session One**  
**Understanding the Business Continuity Management expectation and Best Practises**

- Introducing the BCM framework by the Business Continuity institute
- An overview of the BCM regulation in Asia
- Understanding the overview of the other international standard that relate to BCM
- Explaining what the industry expectats from BCM
- Dispelling the Good Practises and common mistake made in BCM
- Critical success factors in developing your BCM

**Henry Ee MBCI, CBCP** Country Representative  
**BCI Singapore and China**  
 Director  
**Business Continuity Asia Pte Ltd**

**1000 Session Two**  
**Understanding the Malaysian BCM standards in place and its implications to the industry**

- Addressing where we are in Business Continuity
- Defining the BCM standard development in Malaysia
- Recognising the issues and the challenges on the implementation of standards
- Considering the implications of the BCM standards towards the Malaysian Industry

**Maslina Daud ABCP** Senior Strategic Planning Executive  
**National ICT Security and Emergency Response Center (NISER), Malaysia**

**1045 Morning refreshments**

**1115 Session Three – Case Study**  
**Deployment of Business Continuity and Disaster Recovery in a Real Environment**

- Clarifying that today business continuity and high availability is not just a local/ regional consideration. It is global one.
- Perceiving the cost of downtime versus true cost of downtime
- Weighing the trade-offs of implementing business continuity
- Understanding how Data Replication will be the technology for business continuity
- Bringing the deployment of data replication in real environments - business case studies

**Ravikumar Krishnan** Solution Architect  
**Bakbone Software, Malaysia**

### Basel II and the Tools for Business Continuity

**1200 Session Four**  
**A risk management approach to BCP in context with Basel II**

- Describing how to approach BCP in a complex organization
- Examine which risk mitigation technique is appropriate to use and when
- Tools for enterprise risk and how they can benefit you
- Enterprise risk strategies in your organization

**Dr Khoo Guan Seng** Group Chief Risk Officer  
**RHB Capital, Malaysia**

**1245 Networking Luncheon**

**1430 Session Five**  
**Incorporating effective tools and techniques for exercising your crisis management plans**

- Judging how to verify the effectiveness of your crisis management plan
- Redefining how to plan and design the exercises
- Scenario planning
- Executing the exercises for optimum results

**Kenny Seow Director** Head of Business Continuity Management Asia Pacific  
**Deutsche Bank AG, Singapore**

### Business Continuity Management and Disaster Recovery in Other Industries

**1515 Session Six – Case Study**  
**Preparing for and recovering from a disaster – A Practical View**

- Recognising and explaining that the world is much wider than your business - thinking past your sphere
- Understanding that you may not be always in control of your business - Emergency Management Agencies tend to have a political and community viewpoint
- Networking the key to preparedness strategy
- Nothing beats exercising

**Mark Fitzhardinge** Senior Operation Analyst  
**Western Australia Water Corporation**

**1530 Afternoon Refreshments and networking break**

**1600 Session Seven – Case Study**  
**Streamlining resilience management enterprise wide**

- Understanding the ability to effectively respond to and manage disruptions in a timely manner
- Using tools to embed roles, responsibilities, procedures and confidence
- Using a integrated approach to Business Continuity to support all areas of the business

**David Cannon - Director of Operations**  
**United Development Company - The Pearl, Qatar**

**1645 Session Eight**  
**Business Continuity and Disaster Recovery - The Facility Management (FM) Perspective**

- Enterprise Risk Management (ERM) - The integrated approach: ERM is beyond just managing fluctuations in financial parameters
- Identifying how Business Continuity (BC) and Disaster Recovery fit into the ERM space
- Enlisting Business Continuity in the FM context
- Formulating a Business Continuity Plan (BCP) - A typical approach
- Management of Business Continuity risks in Wipro - some experience sharing

**Hariprasad Hegde** Vice President Operations - Support  
**WIPRO Technologies, India**

**1730 Closing Remarks & Close of Day One**

## Thursday 6th April 2006

0830 Re-registration &amp; Morning Coffee

0900 **Welcome & Chairpersons Opening Remarks**  
**Prabha Ramanathan CBCP, MBCS, MSCS** Management Consultant  
**BKI Professional Services Sdn Bhd**

### Business Continuity Management Frameworks and Implementation Globally

0915 **Session One**  
**Capitalising on global BCM Implementation - all countries across Asia, Oceania and Africa Case Study**

Nestle has embarked upon the world's largest implementation of SAP, centralising its business systems and ensuring its BCP 's are "revamped" as part of this process. This case study will discuss:

- Challenges of dealing with cultural and geographical diversity
- Maintaining cooperation, consistency and momentum
- Responding to multiple disruptive scenarios across several countries
- Refining BCP methodology to conform with corporate objectives

**Angus A. Graham** Business Continuity Manager  
**Nestle Global AOA Centre, Australia**

1000 **Session Two**  
**BCM Framework: Strategies, policies & procedures to prevent, respond & recover from a disaster**

- Understanding the need for a BCM Framework
- Identifying the elements of a BCM Framework
- Implementing the BCM Framework elements
- Measuring the success of the implementation

**Prabha Ramanathan CBCP, MBCS, MSCS** Management Consultant  
**BKI Professional Services Sdn Bhd**

1045 Morning refreshments

1115 **Session Three**  
**An effective and practical approach to the BCM Framework**

- Understanding the importance of Governance within the BCM framework
- Merging and ensuring viable Crisis Management and Emergency response as one entity
- Operationalising the key phases of BCM

**Kim Yam Tay** Managing Director Head, Technology and Operations Risk Management  
**DBS Bank**

1200 **Session Four**  
**Effective testing - the 9 crucial steps**

- Explaining why it is important to test?
- How Maxis did it in a 24/7 environment
- Recognising the testing pit falls to avoid

**Siti Baizura Yunus** Head of Business Continuity & Insurance Management  
**Maxis Communications, Malaysia**

1245 Networking Luncheon

### Audits and Business Continuity

1400 **Session Five**  
**BCM Compliance Audit**

- Understanding the importance of a well structured BCM compliance audit program
- Balancing the need to meet the objectives and ensuring compliance
- Identifying the criteria to measure corporate business continuity standards

**Puan Wan Asriah Wan Adnan** Head Of Business Continuity & Disaster Recovery  
**Kuala Lumpur Stock Exchange**

1445 **Session Six**  
**Preparing and surviving an audit of your Business Continuity Plan (BCP)**

- Describing the key factors to ensure that projects are on track and will receive
- Understanding what the primary issues
- Explaining what the deliverables are of a program
- Providing proof of compliance with Business Continuity Planning Best Standards

**Kevin Henry** Vice President of Education Services  
**(ISC)<sup>2</sup> Insititute, Canada**

1530 Afternoon refreshments and networking break

### Crisis Communication and ROI

1600 **Session Seven**  
**Maximising the ROI on Business Continuity**

- Minimising your costs and protecting your assets
- Identifying what the inefficiencies in standard business processes are in today's business
- Enterprise wide BC for cost efficiency  
 Speaker to be advised

1645 **Session Eight**  
**Smart corporate communication tactics in order to increase stakeholder value**

- Getting the right message across in a crisis
- The impact of a crisis has on your organizations reputation
- Transferring the crisis situation into an opportunity
- Using the media to restore confidence in your company
- The importance of keeping your stakeholders regularly informed  
 Speaker to be advised

1730 Closing Remarks &amp; Close of Day two

### Who should attend

Key decision makers: CEOs, MDs, Directors, GMs, VPs, Division Heads, Senior Managers and other senior executives from:

- Risk Management:
  - Business Continuity
  - Disaster Recovery
  - Crisis Management
- Corporate Security/Business Strategy
- Information Technology
- Enterprise Planning
- Corporate Affairs
- Contingency Planning
- Operations

From these Industries

- Banking & Finance
- Utilities
- Oil & Gas
- Government Agencies
- Freight/Logistics/Transportation & Aviation
- Telecommunications
- Manufacturing
- Healthcare & Pharmaceuticals
- Retail

### Master Class

Sufficient knowledge and awareness of your BCP is no doubt essential for any BCM program to be successful, however, putting theory into practice is just as important. One can have ample theoretical knowledge of your BCP and the steps involved when a disaster strike, however, if you do not practice what you have learnt, then tendency to forget or not able to put theory into practice and respond quickly is very high. On the other hand, this workshop is also useful if you want to verify if your BCP needs improvement, to take note of the gaps that would surface from this table-top exercise.

This course puts your theoretical knowledge into practical simulated scenes which consolidates the participant's knowledge of management skills. It also brings forth the importance of proper communication with all levels in the organisation.

### Workshop Synopsis

In this workshop, participants will be introduced to the importance of a BCM program through a disaster simulated exercise. Participants will be grouped into different crisis management teams. A table top drill will be conducted where you will learn how to handle "real- life" disaster situations and how you should respond to it. Participants will get to experience what one should do if you were the "CEO" or "PR personal" of your company, even if you are not holding that position now. This will also enable you to understand from other department's perspective in handling the situation. At the end of the workshop, the trainer will share some important pointers to take note while handling a crisis. Upon completion of this workshop, you will be able to learn the techniques in handling a crisis which you can incorporate into your BCM program, use this chance to learn how other companies deal with disasters!

This workshop has been conducted more than 10 times in Asia and has been receiving very positive feedback from our past participants:

- Very useful workshop and the coverage are comprehensive
- Very informative & comprehensive course. I enjoyed the session
- Workshop has provided lots of informative knowledge. It exceeded my expectations
- Course leader is knowledgeable and content are structured and informative
- Thank you. This course was very useful to help me consolidate my understanding of BCM
- Useful sharing of trainer's experience in BCM which is relevant and give great insight

**\* The average rating for this workshop is 4.5 out of 5 (5 being excellent)**

### Day Three Programme Schedule:

0845	Registration & Coffee
0900	MasterClass - Morning Session
1100-1120	Refreshments & networking break
1300	Networking lunch
1415	MasterClass - Afternoon Session
1530-1550	Refreshments & networking break
1700	Course ends

### About your course trainer

**Henry Ee** is the founder and director of Business Continuity Planning Asia (BCP Asia). In his more than 10 years of experience in this profession, Henry had held senior positions in 2 international banks where he helped to roll out the Business Continuity Program. Currently he has been actively conducting and/or organizing training in the area of business continuity and disaster recovery, such as APEC Y2K Contingency workshop (1999), SURVIVE! Annual Conference (UK), BCP Asia Annual BCM conferences.

Apart from training, Henry also acts as a consultant to assist companies to conduct roll out their BCM projects. In 2003, Henry was involved in setting up BCM standard for SPRING Singapore. Currently he is an officially appointed BCM auditor by SPRING Singapore and a member with IDA BCM workgroup committee.

Henry is the country representative for Business Continuity Institute (BCI), a professionally certified planner (CBCP and MBCI) by the 2 internationally recognized institutions, Disaster Recovery Institute International (DRI, US) and BCI-UK. He had held the positions as the Assistant Vice President of Business Continuity Group (BCG), Singapore Computer Society. Henry has a first class honors degree in Engineering from Essex University (UK) and has been in the directory of "Who's who" since 1998.

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

**Brian Pereira**, Conference Producer

## About our business partners

### About the Endorser

**The Business Continuity Institute (BCI)** was established in 1994 enabling members to obtain guidance and support from fellow business continuity practitioners.

Through its Certification Scheme, the Institute provides internationally recognised status to its members, as professional membership of the BCI demonstrates the members' competence to carry out business continuity management (BCM) to a consistent high standard. The BCI has over 2200 members in 50+ countries.

The wider role of the BCI is to promote the highest standards of professional competence and commercial ethics in the provision and maintenance of business continuity planning and services.

### About the Media Partner

**Asia Monitor** is published by Business Monitor International, and provides political risk assessment and macroeconomic analysis and forecasts for corporates, banks, government departments, business libraries and research centres involved in these markets.

To sign up for a free trial to this monitor, please contact Leila Scott, Marketing Manager, Tel: +44 (0) 20 7246 5131 or e-mail: [lscott@businessmonitor.com](mailto:lscott@businessmonitor.com). For further information on the wealth of information Business Monitor International provides, please check out our website: [www.businessmonitor.com](http://www.businessmonitor.com).

### Why you cannot miss this event

Business Continuity Management (BCM) is a holistic management process that identifies threats to an organization and provides a framework for building resilience and the capability for an effective response, which safeguards the interests of its key stakeholders, reputation, brand and creates value. The possible threats include the following: human error, technology failure, malicious intrusion, recurring application problems, surges in demand, and natural disasters.

Organisations started incorporating the potential for other threats with major catastrophes like SARS, the tsunami, earthquakes and terrorist attacks. This had a major impact on the travel and tourism industry in the region. Business Continuity is no longer about surviving a disaster rather it knows how to continue operations during these interruptions and building continuity throughout the organisation.

Catastrophic events bring increased awareness to the importance of planning, and also the importance of having a plan that is thoroughly tested and tried so that in the event of a catastrophe, a plan is set in place for business continuity. Today's businesses also see that disaster recovery is no longer that magical band-aid that they once saw it as. Changing behaviour requires education.

The awareness of disaster recovery and business continuity as a holistic approach is changing the market causing business to take serious steps to uphold a proper Business Continuity Planning (BCP) that is specifically tailored to their business. In the event of a disaster stakeholders and customers expect business to continue no matter what, and that losses will be minimised. This has highlighted the need to be proactive, and not reactive, in managing risks that businesses face. There are so many possible risks out there that knowing the ones that will impact a business can be a challenging task. BCM therefore continues to be a significant issue in the Asian Region with the question no longer being whether businesses have BCM in place, but rather what level of coverage and the importance it has in the risk culture of the business.

Demand for disaster recovery services in Asia Pacific (excluding Japan) is growing at 20% per year and will be worth \$1.3 billion by 2006. The current volatile business environment in the world has necessitated the need for essential aspects of the nation's infrastructure to be reviewed and business continuity and disaster recovery improved. With increasing regulatory demands, budgetary restrictions, terrorist attacks, biochemical and health epidemics, corporate reputation issues, executives need to take a dominant role in managing and executing a business continuity and disaster recovery plan that can effectively respond to the wide variety of challenges in today's uncertain world.

# Sustainable Business Continuity & Disaster Recovery

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## Fees

- 2 Days Conference & Masterclass** - USD1,995 per delegate
- 2 Days Conference** - USD1,495 per delegate
- Masterclass Only** - USD750
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
- Online Documentation** - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

**Indemnity:** Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

## Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **John Karras** on (603) 2723 6600 or e-mail [johnk@marcusevanski.com](mailto:johnk@marcusevanski.com).

 conferences

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**Date:** 5th, 6th & 7th April 2006

**Venue:** Grand Plaza Parkroyal, Kuala Lumpur

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Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (603) 2142 5588 and make it clear that you are attending **marcus evans** conferences event quoting KKL89 as a reference.

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