



Anticipate to survive:

The future of companies depends on their ability to guarantee business continuity

An article by Stephane Hesschentier - December 2022

Introduction

In a dynamic commercial universe, marked by unexpected developments and drastic changes, the capacity of a company to maintain its operations, even in times of crisis, has become a fundamental question. Business continuity, once relegated to a mere secondary concern, is now at the heart of business strategies to ensure their sustainability and prosperity. Business continuity is much more than a bulwark against disasters. It is a real strategic tool that allows companies to navigate in an ocean of uncertainties, to guarantee their survival and to project themselves serenely into the future.

Business continuity: a lever for business resilience

The importance of business continuity can be illustrated by various concrete examples, taken from different business sectors. Take the case of the financial sector, where the continuous availability of services is essential to maintain customer confidence and ensure market stability. On July 1, 2015, the New York Stock Exchange (NYSE) experienced a technical outage that disrupted its services for several hours. Thanks to a strong and effective business continuity plan, the NYSE was able to resume operations the same day, avoiding a potentially disastrous financial crash.

In a different context, the COVID-19 pandemic has put a strain on the resilience of businesses around the world, highlighting the critical importance of business continuity. Companies that had invested in strong business continuity plans were able to quickly adapt to the situation by instituting remote working, minimizing disruption to their employees and customers. Adobe, a major player in the field of software, has thus succeeded in switching its 22,000 employees to telework in just one week, thanks to the implementation of its business continuity plan.



Invisible risks can become tangible threats

However, despite these stark examples, many companies continue to ignore the importance of business continuity. This may be due to a misperception of the risks. For example, a company may think that it is not likely to be affected by a natural disaster if it is located in an area generally spared by these phenomena. But threats don't always come from outside. Internal dangers, whether human error, technical glitches or cyberattacks, can be just as devastating.

The history of the shipping company

Maersk in 2017 is a telling example. Victim of the NotPetya ransomware, the company saw its computer system paralyzed and suffered losses estimated at 300 million dollars. The reconstruction of its computer system required the reinstallation of more than 4,000 servers, 45,000 PCs and 2,500 applications. A critical situation that could have been avoided, or at least greatly mitigated, with an adequate business continuity plan.

Prevent rather than cure: business continuity as a preparedness tool

Beyond crisis management, business continuity is also a valuable tool for anticipating and managing change. When a company grows, it faces various challenges such as managing the increase in its workforce, integrating new technologies or exploring new markets. A business continuity plan can help anticipate these challenges and manage them effectively, ensuring stable and sustainable growth.

Invest in business continuity to ensure future success

Business continuity should be viewed not as an expense, but as a strategic investment in the future of the business. It not only makes it possible to respond effectively in the event of a crisis, but also to navigate with confidence in an uncertain business environment, to seize new opportunities and to ensure sustainable growth. By ensuring the continuity of activity, we guarantee the continuity of the success of the company.

Conclusion

In short, business continuity is not a luxury, but an absolute necessity in the modern business world. It represents the shield that protects the company against unforeseen crises, but also the beacon that guides its progress in an ever-changing business environment. Businesses that understand the importance of business continuity and invest in strong, flexible plans are the ones that will thrive no matter what storm it throws at them.