



**Pfizer Business
Continuity Management**
A Pfizer Global Program



Business Continuity Planning: What is it?

Facilities Management Council - April 26, 2006

Presented By: Kenneth Otis, CBCP

Pfizer Global Research & Development

- Recent Event History
- Why we need a Business Continuity Plan
- What is Business Continuity Planning?
 - Emergency Response
 - Crisis Management
 - Business Continuity & Recovery
- NEDRIX

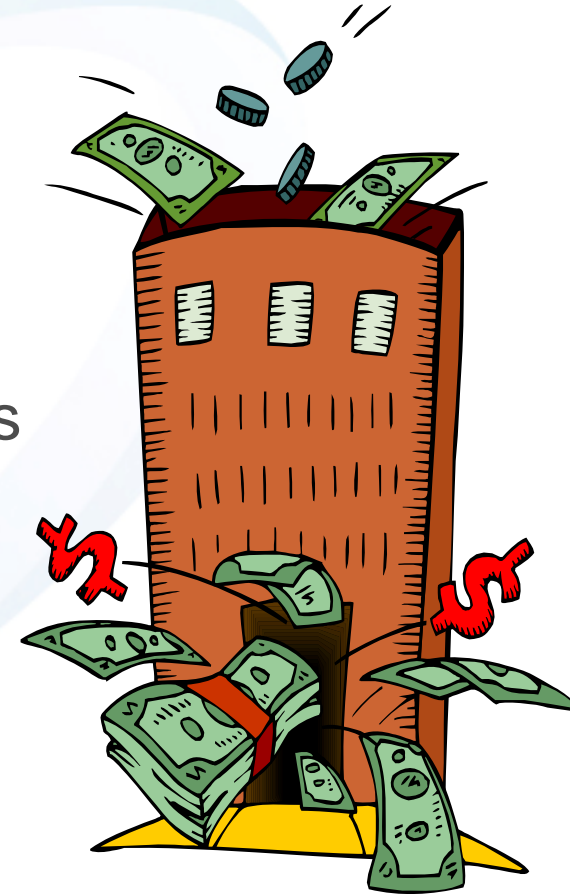
- 2000 Y2K - The “non-event”
- 2001 September 11th
- 2002 Pilot Plant Explosion
- 2003 NE Power outage; West Coast Fires
- 2004 Hurricanes; Midwest Flooding;
Tsunami
- 2005 Hurricanes; London Bombings;
Mumbai Flooding; NE Flooding
- 2006 Are you prepared??**

Why do we need a Plan?

- Fire, Explosion
- Utility Disruptions
 - Electrical, Water, Gas, Telecom, etc.
- Transportation Accidents
 - Air, Rail, Land, Sea
- Hazardous Materials Incidents
- Severe Weather
 - Tropical Storms, Flooding, Blizzards
- Earthquakes
- IT Virus Attacks
- Sabotage



- Utility disruptions
- Communication interferences
- Business disruptions
- Transportation routes affected
- Structural damage
- Limited access to emergency responders
- May be on our own for 24+ hours
- Reduced employee moral
- Stakeholder Concerns
- **REPUTATION!!**



Objectives

- Minimize event impact
- Maximize resources in the event of an incident
- Restore operations as quickly as possible
- Increase awareness of potential impacts
- Foster relationships with other Departments, city resources, and neighbors

Elements

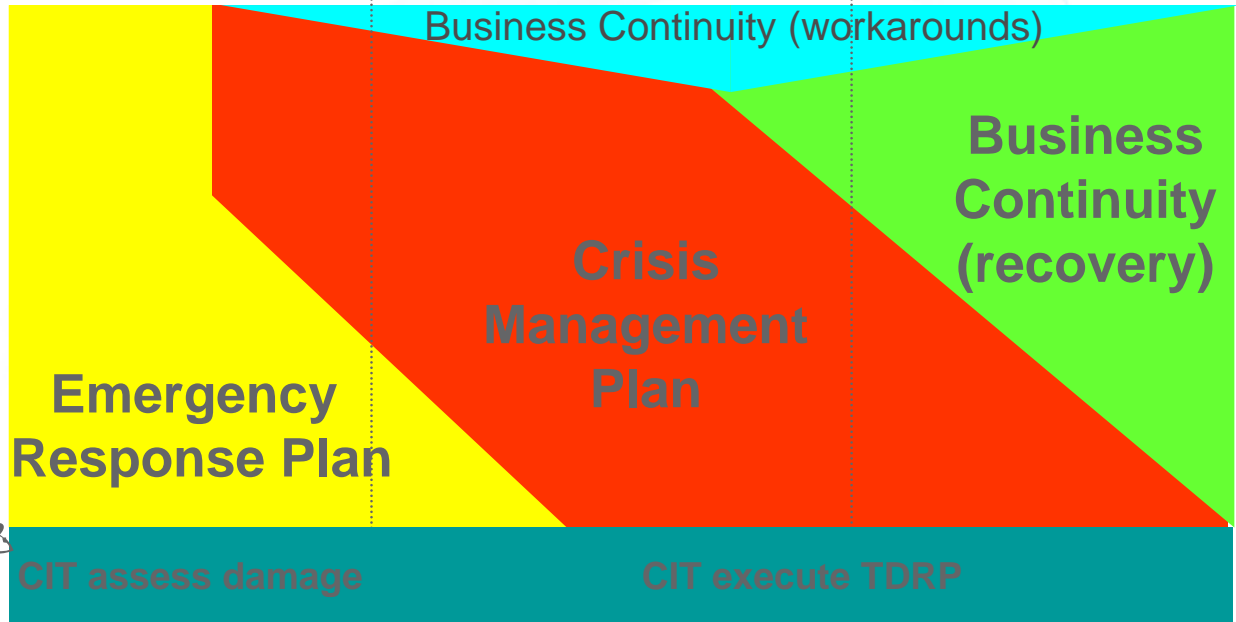
- Leadership Approval & Support
- Identification of “Line/Departmental coordinators”
- Identified Critical Processes
- Risk Assessments
- Develop Continuity Strategies
- Develop Notification Lists
- Identify Teams with specific Roles & Responsibilities
- Identify key equipment, software applications and staff resources

Phases of an Incident

PLANNING

Threat assessment, risk control, preparing strategic and tactical plans for residual risks.

Incident



Phase 1

Phase 2

Phase 3



(Minutes to Hours)

Objectives

- Contain the incident
- Minimize:
 - injury (life safety)
 - property damage
 - overall event impact
- Coordinate with responding public agencies
- Communicate with other departments and site leadership

Elements

- Formal ER Team
- Tested evacuation & response plans
- Communications plan
- Adequate emergency supplies and materials
- Coordinated on-site activities and interaction with responding public agencies
- Escalation assessment
- Training, training, training

(Hours to Days)

Objectives

- Provide Leadership/Guidance
- Assessing the damage (*How bad was it?*):
 - Department, Line, Site level
 - Division or Corporate impact
- Set recovery priorities
- Allocate resources, i.e., staff, equipment, & services
- Effective communication Plans
- Restart Operations as quickly as possible

Elements

- Crisis Management Leadership Team
- Critical business processes identified
- Notification procedures
- Team meeting space
- Subject Matter (*Process*) Teams
- Team Roles and Responsibilities
- Resources (Vendors, records, equipment, etc.)
- Training

(Days to Weeks+)

Objectives

- Provide Leadership/Guidance
- Align all recovery activities
- Ensure recovery plans stay on track
- Coordinate key services
- Maintain communications with employees, customers, Corp Offices
- Restore operations to **pre-incident** levels as efficiently as

Elements

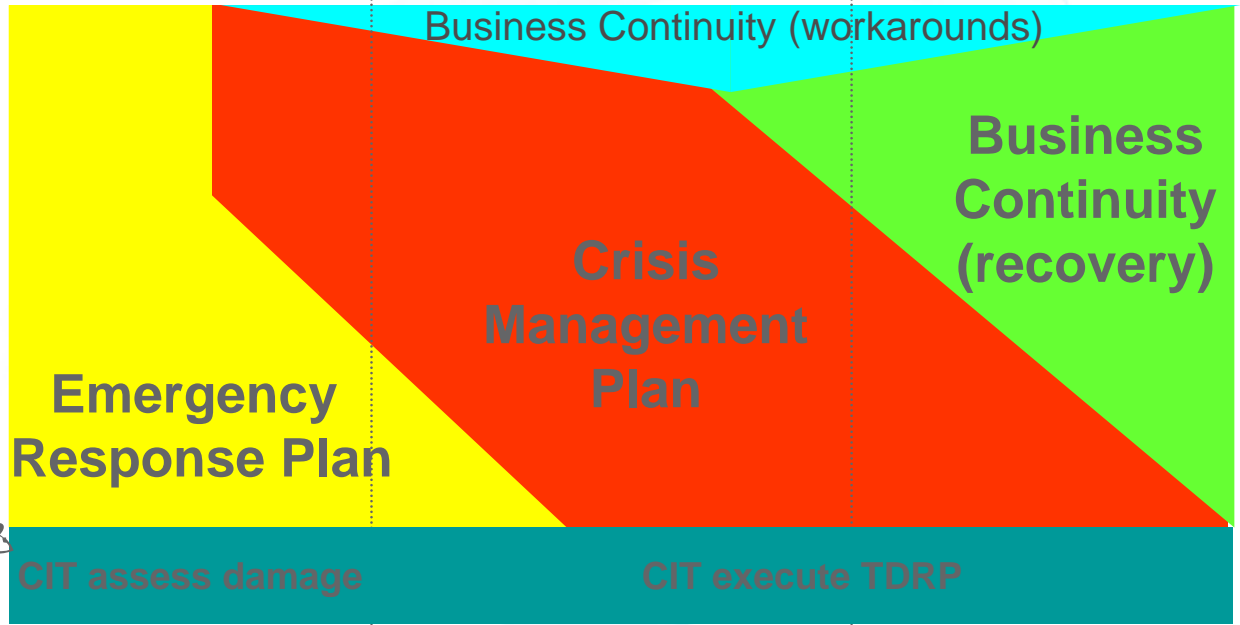
- Department Business Continuity Teams & Plans
- Business workarounds for critical business processes
- Clear assignments / responsibilities by process
- Communications plan
- Teams to identify recovery strategies
- Training

Phases of an Incident

PLANNING

Threat assessment, risk control, preparing strategic and tactical plans for residual risks.

Incident



Phase 1

Phase 2

Phase 3

If not, I would like to introduce you to NEDRIX:

New England Disaster Recovery Information Exchange