

# Readysmith Advisers Limited

## Ready, Set, Go

### Targeting Small and Medium Sized Organizations

Many organizations think they are ready for anything - emergencies, crises, disasters. Some actually are. Most are not.



Less than 30% of small and medium sized businesses have developed effective plans to deal with emergencies, crises and disasters. Their options for planning are limited—inadequate templates from the Internet, expensive software packages, very expensive consultants. The learning curve is steep and slippery.



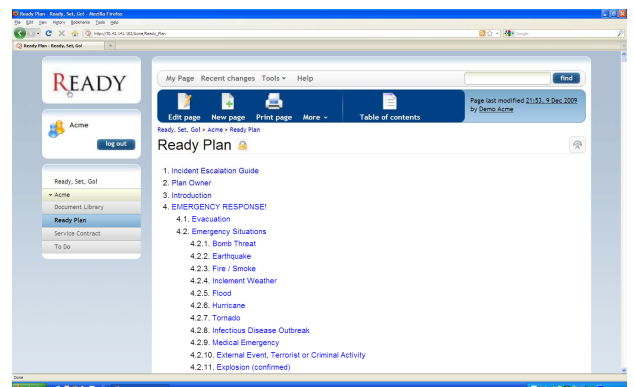
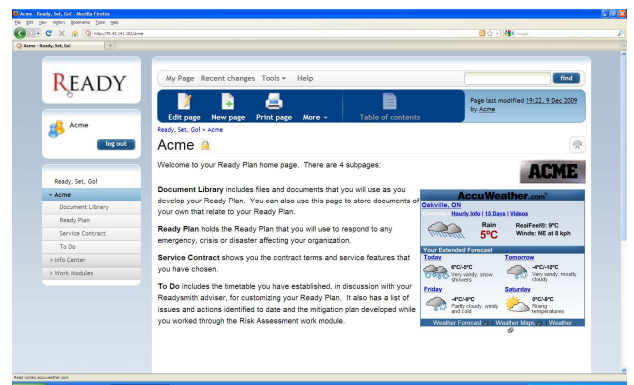
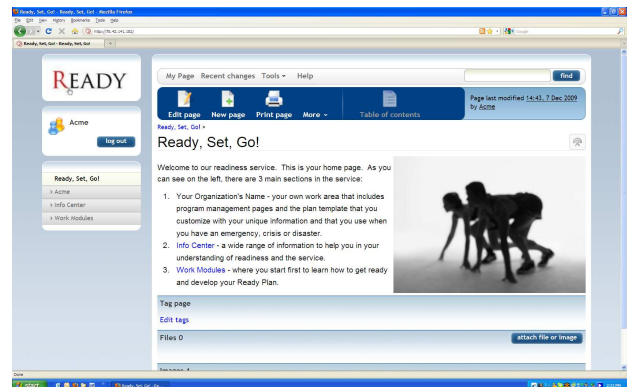
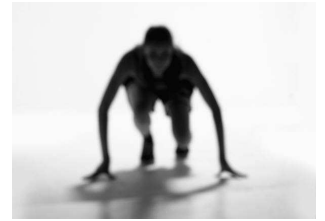
You need a clear vision of where you are going and how to get there. We will check what you have done, work with you to determine where and how you should improve your readiness, and plan how to proceed. The pieces have to fit together.

Readysmith Advisers Limited has developed a unique solution to get you ready for emergencies, crises and disasters. We will guide you in developing a pragmatic, effective Ready Plan to protect and continue your business.

You can develop and implement your readiness plans with our SaaS based service and our veteran Advisers in months or even weeks. You can work at your own pace, seek our advice and guidance when you need it and build your organization's response capabilities painlessly.

Readysmith's Advisers are veterans, averaging over 15 years experience in developing readiness plans for our customers.

- A customized and comprehensive plan to continue your organization's operations. The Ready Plan addresses Emergency Response, Crisis Management, Business Continuity and IT Recovery.
- 40 hours of advice in the first 12 months from your assigned Readysmith Adviser.
- A base Ready Plan template to start customization.
- Web-based learning modules to guide you through the customization of your Ready Plan.
- Wiki-based platform to collaborate with your assigned Readysmith Adviser and colleagues, including the Readysmith blog and the customer discussion forum.
- In the event of a crisis, emergency or disaster, we can provide telephone support and advice.



To find out more, please visit our website at:

[www.readysmithadvisers.com](http://www.readysmithadvisers.com)

or call 1-877-636-3596

or 1-716-803-8795



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## Certainty

There is no certainty when you execute your Ready Plan. The plan cannot anticipate every eventuality. After all, Helmuth von Moltke, a German Field Marshal, said "No battle plan survives contact with the enemy". However, you will be confident.

- Your Ready Plan is based on common standards for business continuity management, including BS2599 (from the British Standards Institute), NFPA 1600 (from the National Fire Protection Association) and CSA Z1600 (from the Canadian Standards Association).
- You have had good advice from Advisers averaging over 15 years of experience.
- You have practiced executing your Ready Plan in a table top exercise.
- You will get good advice when you do need to use your Ready Plan.

## Comfort

- We will always call you back.
- We will always answer your question.
- We know how to help you through this.
- We love our work.
- We want you to use our service forever.

## Speed

- You can work at your own pace.
- If you need to finish your plan quickly, go ahead. You can probably get it done in a few weeks.
- If you want to go slowly, that's fine.
- However, we do expect you to finish in the first 12 months. That's why the price drops significantly after your first one year term.

## Value

- Your annual fees for the service can range from \$5,000 to \$15,000, based on the options you choose.
- You can only judge the value by looking at the service with one of our Advisers.

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### *Targeting Small and Medium Sized Organizations*

## Info Center Pages

The Info Center offers a wealth of information to educate you further in readiness.

- About Readysmith Advisers
- Alerts
- Blog
- Definitions
- Discussion Forum for Customers
- FAQ
- Industry News
- Interesting Articles
- Personal Readiness
- Useful Websites
- Using the Wiki

## Work Module Pages

Work modules teach you how to customize your Ready Plan. With a combination of instructive text, diagrams, pictures, videos, and tutorials, you are guided through the process.

- Starting Off
- Self Assessment
- Risk Assessment
- Emergency Response
- Crisis Management
- Business Impact Analysis
- Recovery Strategies
- Business Continuity
- IT Recovery
- Training
- Awareness/Exercises
- Keeping Current

## Your Pages

A secure and private set of pages for your Ready Plan, associated documents and Ready Plan customization tasks.

- Document Library
- Ready Plan
- Service Contract
- To Do

## Your Readysmith Adviser

Your Adviser is the glue that holds the service together. You will meet regularly with your Adviser and discuss your progress and plans.

Meet with your Adviser by phone, web meeting or Skype. Typical reasons to meet:

- When you don't understand something
- When you think you do understand something, but want to confirm it
- When you have an idea
- When you have a question
- When you think something is unclear or could be presented better
- When you have finished a work module and want your adviser to review it and confirm that you can move on

Finally, your Adviser will develop, facilitate and report on a scenario-based table top exercise, designed to validate your plan and make sure that your teams know how to respond to an emergency, crisis or disaster.

Don't wait. Call now to talk to a Readysmith Adviser.



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