
Continuity Now!™

INFORMATIONAL BRIEF

THE FUTURE OF ACTIVE PLANNING,
AWARENESS AND RESPONSE



CONTINUITY NOW!....

THE FUTURE OF ACTIVE PLANNING, AWARENESS AND REPOSE

CONTINUITY STRATEGIES

It is impossible to plan for all *known* potential business risks let alone risks that are yet to be discovered. In the 80's, when the practice of **Disaster Recovery (DR)** first began, the focus was on IT Systems and Data Centers. As technology became much more distributed and intertwined with core business functions, **Business Continuity Planning (BCP)** emerged to address the sustainment of critical business functions and the business systems that support business processes during and after a significant disruption.

Occupant Emergency Plans (OEP) for the protection of personnel during events and **Continuity of Operations Plans (COOP)**, which sustain essential functions at an alternative site and perform those functions for up to 30 days before returning to normal operation, are required by some organizations based on the Presidential Decision Directive 63 (PDD-63) issued in 1998 and are now being incorporated by many organizations in light of the events of September 11, 2001.

Additionally, corporate impropriety such as Enron and WorldCom spawned one of the most broad-spectrum financial regulatory compliance acts with the Sarbanes Oxley Act of 2002. Since then, regulatory compliance has been part of--and will continue to be a part of--day-to-day corporate life. **Enterprise Compliance Management (ECM)** requires thorough knowledge of the regulatory issues and the processes actually executed within an enterprise.

OPERATIONS ASSURANCE

In today's more complex environment, corporate risk management must go beyond traditional methods to provide a more proactive, real-time risk mitigation capability. This capability must offer real-time risk monitoring, situational awareness and significant capabilities to quickly and effectively respond to any event or incident that impairs or threatens critical business operations, personnel and/or corporate stability.

Organizations today require a suite of essential function and information system plans to prepare themselves for compliance, response, continuity, recovery and resumption of business processes in the event of a disruption. In order to continue operating effectively under duress, organizations need to think proactively and engineer availability, security and reliability into their business processes.

Many organizations are achieving **Operations Assurance** by combining Disaster Recovery, Enterprise Compliance Management, Business Continuity Planning and Continuity of Operations Plans. While each plan has a specific scope, the end goal is always the same . . . KEEP THE ORGANIZATION RUNNING.

THE COMPLEXITY OF MERGING STRATEGIES

Plan strategies are merging naturally because each plan has:

- a high degree of inter-dependency
- resource and process overlap
- cross-functional business impact
- related business drivers
- similar business/resource constraints.

Merging of these strategies creates a new, highly complex operating environment that requires certain events to be abstracted from each plan cluster and brought to a higher level for comprehensive situation awareness, analysis, understanding and action. Some events may be predictable based on past experience and knowledge, but other events are unprecedented.

Key business initiatives such as enterprise resource planning, supply chain management, customer relationship management and e-business have all made continuous, ubiquitous access to information crucial to an organization. Defining and protecting critical business processes, with all their complex interdependencies, has become as important as safeguarding the data itself – and much more difficult.

Static plans do not adequately support this complexity. Plans must be adaptive and require the support of application software specially designed to manage these complex, event-driven processes and highly interactive resources.

THE FUTURE OF ACTIVE PLANS

During an emergency, information received is often compartmentalized and often does not provide an accurate picture of the event as it unfolds. Additionally, depending on the situation, publicly available information may be relevant to the action required. However, there is currently no comprehensive way to monitor internal network systems, internal information sources as well as public information sources and extract relevant information to support knowledgeable action in the event of an emergency.

As a result, organizations are often ill prepared to provide appropriate fortification to its own people as well as the agencies and other customers it supports as a result of these unknowns. Time may be wasted and critical information and data may be lost while information is gathered and decisions are delayed.

Consequently, it is highly desirable (if not mandatory) to have quick access to relevant information, appropriate decision support, automated processes and event notification and browser based “anywhere” access to relevant information. Today’s systems must plan for the best course of action based on organization logic and criteria, monitor events that would trigger plan action, automate appropriate plan actions, inform personnel as to what action to take and how to take the action, assimilate, report and assess external factors that might affect action (streets leading to alternate site are closed) and provide real-time status updates as events unfold.

The application required must gather relevant information from a variety of disparate information sources including: first responder incident reporting systems, existing legacy systems, public broadcasts, Web sites, multi-agency / multi-jurisdiction data bases and sources, providing

information to the appropriate personnel in an automated “consumable” fashion. It must automate actions to support triggered events, automate notification and “safe” verification, manage COOP and Disaster Recovery decisions and deployment, and support OEP’s for people directly affected by the situation.

The application should not duplicate or affect the database projects currently underway. In fact, it will make these systems more extensible. The application does not require client side installation thereby providing immediate scalability as required. And finally, the application must follow the strategy and practice of other federal, state and local government initiatives in support of Homeland Defense and First Responder Support developed for DoD.

CONTINUITY NOW!

SDI’s Continuity *Now!* addresses these issues at multiple levels to support timely information flow, decision support and action. At the heart of Continuity *Now!* is a powerful, highly unique, patented, active collaboration engine that provides true interoperability, global business process automation and system integration. As a result, Continuity *Now!* delivers:

- Inter- and Intra- Agency and Multi-jurisdictional collaboration
- Shared Unified Situation Awareness
- Real-time delivery of information for active decision support
- Intelligent event-based process automation
- Contextually based notification and alerts
- Information and data sharing within your organization, external agencies and first responder systems
- Consolidated information for a total view of events

SDI’s Continuity *Now!* (www.continuitynow.com) solution has been developed to address the need for organizations (Government, Military, and Commercial) to develop and store strategic and tactical plans that can be automatically or manually invoked to respond to single or multiple events on a real-time basis. Continuity *Now!* has been used in Homeland Defense Interoperability and Joint Service Layered Defense Demonstrations in 2004/2005.

Continuity *Now!* will support your organization at multiple levels. First, Continuity *Now!* manages individual building or departmental COOP, Disaster Recovery and OEP plans. With Continuity *Now!* your plans have life. They are connected to trusted information sources assuring information integrity at critical times. Current cascading call lists are automated and require very little if any manual intervention while still assuring that appropriate notifications are received and acted upon. Resource and personnel tracking is provided to deliver a complete picture of resource availability and safety.

Alternate sites can be automatically activated and notification to personnel stating not only where they must report (alternative site, home office), but also how to get there and other important information that is critical during an emergency situation. Communication is personal and contextually based – responding to the event type, time of day, external conditions and other influences.

Continuity *Now!* provides event simulation to assure that data recovery services are working as planned, alternative sites can be activated as planned and communication links operate appropriately. While Continuity *Now!* does not supply the mainframes, mid-range computers, servers and workstations – it does however, have the ability to monitor your IT systems and networks to recognize an event and automate plan execution.

Continuity *Now!* can be easily integrated with First Responder Systems that are currently deployed within a geographic area as well as legacy and internal / external mission-critical systems. This information, combined with information obtained directly by your organization, chronicles a developing incident. Additionally, Continuity *Now!*'s unique intelligent Web mining and patented audio monitoring capabilities provide a 360° view of an event taking beyond today's standard incident reporting.

Continuity *Now!* is intuitive to use and, as a browser-based solution, requires no client set-up allowing Continuity *Now!* to immediately scale to meet the demands of any situation. It also operates on a Web-based infrastructure that remains operational when other forms of communication are not operational. Further, Continuity *Now!*'s Federated Architecture allows geographically distributed systems to function as one – providing the highest level of survivability. As an added benefit, geographically distributed systems can monitor local events from sources that are only available locally and still roll this information up for a State, Region, National or Global view.

SDI's installation of its premier Event Monitoring, Tracking and Mitigation product, Continuity *Now!* will provide your organization with the capability of planning, documenting, and testing “active” plans that can monitor and mitigate potentially disastrous events in and around your facilities and within your region. Continuity *Now!* has two main components which support this capability: 1) Continuity *Now!* Web Portal, 2) Continuity *Now!* Active Engine and Event Monitoring Site

The Web portal allows for support during the definition and design of Emergency Response, Disaster Recovery and COOP plans, implementation of the plans, and monitoring capabilities prior, during and after events with full collaboration during all phases of the process. With the integration of ProjectPro and PlanPro through the portal, teams can collaborate on the design and definition of Disaster Recovery, OEP and COOP plans. Once those plans are developed, they are stored, “activated” and accessed through the portal. Following is an example of the Continuity *Now!* web portal

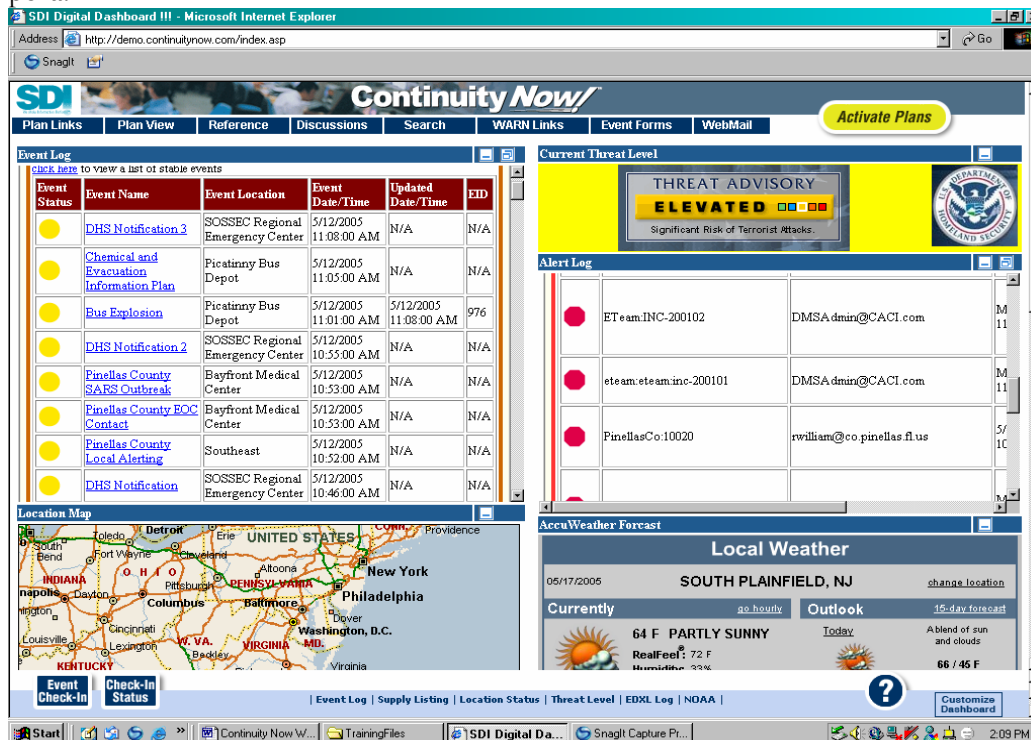


Fig. 1. Continuity *Now!* Web portal

Underlying the Web portal are the “active plans” that monitor events, respond to and provide notification, conferencing, relevant unified information and “active” decision support for implementing appropriate follow on actions to the emergency management team.

The Continuity *Now!* Active Collaboration Engine automates monitoring of internal functions and external sources that will provide immediate notification when an event occurs. Additionally, Continuity *Now!*'s intelligent monitoring “triggers” plan actions and provides decision points that will put the emergency teams on alert and in touch with each other via email, instant messages, and by phone. At the same time, the system will collect and provide pre-determined support information from internal and external sources to provide a visual situation display that supports a shared, common operational picture to enable emergency teams to collaborate using situation appropriate support materials or links to other “live” systems such as internet radio, Web sites, etc.

If further action is required the system can be manually or automatically triggered to notify personnel to respond to the event. See Fig. 2.

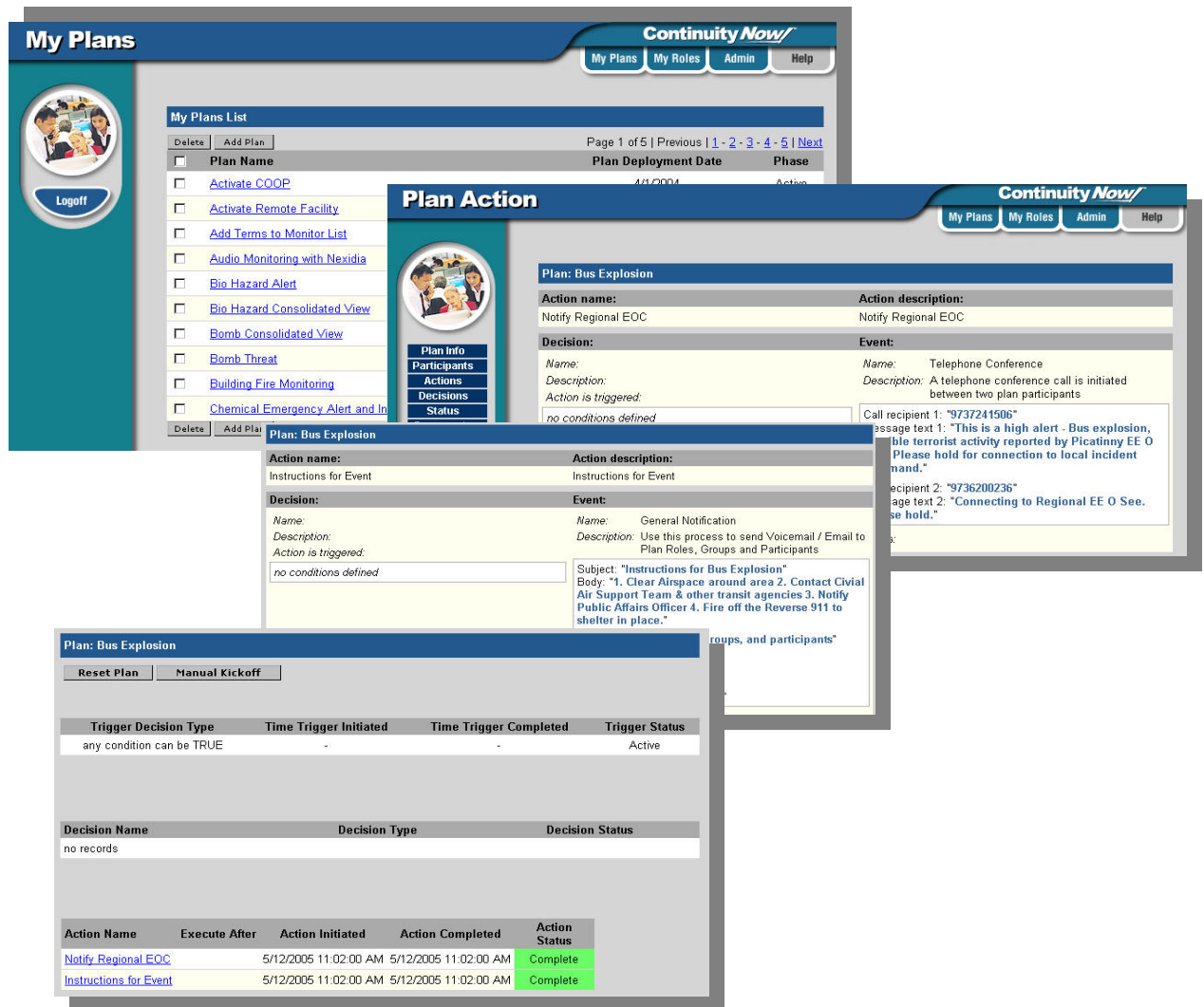


Fig. 2. Continuity *Now!* Active Plan Engine view.

Once an event begins the information triggers the Continuity *Now!* event monitor to the Continuity *Now!* Portal Event Viewer (Fig. 3), which tracks and logs the activities throughout the event and gives a consolidated view (Fig. 4) of each event by timeline and with the supporting situation awareness information. The Event Monitor is also used during the testing phase of Continuity *Now!* plan to determine if all required parties were notified, appropriate information was provided to support the decisions that were required, whether the appropriate actions would have been taken if it had been a "real" event. It provides features for supporting analysis and development of mitigation activities prior to a real event.

Event Log

★ = Critical ▼ = Worsening ● = Alert ● = Open ■ = Stable 📶 = Informational

[click here](#) to view a list of stable events

Event Status	Event Name	Event Location	Event Date/Time	Updated Date/Time	EID
●	DHS Notification 3	SOSSEC Regional Emergency Center	5/12/2005 11:08:00 AM	N/A	N/A
●	Chemical and Evacuation Information Plan	Picatinny Bus Depot	5/12/2005 11:05:00 AM	N/A	N/A
●	Bus Explosion	Picatinny Bus Depot	5/12/2005 11:01:00 AM	5/12/2005 11:08:00 AM	976
●	DHS Notification 2	SOSSEC Regional Emergency Center	5/12/2005 10:55:00 AM	N/A	N/A
●	Pinellas County SARS Outbreak	Bayfront Medical Center	5/12/2005 10:53:00 AM	N/A	N/A
●	Pinellas County EOC Contact	Bayfront Medical Center	5/12/2005 10:53:00 AM	N/A	N/A
●	Pinellas County	Southcoast	5/12/2005	N/A	N/A

Location Map

Fig. 3. Continuity *Now!* Event Log View.

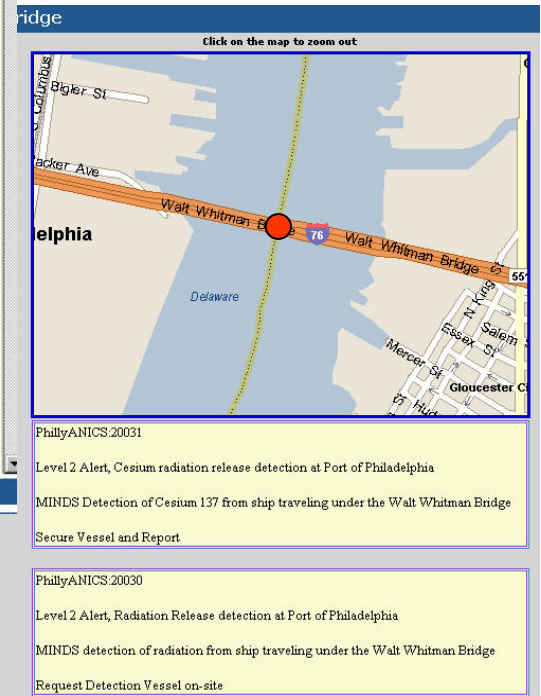


Fig. 4. Continuity *Now!* Event Detail.

Key Features of the Continuity *Now!* Solution:

- Provides secure portal access to information
- Easy collaboration between sites, agencies, regions
- Highly scalable architecture
- Extensible platform
- Non-intrusive empowerment of legacy systems
- Federated Architecture for high reliability and survivability
- Easily interfaced to multiple First Responder Systems
- Open Architecture
- Monitors variety of trigger events from sensors, network, power and audio
- Allows for manual trigger of events
- Sophisticated decision support
- Policy automation for compliance assurance
- Automatic notification – including email, instant messaging, paging, telephone call, and conference calling
- Contextually based notification providing individualized information based on role, event and situation

Key Technical Benefits:

- Browser based, Web-enabled to allow for immediate inclusion of emergency personnel no matter where they are
- Provides an Architecture for Interoperability
- 508 compliant where technically feasible
- Compliant with security policies
- Industry standard hardware and software specifications
- Federated Architecture
- No duplication of existing systems – in fact, legacy systems are further leveraged

ACTIVE, RESPONSE PLANS... NOW!

By using Continuity *Now!*'s first to market capabilities, businesses and agencies can now get the full functionality of expansive, custom built event monitoring, detection, intelligent information mining, situational awareness / active dashboard, and unique automated and human decision supported rapid response system.

Continuity *Now!* provides a system that allows business people to create an automated process(es) that defines and reflects the conditions to be monitored, actions to be taken and information that is needed when an event occurs that is described by a paper-based plan... **all without any coding** you just have to learn how to use the template interface.

No other system on the market can support your end-end planning, testing and deployment of automated plans that safeguard your entire operation.

KEEP WHAT YOU HAVE

With Continuity *Now!*, you extend your investment in legacy continuity of operations, disaster recovery and emergency management systems by adding the “live, actionable, decision-supported” plans found only in Continuity *Now!*

With our modular approach, we can integrate with your current planning environment and turn it into a fully interactive, actionable and responsive system capable of horizontally fusing with all internal and external systems and data sources.

**CONTINUITY NOW!
THE FUTURE OF ACTIVE PLANNING, AWARENESS AND RESPONSE**

Continuity *Now!* is first to market with end-to-end automation of Continuity of Operations Plans, Monitoring and Execution.

Continuity *Now!* is the only solution currently available that combines plan creation, plan configuration, intelligent monitoring of live information and media sources with rules-based, actionable processes and notification. With this methodology the appropriate people are knowledgeable, enabling them to make the right decisions quickly and with Plan compliance.

Providing access to relevant information and automating processes for action, Continuity *Now!* saves valuable time, money and resources...and your organization!