
Security Leader Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals Insights for Business Continuity

Lessons and Strategies from Leading Security Professionals

Contributing Editor

Phil Hopkins

RISK MANAGEMENT PORTFOLIO

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Radarweg 29, PO Box 211, 1000 AE Amsterdam, Netherlands

The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, UK

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Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals

Introduction

Phil Hopkins

Vice president of global security, Western Union Financial Services

Current business continuity practices are heavily influenced by catastrophic Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals events of recent memory—think the terrorist attacks on September 11, 2001, Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals the 2004 Indian Ocean earthquake and tsunami, Hurricanes Katrina (2005) and Sandy (2012). In the aftermath of these events and others, it became Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals all the more Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals apparent that not preparing your business for the Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals worst was a costly—and Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals sometimes irreversible—mistake.

The threats to businesses, of course, don't begin and end with terrorism and natural disaster. To find out what really keeps business continuity professionals up at night, in late 2012 the Business Continuity Institute conducted a survey in which respondents were asked to rank 29 threats by level Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals of concern.¹ The top six threats were identified as:

1. Unplanned IT and telecom outages
2. Data breach
3. Cyber attack
4. Interruption to utility supply
5. Adverse weather
6. Security incident

These threats and others cannot always be predicted. However, it is possible Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals to prepare for their impact and mitigate their consequences. There are many good reasons to develop a business continuity or preparedness program, and *Ready*, a national public service advertising campaign of the Federal Emergency Management Agency (FEMA), provides a compelling list of goals that can be achieved with such a program:

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- Protect the safety of employees, visitors, contractors, and others at risk from hazards at the facility. Plan for persons with disabilities and functional needs.
 - Maintain customer service by minimizing interruptions or disruptions of business operations.
 - Protect facilities, physical assets, and electronic information.
 - Prevent environmental contamination.
 - Protect the organization's brand, image, and reputation.²

As security professionals, what can we do to ensure all our employees are protected from the threats mentioned above? How can we protect the reputation of the company's brand? There is no easy answer to either of these two questions. However, we can look to the experiences of our peers to Security Leader Insights for Business Continuity: Lessons and Strategies from Leading Security Professionals find shared strategies and possible solutions for the management of our information.

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