



CPM Global Assurance

Integrating Business Continuity, Security, and Emergency Management

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**We stand for
freedom. That is our
conviction for
ourselves; that is
our only commitment
to others.**

— President John F. Kennedy

CPM Global Assurance is a monthly subscription-based newsletter. It addresses the strategic integration of business continuity, security, emergency management, risk management, compliance and auditing to ensure continuity of operations in business and government — all within the context of good corporate governance. To subscribe to this unique resource, please fill out and fax back the subscription coupon on the back page.

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REPORT:

Special Meeting of the European Commission Following London Attacks

An Extraordinary Meeting of the European Commission's Justice and Home Affairs Council occurred on July 13, 2005 to discuss European security following the terrorist attacks in London on 7th July. Among the actions agreed were a Europe-wide critical infrastructure protection program and plans for EU Member States to undertake regular joint counter-terrorism exercises to test resilience. Following are highlights of the meeting.

The Council of the European Union:

1. Condemns the terrorist attacks on London. It sends its profound condolences to the victims and their families. It stands united in solidarity as it did after the attacks on Madrid last year, and is absolutely determined that the terrorists will not succeed.
2. Considers that the attacks are an affront to universal values on which the European Union is based. Central to those values is a commitment to democratic and open institutions and societies governed by the rule of law within which people of all faiths and backgrounds can live, work and prosper together.
3. Strengthens its commitment to combating terrorism and upholding the fundamental principles of freedom, security and justice. Working with the EU Counterterrorism Coordinator, the European Commission and the European Parliament, the Council will accelerate implementation of the EU Action Plan on Combating Terrorism and other existing commitments.
4. Declares that its immediate priority is to build on the existing strong EU framework for pursuing and investigating terrorists across borders, in order to impede terrorists' planning, disrupt supporting networks, cut off any funding and bring terrorists to justice.
5. Agrees by December 2005 to establish an EU Strategy for preventing people from turning to terrorism by addressing the factors that contribute to creation and recruitment to terrorist groups.
6. Stresses the need to reduce vulnerability to attack by protecting citizens and infrastructure.
7. Highlights the importance of improving our ability to manage and minimize the consequences of terrorist attacks.

GLOBAL ASSURANCE PRODUCTS

SteelEye Announces NextGen Windows DR Solution

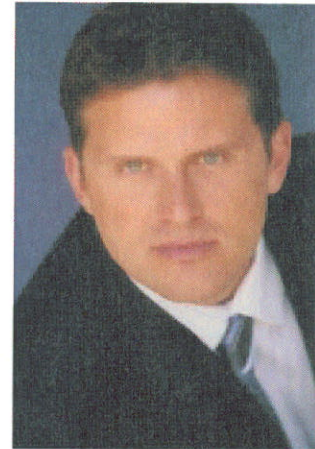
SteelEye Technology® Inc. (Palo Alto, CA), a provider of data and application availability solutions for Linux and Windows, has announced general availability of LifeKeeper™ for Windows® Version 5 plus a new release of LifeKeeper for Exchange® which together offer expanded support for clustering Microsoft Exchange servers, enhanced manageability for data replication environments and the introduction of LifeKeeper Extender for Windows. www.steeleye.com

Vision Solutions Announces ORION™ for AIX

Vision Solutions (Irvine, CA), which provides eServer high availability services, recently announced ORION for AIX; an extension of the ORION family of products that provides switched disk solution topology for UNIX applications running on IBM's AIX operating system. ORION for AIX supports AIX based applications on IBM pSeries servers. Built on an autonomic architecture using advanced clustering, ORION for AIX delivers application high availability between two or more servers connected to a common storage tower or storage sub-system; supporting both iASP and SCSI data storage. In the event of an application or server failure, ORION for AIX fails over the production server to a backup server maintaining uninterrupted application functionality and the highest degree of data integrity. www.visionsolutions.com

CPM Interviews – Kelly Perdew

You may recognize the name from "The Apprentice", where he was the winner of the second season's competition. But Kelly Perdew is much more than a celebrity. CPM recently interviewed Perdew, who is quite seasoned in his views on business protection and continuity.



CPM – Recognizing that a key aspect of running a corporation is keeping the business in business, what experiences have you had as a successful entrepreneur and business executive that clearly convinced you that activities like disaster recovery, business continuity, information security, and crisis management are needed for business success?

KP – As the president of an outsource software development company I realized the importance of maintaining strict procedure and protocols. Our clients relied on our ability to build, deliver and maintain their mission critical software. If we experienced any downtime it would have had a far-reaching negative impact on our client base. With our two locations, we were able to create redundant systems, connections and process as well as cross-train our teams so that we mitigated this exposure.

CPM – Many business leaders look at activities like disaster recovery, business continuity, information security, and crisis management as overhead and/or extraneous expenses that can/should be deferred or avoided altogether. The tendency is to plead ignorance, claim that money is being saved, or simply bury one's head in the sand, hoping that operational disruptions will not occur. From your experience, what activities would you perform to justify the deployment of these activities to your board and/or senior management staff?

KP – Scenario planning will typically bring out any existing weaknesses in your processes and systems. If you sincerely want to prepare your team to handle crises, then you have to practice. Ask for the worst possible scenarios during the planning and training so that when some-

thing really does happen, both your team and your infrastructure can respond to the challenge. You really have to be honest with yourself.

CPM – In your view, what constitutes good governance in the 21st century, and how would you envision activities like disaster recovery, business continuity, information security, and crisis management playing a key role?

KP – You must consider these activities as critical business functions. To ignore them is negligent and not good business governance. Your competition is considering them and will take advantage of your lack of planning when the time comes. You can get a leg up on your competition by thinking through your battle plan before the battle unfolds.

CPM – Considering that many businesses today use a "supply chain" model, how would you advocate activities like disaster recovery, business continuity, information security, and crisis management as strategies to protect the supply chain?

KP – No entity operates alone in today's business world. You are partners with your supply chain whether you like it or not. Integrate your supply chain into your planning and training so that you're able to continue serving your clients even in times of stress or emergency. You'll also need to learn more about them because even if you have planned for it, and if one of your suppliers hasn't, it could cripple you.

CPM – During your military service, what did you experience that convinced you of the importance of identifying risks to your operations, identifying mitigation steps, and developing detailed plans to respond, recover and restore operations to its previous state?

KP – During Ranger School in the Army we were evaluated based on our unit's performance under the most stressful conditions I've ever encountered. Limited sleep, limited food, and near physical exhaustion combined to challenge even the strongest strategist and decision-maker. You quickly learned that detailed planning processes and attention to detail were the only way to succeed. For instance, the time to respond to an ambush is so short that unless you planned and trained to react in advance for just that type of emergency, you would not survive.

CPM – From a legal standpoint, why does it make sense to address potential risks to business operations, people, and other assets?

KP – Today's litigious business environment provides another compelling reason to prepare in advance for the "unexpected." There is no telling what someone will sue you for; therefore, it behooves you to be ahead of your competition in setting up for disaster recovery. If you've planned and trained for emergencies or disasters to at least the level of the "average person," it will be difficult for someone to say you were negligent.

CPM – As someone who effectively leveraged a considerable skill set to win *The Apprentice*, what advice would you offer business leaders who are reluctant or skeptical about incorporating activities like disaster recovery, business continuity, information security, and crisis management into their business model?

KP – During *The Apprentice*, I would say that "disaster recovery" was best exemplified by my "Plan B." No matter what task we were working on and how well things appeared to be moving I always had a Plan B in the event something went wrong. In fact we had to revert to my Plan B on a couple of occasions where we still ended up pulling out a win as a team. And these tasks were just microcosms of full businesses. You must consider these factors as you start and grow your businesses – you are doing your shareholders, clients, employees and yourself a disservice if you do not. ■

About Kelly Perdew

Most familiar as the winner of *The Apprentice*'s second season, Kelly Perdew served as a military intelligence officer in the US Army and successfully completed both Airborne and Ranger training. He holds a BS degree from the United States Military Academy, West Point, and earned his MBA from The Anderson School at UCLA and his JD from the UCLA School of Law. Perdew is also a successful entrepreneur, having held multiple Chairman/CEO positions with several successful business ventures. Since winning and becoming "The Apprentice," Perdew has been assigned to several high profile projects for the Trump Organization including Executive Vice President, Trump Ice; he is also working on Trump Towers Tampa.