

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

This!	Not This
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

More than 16 years of experience in Resiliency
 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 speaker and specialist
- *The Asian Banker Forum* 2015/16/17
 - *Asian Emergency Management Conference* 2016
 - *BCI Middle East Conference* 2015
 - *Canadian Chamber of Commerce Shanghai* 2016
 - *Continuity Insights* (standing faculty since 2007)
 - *European Identity and Cloud Conference* 2015
 - *Int'l Association of Emergency Managers* 2015
 - *InterCEP* 2009/11
 - *International Disaster Conference and Expo* 2011
 - *Msheireb Properties Qatar Annual Risk Forum* 2015
 - *Pacific Northwest Enterprise Risk Forum* 2013/2015
 - *Partners in Emergency Preparedness* 2008
 - *World Conf of Disaster Management* 2010/14/16



"I Am a Black Swan" presentation

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