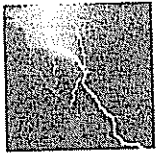


AN INDEPENDENT SUPPLEMENT FROM MEDIAPLANET ABOUT BUSINESS CONTINUITY, DISTRIBUTED IN THE TIMES.

BUSINESS CONTINUITY

KEEPING GOING WHEN DISASTER STRIKES

23 November 2005



CRISIS? WHAT CRISIS?

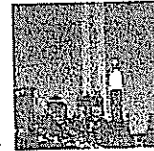
Business continuity may sound dull, but in reality it is one of the most challenging and exciting parts of running a business.

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A HISTORY OF DISASTER RECOVERY

How events like the millennium bug and the 9/11 terror attacks on New York have changed the way we think for ever.

page 4



ON A WING AND A PRAYER

The experts say it's just a question of time before avian flu wreaks havoc across the world. But what can businesses do to protect themselves?

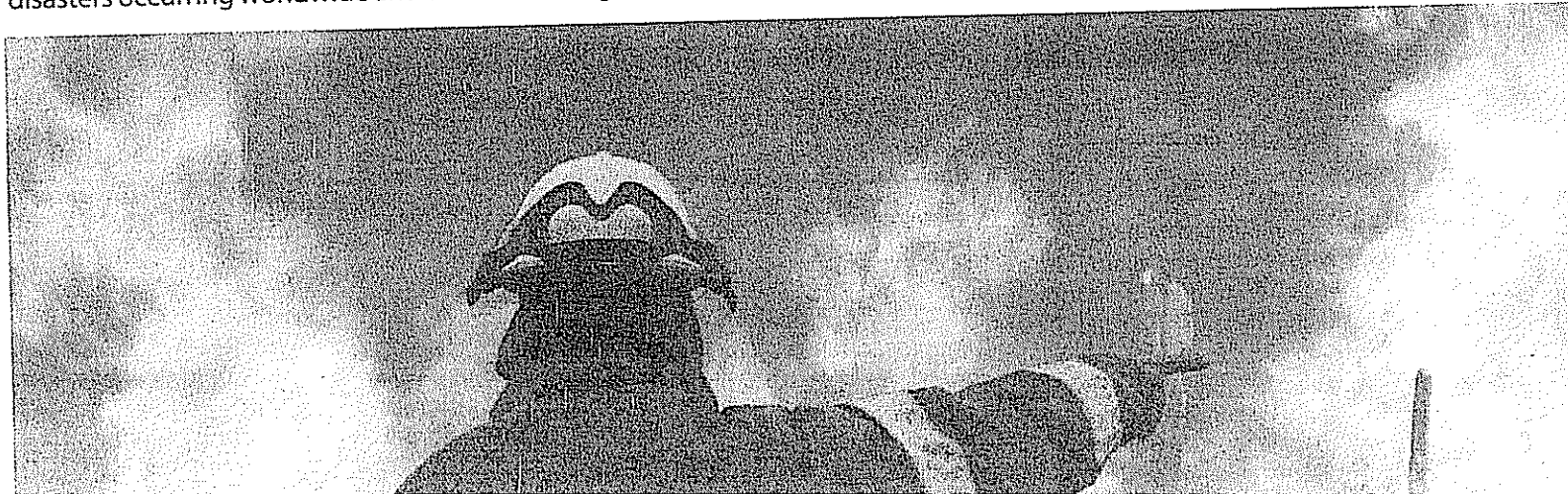
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Are you ready for anything?

Over the last year, a series of events have kept business continuity constantly in the spotlight. The London terror attacks, natural disasters occurring worldwide and the threat of a global flu pan-

demic have all kept business continuity in the headlines. But what exactly is business continuity and why is it important to your business?



MURPHY'S LAW



Every profession has its own variation of Murphy's Law. For disaster recovery specialists, the variant is: "the likelihood of a catastrophe happening to you depends inversely on whether you're prepared for it." Put another way: it's the unplanned events that you've got to be ready for. And, for any business continuity plan to be worth the paper it's written on, it has to be formulated so that it can be comprehensive.

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DON'T CALL US...

What happens to your business if no one can get hold of





Craig Ferri, managing director, Palisade Europe

Q What are the hardest types of risk to assess in setting up a business continuity plan, and why?

A While there is no singular correct answer to this question, there are a number of risks that can be considered 'hard' to assess. Perhaps surprisingly, these risks are difficult to handle for often different reasons.

A high-profile type of risk is catastrophic risk. Events such as the 2004 tsunami, Hurricane Katrina, and the 9/11 terrorist attack are all devastating in nature, with grand-scale human and economic costs. Mitigating this type of risk is extremely difficult because it is nearly impossible to predict the impact of such an event.

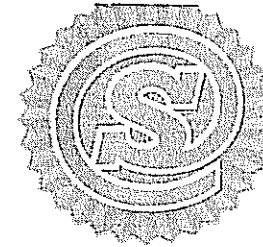
However, it is possible to model, with some accuracy, the likelihood of catastrophes, which is extremely low.

Another readily recognised risk is that of macroeconomic factors such as rates of interest, inflation, and exchange. These factors affect virtually all industry sectors, and their likelihood of change is certain. The high potential impacts and likelihood of occurrence make macroeconomic risks very important. What makes them difficult to assess is predicting what the change will be or when they will happen. Drivers of macroeconomic change include political forces, stock markets, and other factors which are extremely difficult to predict.

A lower-profile risk category is operational risk. Examples include distribution of product, performance of contractors, synergy between R&D and sales. Logistical synergy is often the crucial element that makes or breaks a project or business.

These risks have both high likelihoods of occurrence as well as high impact, making them important. The uniqueness, and difficulty, of these risks is that they are rarely given serious consideration. Yet they often manifest in a singular breakdown with catastrophic consequences for the organisation.

So although it's hard to specify what type of risk is the 'hardest' one thing is sure, you have to allow for all types of uncertainty.



SUNBELT SOFTWARE
Exclusive European Distributor for NSI Software

SUNBELT SOFTWARE CASE STUDY: ALLIED BAKERIES

Allied Bakeries manufactures leading brands Kingsmill, Allinson, Sunblest and Burgen, and has approximately a third share of the bread market in the UK. Orders from its 13 bakeries situated around the UK are handled and dispatched through an electronic processing system, supported by a network of around 200 servers, which must remain up and running 24 x 7. Allied Bakeries felt that it lacked a coherent IT failover strategy for cases when servers failed.

Allied Bakeries solved its disaster recovery needs by using NSI Software's Double-Take solution, a data replication product that is supplied exclusively to the European market by Sunbelt Software. Double-Take provides continuous, real-time byte level data replication and server failover – allowing the complete redundancy of data on one server – and therefore continuous access to data and applications on another server.

Sunbelt developed a bespoke server data backup system covering all 13 bakeries throughout the UK, as well as Allied Bakeries' IT Shared Services Centre, based in Liverpool.

"Sunbelt provided excellent evaluation, testing and deployment of Double-Take, as well as being very supportive through product training," says Dave Rowland, head of infrastructure at Allied Bakeries. "The way we are driving the solution at the moment is that each secondary server monitors its primary server and if it sees a problem, it will raise the alarm with the network centre. The operator will then decide whether the primary server is going to fail itself and make a decision to failover or not. This helps the overall management of the servers and acts as an insurance policy."

For further information on Sunbelt System Software please visit www.sunbelt-software.com