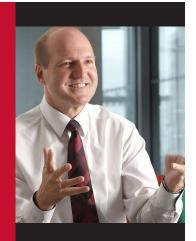
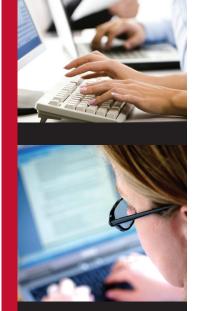


Business Continuity & Corporate Security

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With little encouragement from Mr Cameron that things will improve soon, the Grim Reaper really is amongst us.



Are we in business doomed to fall over?

The economic climate is really biting. Our Retail institute Tesco has reported a drop in sales for the first time in over a decade, high street shops are left vacant with little encouragement from Mr Cameron that things will improve soon, the Grim Reaper really is amongst us.

What chance then have we got to be successful in business at this juncture when Information and Communications Technology (ICT) is crashing down around us, wiping millions off the bottom line.

A power failure at a major exchange in Birmingham saw massive numbers of British Telecom (BT) Broadband customers across the United Kingdom cut off. BT said those affected numbered in to hundreds of thousands (5% of its total customers), with business users particularly badly affected, many reporting considerabl e lost revenues. Where was the affected businesses back up plan? Where was BT's back up plan? Rather more, what compensation was offered and where was their apology?

Shares in Supergroup, the company behind the Superdry brand, fell by 30% after they reported problems at a distribution warehouse would hit profits and stock levels by millions. They reported the botched upgrade to their ICT systems caused poor size availability in their shops. I would love to see the contract with their ICT supplier who provided the system, as there appears to be no sign of 'compensation' in their press releases!

Add to these woes the fact that cable theft, affecting power and telecommunications, seems to be a criminal disease spreading across the nation, and Blackberry recently reported a crashed server in Slough that, early on, according to Blackberry impacted 'some' subscribers in Europe, Middle East & Africa. No Blackberry, it was millions and where is your back up plan?

In my experience the failure of ICT is the main reason that is more likely to bring a business to its knees. The trick is having something in place to get you back up and returning to some sort of normality as quickly as possible. Do what you can do to understand what risks you have associated with your ICT resilience, put something in place to mitigate the risks, then cross your fingers that BT or Blackberry don't fail. Sounds like a great plan eh!

Somewhere along the line the regulators have to reassure the government and we in business that providers of the national infrastructure in respect of power and ICT have back up plans that are exercised and will work. Otherwise we are all doomed to fall over.

2 b continued is a company, providing independent, Business Continuity & Security solutions across all business sectors. We have real life, practicable experience of major incidents in the UK & International in business. We can help you with the planning and preventative measures required in respect of Accidents and Acts of God providing you and your company with the risk assessments and the tools to protect your employees, as well as your reputation, assets and the balance sheet. We can also provide the preparation and information on what to do leading up to and in times of a crisis as well as how to prepare you to keep your business running as normally and as quickly as possible.

2 b continued can really help you and your business to continue regardless of the situation faced. Let us know by visiting our website www.2bcontinued.co.uk using the Contacts page or e-mailing me direct at trevor.partridge@2bcontinued.co.uk

My full contact details are listed below.

Thank you once again for taking the time to read these newsletters. We hope you find them informative.

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Trevor Partridge MBCI Director

Business Continuity & Corporate Security

■ M 07768 733 720

■ T 01932 506 544

■ E trevor.partridge@2bcontinued.co.uk

■ W 2bcontinued.co.uk

2 b continued Ltd,22 Bowater Gardens,Sunbury on Thames,Surrey,TW16 5 JP