



▶ **PLAN** THE STEP BY STEP ACTIONS YOUR ORGANIZATION WILL FOLLOW DURING A CRISIS



▶ **PROTECT** YOUR COMPANY'S CRITICAL INFORMATION



▶ **COMMUNICATE** CONTINUOUSLY WITH YOUR CUSTOMERS AND EMPLOYEES DESPITE ANY THREAT

○ PLAN | ○ PROTECT | ○ COMMUNICATE

# Customer focus



## E-ternity Helps Crawford & Company (Canada) Inc. Develop Corporate Business Continuity Program

*E-ternity's A.I. All-Inclusive Program helps Crawford accelerate their Business Continuity, Disaster Recovery, and Pandemic Planning Programs*

### Crawford Background

Based in Atlanta, Georgia, Crawford & Company is the world's largest independent provider of claims management solutions to insurance companies and self-insured entities, with a global network of more than 700 offices in 63 countries. Major service lines include workers' compensation claims, administration and health-care management services, property and casualty claims management, class action services and risk management information services.

The Company's shares are traded on the NYSE under the symbols CRDA and CRDB. Their mission is to be the service provider of choice by delivering the highest quality claims and administrative solutions in each of the markets they serve.

In Canada, Crawford's Canadian headquarters are located in Kitchener, Ontario, with additional branches across Canada. More information about Crawford and Company (Canada) Inc. can be found at:

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



plan. protect. communicate

[www.e-ternity.ca](http://www.e-ternity.ca)

***“Not only has Crawford benefited internally from the Business Continuity Planning process, but it has become a strategic advantage and key differentiator in their competitive industry.”***

Michael Aaron, *Managing Director Services, E-ternity*

“When we decided to address our requirements from a Business Continuity and Disaster Recovery Planning perspective, *E-ternity* delivered a solution that exceeded our expectations.”

Dale Avis  
Vice President, IT and Chief Information Officer  
Crawford & Company (Canada) Inc.

### Protecting the Business

Like most organizations in North America, Crawford & Company (Canada) Inc. had always realized the importance of Business Continuity and Disaster Recovery Planning, but not yet taken the necessary steps to fully address their needs. As the world's largest independent insurance adjusting firm, Crawford was all too familiar with the damage that various threats can cause for individuals and organizations.

Recognizing their increased dependence on IT systems to deliver their core services, Crawford had already made significant investments in their IT infrastructure to ensure their ability to deliver 24/7/365 support to their stakeholders. To complement their IT resiliency, they decided the time was right to enhance their existing Business Continuity Plan. For assistance, they turned to *E-ternity Business Continuity Consultants Inc.*

“Our IT systems were the first priority, and *E-ternity* was instrumental in helping us fortify our existing IT environment,” said Dale Avis, Crawford's Vice President IT and Chief Information Officer. “When we decided to address our requirements from a Business Continuity and Disaster Recovery Planning perspective, *E-ternity* delivered a solution that exceeded our expectations.”

Ken Lloyd, Crawford's Assistant Vice President of Compliance and Best Practices, summarized Crawford's goals during this project. “Crawford & Company (Canada) Inc. focused on three specific objectives during this process. The first was to develop an organizational Business Continuity Plan to prepare all of our valuable employees for any crisis situation. The second was to create a step by step Disaster Recovery Plan to protect our IT systems. And the third was to create a Pandemic Preparedness Program to ensure Crawford can successfully manage through a Human Resource impacted crisis. *E-ternity* addressed all of these areas for us.”

### A Program, Not Just a Plan

*E-ternity* suggested Crawford investigate their *E-ternity A.I.* Services Offering. Rather than hiring a consulting organization to perform a specific project where the end result would be a point-in-time document, *E-ternity A.I.* (All-Inclusive) is a program that encompasses *E-ternity's* entire Business Continuity Consulting Methodology, plus EverGreen Data Continuity Inc.'s powerful, award-winning Mitigato™ software tool, and offers it up as a fixed term, fixed rate monthly payment program.

*E-ternity's* Methodology is broken down into three distinct phases:

In the **Analysis Phase**, *E-ternity* will determine the current state of preparedness, and offer guidance on potential courses of action.

In the **Development Phase**, *E-ternity* will develop a complete Business Continuity and/or Disaster Recovery Plan, a customized program to integrate the policies and procedures into the corporate culture, and training sessions to ensure the all employees are comfortable with the procedures.

In the **Maintenance Phase**, *E-ternity* will provide an on-going program designed to ensure the validity of the Business Continuity and/or Disaster Recovery Plan and to keep the Plan up to date and communicated to all key personnel.

And with *E-ternity A.I.*, customers also receive Mitigato™ SaaS (Software as a Service), EverGreen Data Continuity's award-winning Business Continuity Software tool.





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Dale Avis  
Vice President, IT and Chief Information Officer  
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#### Peace of Mind at Last

With **E-ternity A.I.**, E-ternity developed a complete Business Continuity Program that covered all of Crawford's objectives.

Lloyd was very pleased with his organization's commitment to the overall initiative. "The key to this process was that Crawford chose to invest in a program, not just a project. Business Continuity Plans will quickly become obsolete if not updated on a frequent basis. With **E-ternity's A.I.** Program, Crawford is guaranteed to have a complete, accurate, and relevant Business Continuity Plan at all times."

Avis agreed. "One of the prime reasons we chose to outsource this activity is that we felt that the outsourcing model would provide both a sense of urgency as well as the discipline we needed to meet our aggressive target dates. Had we chosen to go down this path by ourselves, I am not sure

if we would have committed the internal resources required to accomplish our established goals. E-ternity has really developed an innovative spin on the traditional world of Business Continuity and Disaster Recovery Planning."

E-ternity's Manager of Business Continuity Management Services Anthony Coxall described the experience of working with Crawford's team. "It's refreshing to work with an organization that truly appreciates the value of proper Business Continuity Planning."

"Not only has Crawford benefited internally from the Business Continuity Planning process, but it has become a strategic advantage and key differentiator in their competitive industry," Michael Aaron, E-ternity's Managing Director of Services added.

**For information on how your organization can benefit from E-ternity's services, please contact:**

[info@e-ternity.ca](mailto:info@e-ternity.ca)  
or log onto  
[www.e-ternity.ca](http://www.e-ternity.ca).

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Ken Lloyd  
Assistant Vice President of Compliance and Best Practices  
Crawford & Company (Canada) Inc.

#### About E-ternity

E-ternity Business Continuity Consultants Inc. is a Mississauga, Ontario based organization focused on providing Business Continuity Services, High Availability Data Solutions, and Voice Continuity Services to customers in Ontario. E-ternity is laser-focused on designing and implementing solutions that will allow customers to achieve a perpetual state where their business will never experience downtime again. The organization prides itself as a single-source provider that brings customers best of breed technologies and methodologies and deploys them in a cohesive, integrated fashion. E-ternity helps customers find the perfect intersection between their acceptable risk and their available budget.