



masterIT
technology working for business

Business Continuity and Disaster Recovery Planning Designed for the 21st Century Business

“My business cannot afford the proposal for Business Continuity we just received, but we cannot afford not to have a BC/DR Plan. We will just have to take our chances.”

Too often we have listened to small and medium sized business owners lament over this very issue. BC/DR Planning was developed in the 1960's for large organizations with large computer systems and staffs. Today the overwhelming majority of businesses have neither. It was time for the BC/DR Planning process to be reinvented; designed for the small and medium sized businesses of the world.

masterIT accepted that challenge and using our 100+ years of business and technology experience we have developed an educational process that affordably delivers a complete, thorough and maintainable BC/DR Plan that was almost impossible under the constraints of the 1960's model.

The 4 phase approach of **Prevention, Continuation, Recovery and Improvement** is evolutionary - many have referred to it as the “Missing Chapter in our Business Plan”. The masterIT approach is a holistic approach that becomes a function of the business, just as sales, operations and accounting are.

As Tom Kapostasy, Senior Director of Business Operations for the National FFA Organization stated, **“For small businesses, risks are higher than ever, and the cost of not assessing the risks and preparing for an interruption are very high. The masterIT Workshop, software and tools provide a pragmatic and clear approach to producing the essential results that make a difference.”**

In the event of a business interruption, crisis or disaster, the investment in a BC/DR Plan will pay off 1,000's of times over. The masterIT BC/DR Solution WILL PROVIDE IMMEDIATE BENEFITS to your firm without having to suffer a business interruption. The investment you make in the masterIT BC/DR Workshop will benefit your firm's bottom line within days of completing your initial BC/DR Plan. Now the statement is; “My business can profit from masterIT's proposal for Business Continuity, we cannot afford **not** to have a BC/DR Plan. We cannot afford to take chances.” See you in a Workshop.... SOON!



IT CAN TAKE YEARS TO EARN A CLIENT'S CONFIDENCE, AND ONLY SECONDS TO LOSE IT—FOREVER

masterIT Workshop Class



PROFESSIONAL HELP AND GUIDANCE WILL REDUCE BC/DR PLAN COMPLETION BY 50%

Be ready for a day of learning and fun! The Workshop is limited to no more than 20 individuals providing for maximum interaction and learning.

The **1st phase** of each Workshop focuses on PREVENTION. Any negative event that is minimized or prevented is a huge success for any organization.

The **2nd phase** centers on how to best use the BC/DR Software and Tools. The “Open” format design of the software provides for unique and important business information to be integrated into your plan. Using the masterIT Import Tool saves time by not having to re-key data already in your possession.

The **3rd phase** of the Workshop explores the options and best practices for final plan design, distribution and maintenance.

The **4th phase** of the Workshop is a discussion about Disaster Recovery options and improvement in technology that can help your firm be a more “Survivable “ organization.

Throughout the day there is time for questions, discussion and yes, even a working lunch!

“We started with an empty notebook. We have thoughts everywhere. The masterIT BC/DR Software is the guide and the “Container” we need to finish”

masterIT BC/DR Software



USING A TESTED SOFTWARE PRODUCT WILL REDUCE THE TIME TO BC/DR PLAN COMPLETION BY 80% VS. STARTING WITH BLANK PIECE OF PAPER.

A key component of the masterIT BC/DR solution is the software component incorporated into the Workshop. Designed to provide a time effective methodology with the proper interdependence between business critical information is the cornerstone of the masterIT Software and Workshop.

This software is a Software-as-a-Service (SaaS) model, allowing multiple individuals simultaneous access to the application and your organization’s data from wherever they have an internet connection. The Software is licensed to your firm! If you have multiple divisions or branch operations, a unique plan can be developed for each. The heart of the software is the reporting structure - 28 interdependent reports that in total make up the foundation of your final BC/DR plan. Your plan can be uniquely bundled to assemble a departmental plan that protects sensitive information.

A complete plan for an organization of 50 employees, 50 vendors and 100 clients will result in a final BC/DR Plan that is about 200 pages in size. Since you hold the license to the software, all data stays with your organization and provides the ability to modify or update your BC/DR Plan as you desire without having to purchase additional software or the need to bring consultants in. Compared to less expensive independent application templates or other data centric applications, the masterIT BC/DR Software is a tremendous value.

masterIT Tools

The Consulting Service staff of masterIT has worked with our clients to provide tools to reduce the time required to complete your BC/DR Plan as well as to include and further define areas not covered in the base BC/DR software. Some masterIT Tools include:

Data Import – You have data in your existing systems that cover the areas of employees, clients, vendors and in many cases technology asset information. Rather than re-key all of that data, we have built a tool that will provide easy importing of that data.

Destination Road Map - If masterIT were AAA, this would be your “Triptik.” The Destination Road Map details each and every step required to build a complete and thorough BC/DR Plan. The Road Map currently has 64 milestones that will help keep you on track and make certain nothing is overlooked.

Destination Project Plan – The Professionals of masterIT have taken the “Destination Road Map” and built a full Microsoft Project Plan that incorporates each of the 64 milestones as MS Project Tasks. The MS Project Plan will help you build a visual timeline for completion and again, keep your firm on track and reach the destination in a timely fashion.

Sight, Site Survey – A masterIT exclusive! This document is a check list that will assist you with a visual facility review of your buildings. This is a key to disaster prevention that becomes a simple and regular check-up for your organization.

Team Definition and Responsibility – As a part of BC/DR Plan development your organization will define “Teams” that will be responsible for planning, and if ever required, deployment of segments of the BC/DR Plan. Teams may include: Emergency Management, Declaration, Facilities, Technology, Security and Communications to name a few. Included in your BC/DR Tool Kit are documents you will need to define the roles and responsibilities of each team. Saving time while increasing efficiency is a driving force behind the masterIT Team.

Sample Documents – There are several documents that will be used through the development of your BC/DR Plan. We include samples of documents such as: Plan Kick Off, Plan Log and Distribution Check List, Critical Resources Required, Plan Announcement and Vendor Questionnaire. Again, these are samples that can be modified, but will save time and make certain no valuable step is forgotten. There are numerous other checklists and whitepapers that will make your plan development 1) Easier, 2) Complete, 3) More Valuable, 4) Realize a Quicker Return on Investment.

We are constantly adding to and improving the masterIT BC/DR Tool Kit. As we are continuously in contact with our clients and our research never stops, it is your input that helps improve the value of the tools and the improvements your firm can realize.



NOT HAVING TO RE-KEY DATA YOU ALREADY HAVE WILL SAVE COUNTLESS HOURS IN PLAN DEVELOPMENT AND MAINTENANCE.

“The actions taken in the first four hours after a business interruption are the difference between survivability and failure!”

ARE YOU PREPARED?

Business Continuity Consulting Group



masterIT's Business Continuity Consulting Group, was established with the sole purpose of helping organizations around the world become "Survivable" firms. This is accomplished through the Workshops, Tools and Software masterIT provides and delivers in a 1 day Workshop. Built on the foundation of Awareness, Prevention, Continuation, Recovery and Improvement, the masterIT Workshops have received tremendous reviews by all who have attended. Originally designed for firms with less than 500 employees, the Workshops are regularly attended by firms with up to 15,000+ on staff. Most come for guidance, a blueprint to complete their BC/DR Plan and the Tools to make accomplishing the goal a bit easier. Others come in search of a nugget of insight that can save them ten's of millions of dollars in the event of a business interruption. All walk away with a smile, a thank you and a clear vision of their ability to "SURVIVE."

On-Going Support and Care

When you walk out of the masterIT Workshop, you do not leave alone. We stand ready willing and able to help as you may require. The masterIT staff is always available via telephone and e-mail. Often we are asked to perform or assist with technology reviews, data import, critical business function analysis and plan review to name a few.

We are here to serve you!

At the end of the masterIT BC/DR Workshop, you will have the knowledge and tools to build a unified BC/DR Plan that will cover and properly document the places, people and things required by a business to return to normal business operations regardless of the type or severity of business interruption.

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OUR PARTNERSHIP DOES NOT END AFTER THE WORKSHOP, WE ARE ALWAYS AVAILABLE FOR HELP AND CELEBRATION!

