Adobe

Prep Your Business for Anything

Use this business continuity checklist to make sure your business will stay up and running — and selling — no matter what.

Business continuity is more than just a disaster recovery plan.

Many business owners and C-suite executives think of business continuity as something for IT to worry about. It's true that restoring your IT infrastructure after a crisis and keeping it going are critical priorities. But business continuity is a lot more than just the IT disaster recovery plan. Its focus is your entire organization and making sure it can respond to unexpected events such as fires, floods, hacks, pandemics, and more.

Every organization's business continuity plan will be different, and no organization's plan will be perfect or all-seeing. But a good plan will provide a framework for responding to contingencies and making decisions during fast-changing events. It will make sure your people know whom to contact when something happens and how to mitigate potential impacts to customers, supply chains, and employees.

If you don't have a business continuity plan, you're not alone. Between 35 and 75 percent of businesses, depending on their size, do not have a business continuity plan. And, of those businesses that do have a plan, one in five spend no time maintaining it.[1] Whether you need to build a business continuity plan or refresh your existing one, this checklist is a good place to start.

[1] FEMA

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WHY DIGITAL COMMERCE IS ESSENTIAL TO BUSINESS CONTINUITY

If, like many B2B companies, yours sells exclusively through distributors or inside sales reps, you may not have a commerce website. In fact, you may think your business is too complex or dependent on personal relationships to make digital commerce a good investment.

However, a growing number of B2B businesses are realizing the risk management benefits of digital commerce. For example:

- When your distributors can reorder products online without help from a sales rep, your revenue stream is protected even when sales reps cannot reach your office.

- When business buyers can find product information and even create custom configurations through your commerce site, the customer journey continues even if your marketing, sales, and support teams are responding to a crisis.

- When customers can get help online even when your call center is unavailable because of, say, a weather event, they're more likely to stay loyal.

Find out how Magento Commerce can help keep your B2B business doing business.
Learn more ›

⊘ Identify likely (and unlikely) threats.

Your business continuity plan should cover the foreseeable threats in your region and industry.

Specifics vary by company, but here are a few of the threats that businesses like yours may face:

- Extreme weather (floods, tornadoes, hurricanes)
- Fires (wildfires, building fires)
- Power outages
- Burst pipes
- Server failures
- Software bugs
- ISP failures
- Hacking, data security breaches
- Illnesses (COVID-19, influenza outbreaks)
- Transportation disruptions
- Geopolitical upheavals

THE CLOUD IS GOOD FOR BUSINESS CONTINUITY

Businesses that rely on on-premises IT infrastructure are vulnerable to events. A data breach can stress your resources to the breaking point. A burst pipe — or even a coffee spill, in certain places — has the potential to interrupt critical systems, like your commerce platform.

When you choose a cloud-based commerce platform that's designed for security and business continuity, you immediately reduce a wide variety of security and technology risks.

Learn more about Magento Commerce in the cloud ›

☑ Understand impacts.

For each critical type of disaster, your business should identify the potential impacts to your business, employees, and supporting infrastructure.

Possible impacts may include:

- Risks to employee health and safety
- Risks to customer health and safety
- Inability to access company offices and facilities
- Unavailability of business-critical systems and data
- Internet and telecommunications failures
- Transportation system, supply chain, and delivery network disruptions
- Cash flow and payment interruptions
- Changes in customer demand for your products

☑ Create mitigation plans.

Once you understand potential impacts of different types of potential disasters, you must develop plans to mitigate them.

Mitigation plans should cover:

- Recovering IT infrastructure and critical data (i.e., disaster recovery)
- Restoring Internet and telecommunications access
- Maintaining uninterrupted customer service
- Engaging with local, regional, and national government agencies
- Notifying and informing employees and contractors
- Communicating with customers and prospects
- Providing flexible order fulfillment for affected customers
- Temporarily replacing key inputs or suppliers
- Protecting employees' health and safety
- Changing staff roles and operational procedures to suit new requirements
- Obtaining emergency financing

☑ Establish response teams and processes.

Your business continuity plan should make it clear who will be on the response team for each type of potential disaster and what their roles will be.

For each team, you should identify and document:

- Primary and backup team members
- Roles and responsibilities
- Each team member's emergency contact information
- How teams will communicate with each under a variety of scenarios
- Proposed mitigation strategies
- How the plan can be activated
- Who can activate the plan
- Instructions for when and how to involve senior-level executives

☑ Produce and efficiently distribute information.

Minimizing misinformation is one of the biggest challenges during any disruption.

You need a clear plan for communicating to employees, customers, suppliers, and the public that defines:

- Who is responsible for communicating to different groups (customers, employees, etc.)
- Which communications channels will be used
- What employees can and cannot share on social media

Create a communications plan — and make sure everyone involved knows about it.

TAKING THE NEXT STEP

We hope this checklist has given you something to think about and, perhaps, inspired you to create a business continuity plan or revisit your existing one.

See how a commerce website could support business continuity for your organization. **Learn more ›**

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds — Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

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