

Asia Knowledge

Building a cost effective business continuity and disaster recovery framework.
(Mumbai Floods - A Case Study)

Dates: 14th October, 2005
Venue: Taj Lands End, Mumbai



ASSOCIATE PARTNERS



IS
your
company
prepared to deal
with **DISASTER ??**

Dear Reader,

As you are aware, Business Continuity Planning and Disaster Recovery Planning has become fundamental to the survival of every organization, yet many enterprises have side stepped this issue or hold plans which are clearly out of date.

This attitude and mindset has got to change. People think they will not be affected by a disaster, and hence they do not feel the need for a disaster recovery site or investment in business continuity. Companies will do this only out of compulsion. If the choice is left to them, few will take initiatives. The recent floods in Mumbai are a great testament to this; Many of the bigger businesses, especially outsourcing centres and other key sectors, have been affected. Many of the financial centres... have been affected and their business continuity plan has come under pressure.

Bloomberg reported Indian officials estimate the disaster will cost the city US\$ 1 billion in restructuring and loss of business. Organizations cannot possibly prepare for every scenario but the more extensive the planning and preparation, the better prepared is the organization to react to the unexpected.

On completion of this Conference, delegates will be able to successfully understand, manage and maintain business continuity plans within their organisation. By understanding the processes involved in business continuity management, delegates will also be better prepared to review and audit existing plans.

After going through the program details, we are confident that you would not want to miss out this one-of-a-kind event

Your's Truly,



Prasanna Arumugam
Head of operations
Asia Knowledge Associates

A Look into the scale of disaster in Mumbai

The financial cost of floods was unprecedented and these floods caused a stoppage of entire commercial, trading, and industrial activity for days. Preliminary indications indicate that the floods caused a direct loss of about Rs. 450 crores (€80 million or US\$100 million). The financial impact of the floods were manifested in a variety of ways:

The banking transactions across the counters were adversely affected and many branches and commercial establishments were unable to function from late evening of 26 July 2005. The state government declared the 27th (and later, 28th) of July as a public holiday. ATM networks of several banks stopped functioning from the afternoon of 26 July 2005 at all the centers of Mumbai. ATM transactions could not be carried out in several parts of India on 26 July 2005 or 27 July 2005 due to failure of the connectivity with their central systems located in Mumbai.

According to Hindustan Times, an unprecedented 5 million mobile and 2.3 million MTNL landline users were hit for several hours. According to the .in registrar (personal communication), the .in DNS servers in Mumbai had to be reconfigured because the servers were not operational

Deaths in the city were due to

Total: 406

Drowning: 233

Landslide: 116 (till now); 65 alone were killed by a landslide at Saki Naka. The fire brigade arrived after 15 hours. On July 31, boulders are still being cleared and the count of the dead is rising.

Stampede: 24 deaths caused by a stampede which occurred due to a false tsunami rumor at a slum in Vile Parle. Residents of low lying coastal areas, who had faced the floods just 48 hours back, panicked and rushed towards higher ground.

Trapped in vehicles: 16 people die from suffocation in cars after water levels raised rapidly, preventing escape.

Electrocution: 12

Wall collapse: 5; the count may rise as more incidents are yet to be recorded

Transport Stats

52 local trains damaged

37,000 autorickshaws spoilt

4,000 taxis

900 BEST buses damaged

10,000 trucks and tempos grounded



WHY YOU SHOULD ATTEND

Disaster can strike any business, anywhere, any time: yet less than a third of organisations have comprehensive disaster recovery plans. Most organisations experiencing a disaster simply do not survive. At best, those without plans lose market share and profits. An effective disaster recovery plan is essential for mission critical Information Technology and Telecommunications services.

This seminar shows how to meet these demands to ensure continuity of business processes.

At this event you will:

- Examine real-life case studies and their lessons
- Understand how to initiate and control the Business Continuity programme
- Understand proven techniques to assess and reduce risk and impact
- Review the role of insurance and appreciate its limitations
- Understand why many plans fail
- Gain the latest techniques to make business recovery planning easier
- Find sources of help

This event shows:

- how to help your business survive by effective planning
- the key risks to business and the impact of them
- reveals techniques and short cuts to make the planning process easier
- shows how to save time and money by using proven models based on real experience
- how to create an effective disaster recovery organisation

Highlights of Nasscom-KPMG 2003 survey:

- ** The business risks covered by corporate under BCM are Customer end risks (78 percent); Supplier end risks (60 percent);
- ** IT hardware and software risks (80 percent); Business core process risks (78 percent); Business partner risks (52 percent).
- ** BFSI (40 percent) and software and service providers (35 percent) attach the maximum importance to BCM initiatives.
- ** 71 percent of respondents did not have a corporate-wide, documented and tested business continuity plan.

Who should attend:

CEOs, CTOs, CIOs, Directors Risk Management, Directors Internet Security, Directors Human Resources, Business Continuity Managers, Human Resources Managers, Corporate Communication Managers, IT Managers, Facilities Managers, Disaster recovery planning team members.

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Developing & Implementing the Business Continuity Plan [10:00 am]

Speaker: Mr. Shivaraman Krishnan

(Associate Director), Pricewater House Coopers

- Business Management Issues & Organisation
- Planning Assumptions & Prerequisites
- What the Board should do in a disaster
- The Business Continuity Manager: role and tasks
- Support Functions

The purpose of Information and Communications Technology DR Planning [10:45 am]

Speaker: Mr. Velarian Fernandes

(Head of Unified Storage & Enterprise Security)- Apar Enterprise solution

- Why plan
- What are we trying to protect
- How IT&C DR fits into BC project and other plans
- Practical : List your main IT&C assets
- Recovery timescales talking to users
- Practical : Assign recovery timescales and priority to each asset
- Scoping the project What is IT&C responsible for?

Break [11:30 am]

Human Resources & Infrastructure Aspects [12:00 pm]

Speaker: Captain Sailesh Kumar

(Head Strategic Sourcing & Real Estate) - Standard Chartered Bank

- Health & Safety Issues
- How is Critical Infrastructure Protection being addressed?
- Damage Assessment and Salvage
- Staff redeployment and role changes
- BCP for HR and premises

Risk Evaluation And Control [12:45 pm]

Speaker: Captain Raghu Raman

(CEO)- Mahindra SSG

- Risk management: the key to security
- Risk analysis: avoidance, reduction, containment or transfer?
- Risk analysis - methodologies
- Critical component failure analysis

Lunch [1:30 pm]

Developing Continuity Strategies [2:30 pm]

Speaker: Mr. K.K Mishra

(Senior Vice President & Head of Clams Department) - Tata AIG General Insurance

- The role of insurance
- Strategy Options
- Public Relations and Crisis
- Communication: key to survival

Business Impact Analysis [3:15 pm]

Speaker: Mr. Jagbir Singh

(Group CTO) Bharti Enterprises

- Business Impact Analysis: the costs of disaster
- Vital Materials Protection
- Requirements Analysis
- Structuring the Plan

Break [4:00 pm]

Crisis Communication [4:30 pm]

Speaker: Mr. V. K Ramani

(President IT) - UTI Bank

- Communication with Stakeholders:
- "Group" - the higher level corporate entity
- Employees
- Stockholders
- Customers
- Suppliers
- The local community
- Public officials.

Emergency Response & Operations

[5:15 pm] [PANEL DISCUSSION]

Panelists:

Mr. Krishna Vats - Head of Disaster Management cell Maharashtra

Mr. S.M Awate - Joint Commissioner of Mumbai Police

Mr. V. K Ramani (President IT) - UTI Bank

Mr. K.K Mishra (Senior Vice President) - Tata AIG General Insurance

Captain Sailesh Kumar (Head SS&RE) - Standard Chartered Bank

Mr. Anand Sinha (CGM Banking Operation) - Reserve Bank of India

Mr. Velarian Fernandes (Head of Unified Storage & enterprise security)

- Apar Enterprise solution

Moderator: : Captain Raghu Raman (CEO) - Mahindra SSG

Delegate Registration Form

Delegate Information

Name: _____
Designation: _____
Direct Phone / Extn: _____
Email: _____

Name: _____
Designation: _____
Direct Phone / Extn: _____
Email: _____

Name: _____
Designation: _____
Direct Phone / Extn: _____
Email: _____

For more delegates, please send delegate information on another page

Company: _____
Address: _____

Authorized by / Billing Information:
Signatory must be authorized to sign on behalf of contracting organization

Name: _____
Designation: _____
Phone: _____
Fax: _____
Email: _____

Your Signature & Company Seal

This booking is invalid without a signature.

Date: _____

Delegate fees is to reach us
within 7 days of contract date

Completed contracts can be faxed or e-mailed

Fax: +91-22-26319376

Email: reg@asiaknow.com

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and send to:

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Mumbai 400053 INDIA
Phone: 91 (22) 30951667 / 8

Avail 10% discount before 28th September, 2005

Investment for one day:

- 1 Delegate: 5,990/- INR
- 2 Delegates: 9,990/- INR
- 3 Delegates: 12,990/- INR

Terms & Conditions:

1. Confirmation: Telephone bookings are provisional until written confirmation is received, either by fax with credit card details or by post with a cheque. Alternatively an invoice can be sent out in which payment must be made within 5 working days of booking.
2. Payment: All payments must be received within 5 working days of booking. Failure to pay within this time may result in the course paice being cancelled subject to the cancellation terms below.
3. Cancellations: Cancellations must be received in writing and are subject to the following charges: cancellations received more than 2 weeks prior to the date of the course will be charged at 50% of the booking cost. Cancellations received within 2 weeks of the course date will be charged at 100% of the booking cost.
4. Substitutions: Delegates substitutions are welcome at any time and do not incur any charge. Please fax or mail your changes to us.
5. Transfers: Transfers to alternative events or dates may also be subject to changes. Transfers received before 2 weeks prior to the course date will not be charged. Transfers received within 2 weeks of the course date will be subject to 50% of the initial booking cost. A credit note will be issued for the remaining 50%.
6. Alterations to the advertising course: We put the greatest care and effort to ensure solidly of the program schedule. AsiaKnowledge will not be responsible for covering airfare, hotel or any other cost incurred by the registrants. In the event that AsiaKnowledge cancels the course, AsiaKnowledge reserves the right to transfer this booking to another course to be held in the folloeing 12 months or to provide a credit note of an equivalent amount to another course within the following 12 months.
7. Liability: By completing this registration form the client hereby agrees that AsiaKnowledge will not be able to mitigate its losses for any less than 50% of the total booking cost.
8. Once signed and returned by e-mail, mail, or fax, this form is regarded thereafter as a firm contract.