

Who Makes the Decisions?

By Skip Williams
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In every company there are decision-makers and decision-influencers. Often it is the decision-influencers who see the need for the service/solution and who work to convince the decision-makers to agree and sign the contract.

So, how does this apply when making decisions about your disaster recovery and business continuity plans? What is the normal process for your organization when making decisions that will have a large impact on the longevity and success of your company?

Typically, most companies see the disaster recovery and business continuity plans falling into the responsibility of the information technology department. While ultimately, the IT department will be responsible for installing and managing your business continuity/disaster recovery software solution, who really makes the decision on this purchase? Are the disaster recovery and business continuity plans an IT issue or are they a company-wide issue?

In our experience, often companies approach this as an IT issue but as we discuss the overall impact of the threats, what was an IT issue quickly becomes a company-wide issue. When we do our jobs correctly and thoroughly explain how a threat such as a flood or power outage can have an overwhelmingly negative impact on the company's bottom-line and ability to survive, the decision-makers and decision-influencers are suddenly on the same page. With everyone realizing that business continuity and disaster recovery are not simply IT issues.

Really the person we want to talk to is the Chief Financial Officer. This is the person who can clearly see and appreciate the impact a disaster can have on the company. The CFO and really the entire management of the company should have disaster recovery and business continuity front and center on their "to do" lists. The trick is getting these key decision-makers to understand that a threat (no matter how small it appears) can and will affect the bottom-line.

So, where does this leave you?

If you're a decision-maker – what are you waiting for? Call a meeting, get your CFO and managers in a room and find out what the status is with your disaster recovery and business continuity plans.

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If you're a decision-influencer – email the link to this blog post to your company's decision-makers. Remind them that downtime results in missed sales, productivity, and potentially even bigger disasters.

To make it even easier for you (decision-makers and decision-influencers), here is our phone number: 1.888.246.6642. Make the smart decision – pick up the phone and call us.

About KingsBridge

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