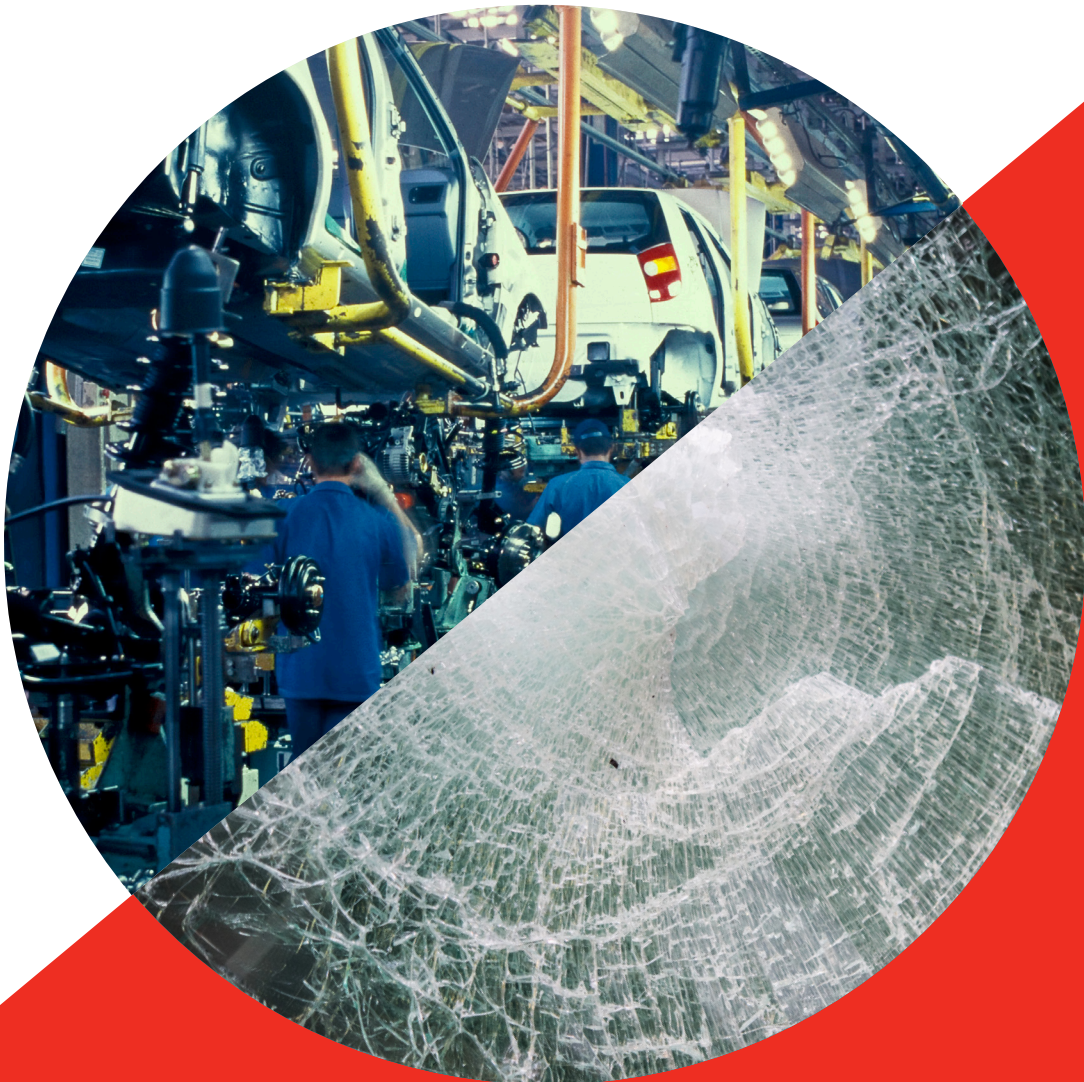


# Introducing ISO 22301 Business Continuity Management

Minimize risk and protect your business



# Build a robust and resilient organization with **ISO 22301**

## Benefits of ISO 22301\*



**72%**  
helps protect  
our business



**82%**  
helps manage  
business risk



**73%**  
gives trust in  
our business



**56%**  
increases our  
competitive edge

Don't let your business get knocked off course by the unexpected. In today's fast moving world where supply chains are often complex, and where the threats from which we need to protect ourselves range from terrorism to cyber-crime, or even extreme weather, the need to have a robust and resilient business that can quickly recover from any kind of disaster is vital.

ISO 22301 is the international standard that helps organizations to protect against and recover from disruptive incidents when they happen. It provides a systematic approach to business continuity management, and it's applicable to any organization, regardless of type, size and sector.

Use ISO 22301 to protect your business, your reputation, and minimize financial loss in the case of an incident.

## Threats to business continuity\*\*

- **85%** of Business Continuity Managers fear the possibility of a cyber-attack
- **80%** of organizations had a breach in 2014
- **77%** fear unplanned IT outages

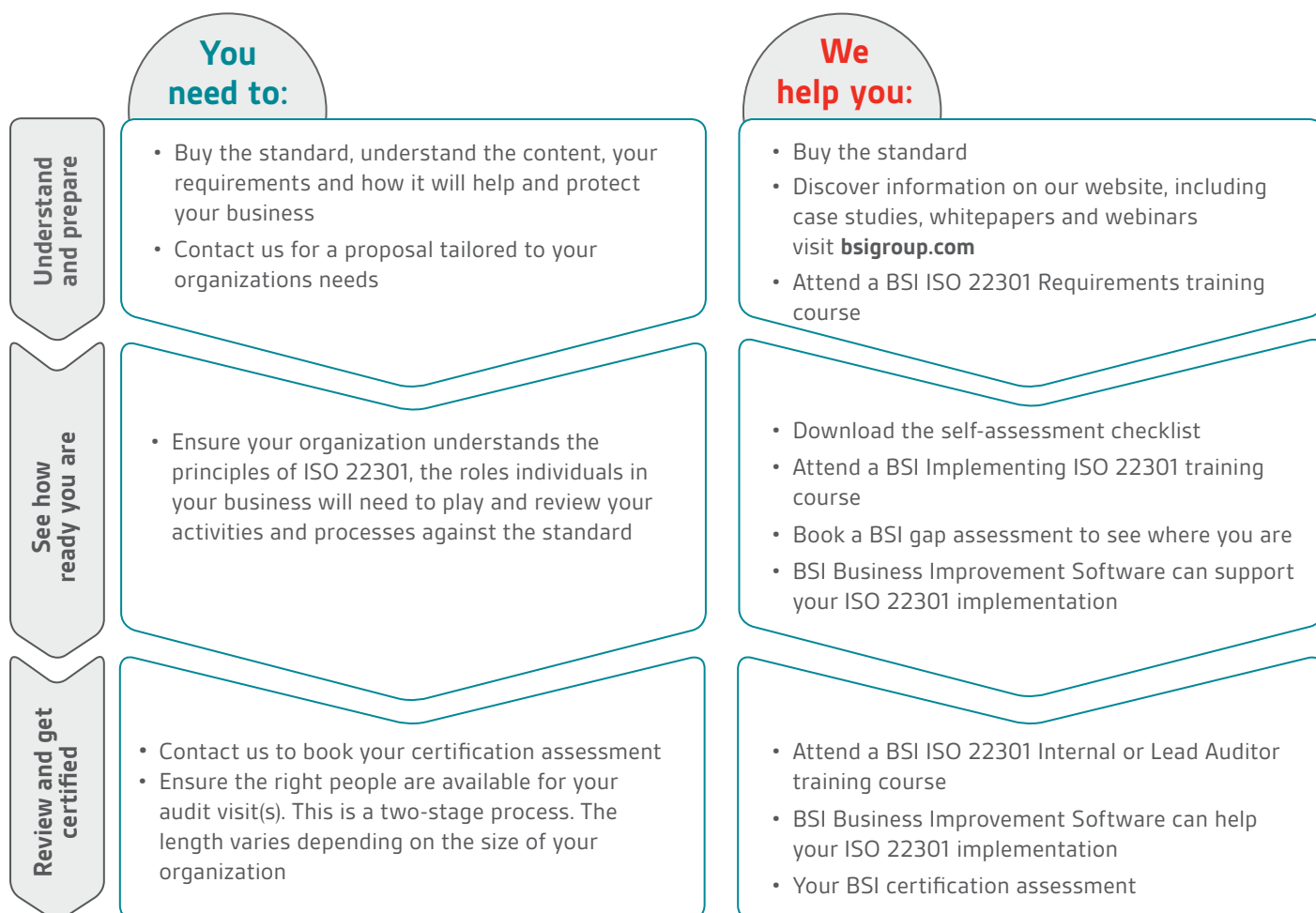
**"ISO 22301 demonstrates our commitment to providing a reliable high quality service to our customers need."**

Derek McManus, CCO and Board BC Champion,  
Telefónica UK Limited



# Your ISO 22301 Journey

Whether you're new to business continuity management or looking to enhance your current system, we have the right resources and training courses to help you understand and implement ISO 22301. We can help make sure your system keeps on delivering the best for your business.



## Continually improve and make excellence a habit

Your journey doesn't stop with certification. We can help you to fine-tune your organization so it performs at its best.

- Celebrate and promote your success – download and use the BSI Assurance Mark to show you are certified.
- Book any of our additional [Business Continuity training courses](#) which can further your knowledge.
- Use BSI [Business Improvement Software](#) to help you manage systems and drive performance.
- Your [BSI Client Manager](#) will visit you regularly to make sure you remain compliant and support your continual improvement.
- Consider [integrating other management system](#) standards to maximize business benefits.

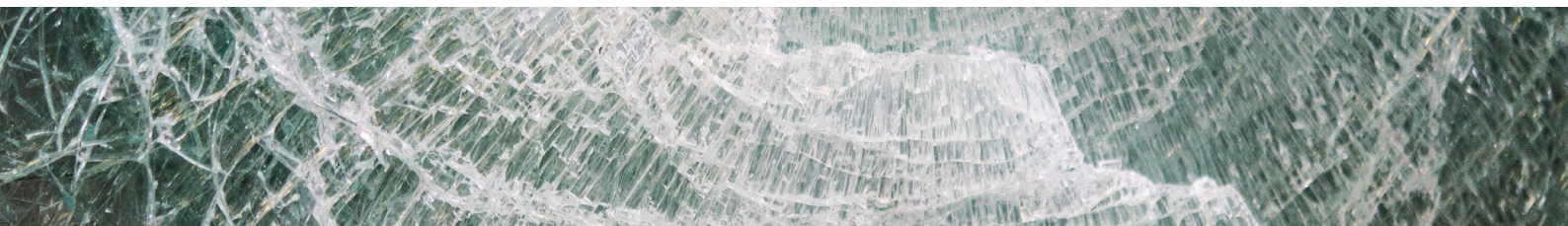
# Why BSI?



BSI has been at the forefront of ISO 22301 since the original Business Continuity Standard, BS 25999-2 was pioneered by us in 2007. And we continue to be at the forefront of developing and evolving standards to keep organizations resilient and robust. That's why we're best placed to help you understand the standard.

At BSI we create excellence by driving the success of our clients through standards. We help organizations to embed resilience, helping them to grow sustainably, adapt to change, and prosper for the long term. We make excellence a habit.

For over a century our experts have been challenging mediocrity and complacency to help embed excellence into the way people and products work. With 80,000 clients in 182 countries, BSI is an organization whose standards inspire excellence across the globe.



## Our products and services

We provide a unique combination of complementary products and services, managed through our three business streams; Knowledge, Assurance and Compliance.

### Knowledge

The core of our business centres on the knowledge that we create and impart to our clients. In the standards arena we continue to build our reputation as an expert body, bringing together experts from industry to shape standards at local, regional and international levels. In fact, BSI originally created eight of the world's top 10 management system standards.

### Assurance

Independent assessment of the conformity of a process or product to a particular standard ensures that our clients perform to a high level of excellence. We train our clients in world-class implementation and auditing techniques to ensure they maximize the benefits of standards.

### Compliance

To experience real, long-term benefits, our clients need to ensure ongoing compliance to a regulation, market need or standard so that it becomes an embedded habit. We provide a range of services and differentiated management tools which help facilitate this process.



Find out more  
Call: +852 3149 3300  
Visit: [bsigroup.com/en-HK](https://bsigroup.com/en-HK)