



HOBSON & COMPANY

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# Driving ROI

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**The Business Case for a Proven Business  
Continuity Planning Solution**

# The Business Case for a Proven Business Continuity Planning Solution

In today's rapidly evolving business landscape, organizations face an ever-increasing array of challenges that can disrupt their operations and jeopardize their very existence. From natural disasters and cyber threats to global pandemics and economic uncertainties, the need for comprehensive and effective business continuity planning tools to proactively manage risks, respond effectively to crises, and ensure the continuity of critical operations has never been more crucial.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies, worked with Preparis, a leader in business continuity planning solutions, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of eight in-depth interviews with Preparis customers and found that Preparis addressed specific customer challenges to deliver a quick and compelling ROI.

In one year, customers generated a:

**400% ROI**

## The impact of Preparis's Business Continuity Solution is not only strategic but measurable.

Based on this analysis, an organization with \$95m in revenue, 450 employees, and 15 business continuity plans would pay back the cost of Preparis in less than 3 months and generate an ROI of 400% in one year.





## Business Continuity Planning Challenges

Customers interviewed for this study noted that there are consistent operational challenges and risk exposures with business continuity planning. Below is a list of some of the most universal concerns.

### Inefficient Manual Processes



Business continuity planning is often a tedious, outdated, manual process that includes emailing Excel templates to key process owners and walking them through how to fill out and return them. It is also critical that the plans are regularly tested and updated to meet emerging risks and challenges.

### Business Risk



A recent study found that 54% of companies faced a downtime event lasting over 8 hours.<sup>1</sup> However, less than 20% of business continuity management and IT specialists report having a formal business continuity plan in place.<sup>2</sup> This lack of preparedness exposes the organization to avoidable risks.

**Customer research identified nine benefits of the Preparis solution across two key business objectives:**

**Streamline Business  
Continuity Management  
&  
Mitigate Risk**



# Streamline Business Continuity Management

## Reduce the time spent creating business continuity plans

Preparis Planner provides users with an intuitive data-collection tool that helps develop, execute, and share business continuity plans.

**"Preparis has preexisting templates that I can customize, and information automatically feeds into the template and saves me time. Prior to Preparis, I used a Word doc and walked them through it manually which took 1-2 hours and Preparis cuts this time in half."**

*- Business Continuity and Disaster Recovery Specialist*

Customers interviewed reported:

**50%**

REDUCTION in time spent creating business continuity plans

## Reduce the time spent maintaining and updating business continuity plans

Customers interviewed reported:

**80%**

REDUCTION in time spent maintaining and updating business continuity plans

Preparis Planner allows users to track and report on program updates and business unit compliance to ensure updates are made per key deliverables.

**"Prior to having Preparis, there wasn't a formal update process, and I suspect the updates weren't happening in a timely manner. Preparis makes it easy for us to update."**

*- Office Administration Director*

## Reduce time spent exercising or testing business continuity plans

Preparis Incident Manager captures key takeaways and executive summary information in a clear and graphical dashboard that highlights critical status and process issues that need attention to proactively identify potential fail points ahead of time.

**"Preparis has nice tabletop exercises I can print off and use for testing."**

*- Business Continuity and Disaster Recovery Specialist*

Customers interviewed reported:

**30%**

REDUCTION in time spent testing business continuity plans

# Streamline Business Continuity Management (cont'd)

## Simplify set-up and maintenance of contacts in an emergency notification database

Preparis Alerts simplifies the set-up and maintenance of contacts in the emergency notification database by directly connecting to human resource databases.

**"Prior to using Preparis, I would manually upload each contact, and it would take me a few days each quarter. Now with Preparis, I can bulk upload in a few minutes."**

*- Business Continuity Manager*

Customers interviewed reported:

**95%**

REDUCTION in time spent setting up and maintaining Emergency Notification Database

Customers interviewed reported:

**90%**

REDUCTION in time spent on audit preparation

## Reduce time spent on audit preparation

Preparis Planner helps organizations stay aligned with industry, regulatory, and organizational standards with customized reports, BCM metrics, analysis, dashboards, and BCM compliance mapping. In addition, Preparis Incident Manager supports detailed incident documentation in support of regulatory compliance and audit trails. Preparis Alerts helps streamline incident remediation efforts with the ability to instantly view, filter, track, and respond to employee messages in one easy-to-read dashboard.

**"When we were audited at the end of last year, I was able to log into the portal and email the report in a matter of seconds. Prior to working with Preparis we did not have the ability to do this."**

*- Facilities Technology Manager*

## Consolidate existing disaster response vendors with a fully integrated solution

Preparis allows users to handle every part of their business continuity strategy from one central location – including comprehensive business continuity planning and emergency notifications and alerts.

**"Prior to using Preparis, we were using a product called Alert Find that had been owned by Dell. Dell sold Alert Find and the new owners significantly increased the price, so we decided to discontinue use and switch to Preparis."**

*- Director of Administration*

Customers interviewed reported:

**eliminating 1**

disaster response vendor

# Mitigate Risk

## Speed the resolution of a downtime incident

Preparis Planner allows users to plan for any type of business interruption with a simple self-guided solution for business continuity planning. In addition, Preparis Incident Manager helps stakeholders quickly set up a real or virtual war room where they can connect with colleagues, distribute specific action lists, and align on next steps to accelerate recovery when an emergency happens. Preparis Alerts help organizations speed the resolution of a downtime incident by deploying 2-way cross-channel communications at scale, tailoring alerts by location, department, group, or role.

Customers interviewed reported:

**30%**

REDUCTION in length of  
downtime incident

**"Because Preparis allows us to communicate back and forth during an incident, it is a lot quicker to deploy assets. Preparis has been critical in allowing us to continue to service our clients with only very minor disruptions."**

- Business Continuity and Safety Specialist

Customers interviewed reported:

**50%**

REDUCTION in the probability of a  
life safety incident

## Reduce the probability of a life safety incident

Preparis Planner allows organizations to create, manage and maintain continuity plans at any level within the organization, and Preparis Incident Manager includes self-updating dashboards that enable key stakeholders to adjust the plan and inform real-time decision making. Preparis Alerts helps streamline incident remediation efforts with the ability to instantly view, filter, track, and respond to employee messages in one easy-to-read dashboard.

**"The biggest challenge we had before Preparis Alerts was the time our communication system took. It could take us up to 1.5 hrs to get the critical information to those that needed it. Preparis Alerts allows us to send out critical information to multiple people instantaneously and that helps keep all our team members safe in the event of an emergency."**

- Facilities Technology Manager

## Reduce reputational risk with coordinated plan and response

Preparis helps users navigate the entire emergency planning and response process in one solution – from the creation of a stronger comprehensive plan, to training, alerting, and recovery.

**"When I talk to a line of business, one of the categories I review with each line of business is Reputational Risk. If it's a loan processing function, or payroll, we know that if we are down for 12 hrs, there is a huge reputational hit. Customers will leave us and go to another bank. Preparis allows us to plan for reputational risk and routinely test for it."**

- Business Continuity and Disaster Recovery Specialist

Customers interviewed reported:

**0.1%**

revenue protection by reducing  
reputational risk

# Key Findings



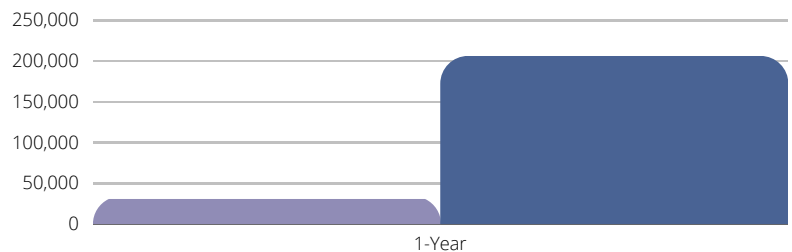
## Research Results

The value of a validated business continuity planning solution is immediate and demonstrable. A regional bank with the below profile can realize significant financial benefits from an investment in Prepara:

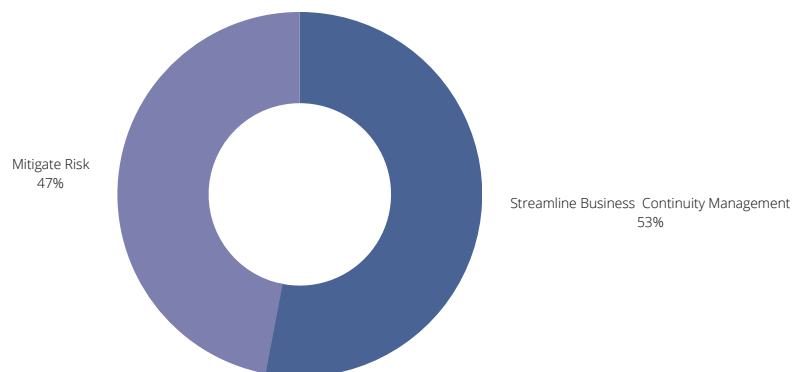
- \$95M in annual revenue
- 450 employees
- 15 Business Continuity Plans

For this organization, an annual investment of \$29,800 generates a positive return in less than 3 months and a 1-year ROI of over 400%, with annual benefits exceeding \$205,000.

### Investment vs. Return



### Benefits by Business Objective







## About Preparis

Preparis empowers business stakeholders to simplify continuity planning through a self-guided, closed-loop workflow—from forming a plan to testing your preparedness, alerting your network, and rapidly putting recovery into motion through our integrated suite of business continuity services. For more information, visit [www.preparis.com](http://www.preparis.com) or call 866-364-9696..

## About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy-to-use ROI and TCO tools have also helped many technology companies better position and justify their unique value proposition. For additional information, please visit [www.hobsonco.com](http://www.hobsonco.com).

### Disclaimer:

The return-on-investment (ROI) and other financial calculations expressed in this research paper are based on data provided by Preparis clients and various assumptions and provide estimates only. The actual ROI realized by clients may vary from the estimates provided. Preparis offers this tool to assist customers with evaluating their solutions; however, Preparis and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

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