



How a global fintech company used BC in the Cloud[®] to increase efficiency, accuracy, and executive confidence in its resilience program

In any level of disruption, a company's ability to respond quickly, accurately, and in a controlled and coordinated fashion is critical to restoring normal operations. This requires effective planning that leverages up-to-date business data and engages individuals across the enterprise.



Challenges

In 2019, a global financial services technology company came to Infinite Blue to improve its business continuity and disaster recovery (BC/DR) program that was managed through disparate systems and required manual reconciliation.

Because the company manages more than 4,000 internal and external apps, its BC/DR program required the participation of 1,600 employees across the organization.

However, depending on his or her role, an employee may only engage with the program once a year to verify data and/or approve plans. Even with annual training and automated emails to alert team members when a task is required of them, the company found it challenging to maintain the necessary level of readiness.

After completing a detailed analysis of its existing program and resources, the company identified several opportunities for enhancement, including:

- **Optimizing internal resources.** Finding a more efficient way to engage employees across the organization in business continuity planning was essential. Considering the number of participating employees, implementing a self-service capability was critical to managing BC/DR resources and expediting plan approvals.
- **Reducing data latency.** With so many applications, it was challenging to keep track of all the necessary plan data and ensure it was accurate, which could create potential risks for the company and its clients.
- **Socializing standard operating practices.** Since most employees were reviewing various plans once or twice a year, it was important to establish and maintain data consistency and standards across the organization.

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Solutions

An integrated, configurable solution.

BC in the Cloud by Infinite Blue stood out as an integrated, configurable, and easy-to-use solution, designed to scale for complex and large organizations. The Infinite Blue platform enabled the team to create plans quickly and have up-to-the minute information when they needed it most.

This company was able to configure BC in the Cloud to deliver on three key objectives:

- **Easy guidance.** Giving users easy access to onscreen help documentation increases user autonomy and expedites the plan update and approval process.
- **Tailored design.** Providing access to users based on their role ensured they see only the information that is required to make decisions and take action. The company also implemented visual cues to make it easy to identify the records that required attention.
- **Better controls.** Ensuring that approvals are not submitted with incomplete or obsolete information reduces follow-up communications and time necessary for plan maintenance. Fields were also formatted with standardized data input to ensure consistency for users across plans.

The company's enhancements... gave executives greater confidence in the plans that were being executed.



Results

The company's enhancements had an almost immediate impact, helping to increase efficiency, ensure accuracy and completeness, improve plan quality, and enable data analysis. This gave executives greater confidence in the plans that were being executed.

These efficiencies have also enabled the company to redirect more than 8,000 annual man hours to higher value initiatives.

And, since implementing BC in the Cloud, approval rates have increased significantly, ensuring plans remain up-to-date and ready to be executed.

Across the enterprise, BC in the Cloud has given the company the ability to consolidate, automate, and ensure the quality of all its plans – and the flexibility to innovate as its program continues to evolve.

[Get in touch](#) to learn about Everbridge, empowering resilience.

