

Uncompromising dedication to the Organizational and Personal Resiliency of those we serve



*Alternative Resiliency Services Corp (ARSC) is a next-generation consultancy dedicated to evangelizing Business Resiliency for*

*enterprise organizations, start-ups, SMB's and non-profits.*

## Why are Resiliency Plans Critical?

Essential to hedging risk	Good corporate hygiene	Demonstrate standard of due care	Manage liability
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## Domain Expertise

### **Business Continuity**

Programs for re-establishing business operations and ensuring people welfare

### **IT Disaster Recovery**

Plans for ensuring availability of IT systems and data

### **Crisis Management**

Frameworks for organizational choreography and response to adverse events

### **Emergency Response**

Procedures for reaction to critical property or life/safety situations

Typical projects include:

- ✓ Data Center or Business/Operational Risk Review
- ✓ Assessment and Strategy Development
- ✓ Contingency/Security/Safety Planning
- ✓ Incident Management Preparation/Training
- ✓ Emergency Notification Deployment
- ✓ Employee and Executive Education
- ✓ Exercise and Mock Crisis Practice

## Sectors

Internet/New Media	Pharmaceutical
Banking/Card Processing	Call Center
Insurance	Defense/Aerospace
Capital Markets	Other

## Global Experience



<b>This!</b>	<b>Not This</b>
Laser focus on value-creating work and activity	Lots of analysis, reports, meetings and PowerPoint
Customized approaches with the client in control	One size fits all: the consultant's "answer"
Pragmatism built on record of program ownership	Long on theory and ideas, short on accountability
Crisp ergonomic checklists usable under stress	Big "Code Red" binders that sit on a shelf
Intuitive materials and artifacts using familiar tools	Expensive high-overhead software and tools
Transparent and candid forthright guidance/advice	Tell the client what they want to hear
High-touch high-value high-engagement practice and training opportunities	Exercises and training events are sit-around-the-table non-events

## Howard Mannella, Managing Principal

Over 14 years of experience in Resiliency  
 Over 25 years of business experience overall  
 Former Principal Resiliency Strategist for Expedia Inc  
 - Programs covered 12 global locations 5,000 people  
 - Planning for pandemic, 2012 London Games impact  
 - Lead-managed multiple crisis events  
 Former Sr. Delivery Manager, US BC/DR consultancy  
 Former Big 4

### **Plans proven in multiple actual emergency situations in North America and Europe**

Global thought leader and speaker  
 - *The Asian Banker Forum Financial Crime 360* 2015  
 - *BCI Middle East Conference* 2015  
 - *Continuity Insights* 2007/08/09/10/11/12/13/14/15  
 - *European Identity and Cloud Conference* 2015  
 - *InterCEP* 2009/11  
 - *International Disaster Conference and Expo* 2011  
 - *Mshereib Properties Qatar Annual Risk Forum* 2015  
 - *Pacific Northwest Enterprise Risk Forum* 2014  
 - *Partners in Emergency Preparedness* 2008  
 - *World Conference of Disaster Management* 2010/14



*"I Am a Black Swan" presentation*

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