



ATLAS



Presents

New BCDR Techniques to Assess Risk

and

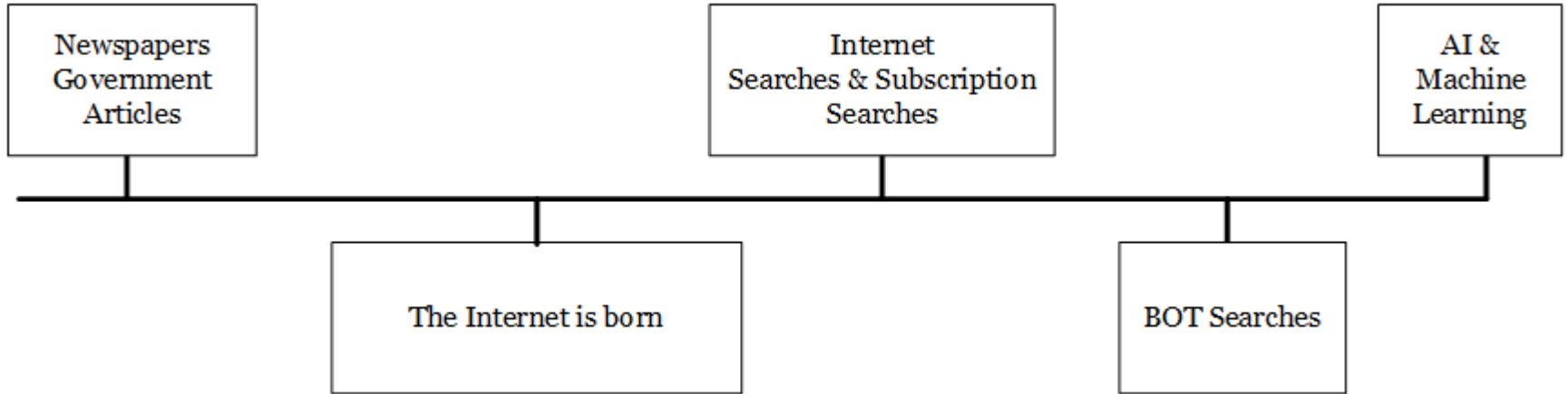


STARFISH

Overview

- The expanding risk landscape
- A deeper risk analysis and a shorter reaction time
- Old school BCDR techniques versus new technology
- A focus on life safety and organizational resilience
- Artificial intelligence (AI)
- Executive risk awareness
- A demonstration of one possible answer, StarFish

A Risk Awareness Timeline



INTERNAL RISKS

EXTERNAL RISKS

Employee Life Safety

Products & Services

Corporate Reputation

Corporate/Organizational Assets

Utilities

Supply Chain

Risk Landscape

Weather Related Incidents

Natural Disasters

Cyber Threats

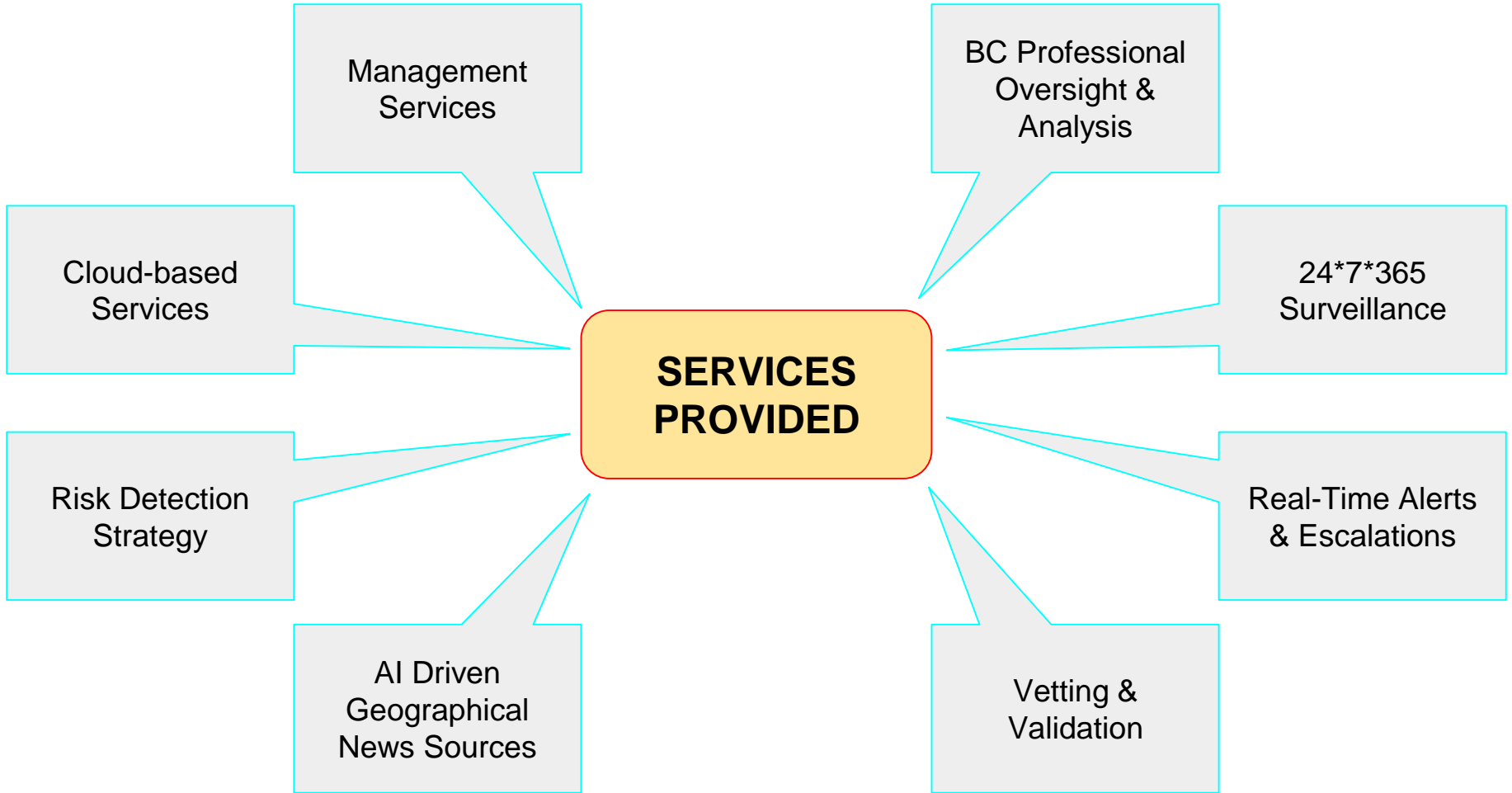
Health Issues

Regulatory Incidents/Events

Civil Unrest

Credible Sources?

- Global and regional news agencies, federal agencies, educational institutions and social media can provide 24 x 7 risk awareness via internet-posted articles
- Which sources do you utilize?
- How many credible sources are you reviewing a week?
- Depending on the client needs and geographic locations, you may need several news sources, some of which may be in the native language of the local people
 - You may need to provide real-time translation so that English speakers can read and understand the risks to determine if life safety or a critical supply chain is threatened



A focus on life safety and organizational resilience

- Immediate risks – fire, flood, tornadoes/cyclones, active shooter, etc.
- Future risks – hurricanes, droughts, multi-day weather events, pandemic, etc.
- Utilities – electrical, water, gas, internet, etc.
- Cyber – ransomware, computer virus, data breach, network outage, etc.

A Case Study

- International manufacturing client with offices in 9 countries
- The client's supply chain is time sensitive
- Client needs real-time risk awareness to prevent delays in shipping & receiving
- Client subscribes to a 3rd-party service which provides 20 Email reports a day that cover anything in the news with the client's name (firehose of information)
- Client hires a consultant to review all reports and to notify the client when anything poses a credible risk
- Consultant uses a single BCDR professional, internet searches and bots to validate credible risks
- Consultant recreates an alternate firehose of information and attempts to **contrast** relevant risks
- This approach is **not sustainable** and the consultant does not speak enough languages to cover the information from 5 continents

Artificial intelligence (AI)

- Artificial intelligence (AI)
 - In [computer science](#), **artificial intelligence (AI)**, sometimes called **machine intelligence**, is [intelligence](#) demonstrated by [machines](#), in contrast to the **natural intelligence** displayed by humans and other animals. Computer science defines AI research as the study of "[intelligent agents](#)": any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. ([Wikipedia](#))
 - Artificial intelligence (AI) is an area of computer science that emphasizes the creation of intelligent machines that work and react like humans. Some of the activities computers with artificial intelligence are designed for include:
 - Speech recognition, Learning, Planning, Problem solving ([techopedia](#))
- We use an AI engine to perform news searches based upon BCDR professional and client criteria
- AI/Machine Learning is a computer performing thousands of searches 24*7*365 and these searches are constantly updated from the results
- Once news sources are validated, the AI must be programmed to only capture the articles that meet the client's search criteria

Executive risk awareness

- Identify and assess the risks
- Validate the data and the source
- Review the BCDR plans for mitigation strategies
- Publish the relevant data for executive review
- With executive approval, activate the BCDR plans
- Document each step for after action review
- Continuously improve the process

A demonstration of one possible answer **StarFish**

DEMO FEATURES

- 30 cities covered
- AI and BC professionals analyze up to 210,000 news articles per week
- StarFish includes the following topics as core components:

Cyber, Health, Storm, Travel and Wildfire





ATLAS



Thank you!

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