

## **Business Impact Analysis**

### ***The Value of BIA Planning***

Business continuity programs are frequently viewed as a cost in terms of time, people, and money that companies hope and often believe will never be used. Many therefore assume that BCP has no return on investment. But what happens when a problem does disrupt a critical system, application, or process? If the plan works well, one can generally calculate how much money was saved. In some catastrophic cases, the entire business could have been saved, and thus the ROI can be incalculably high. The way to dispel the "all or nothing" view of ROI on business continuity lies in the formula for ROI. By using "multipurposing" in the formula, planners can lower some costs and/or gain additional incremental returns and functionality, and be better able to measure ROI for BCP while justifying the protection needed.

<http://www.zealtron.com/it-solutions/bcp-and-dr-planning/>.

[http://www.disaster-resource.com/articles/05p\\_048.shtml](http://www.disaster-resource.com/articles/05p_048.shtml)