



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



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



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

○ PLAN | ○ PROTECT | ○ COMMUNICATE

# Customer focus



## E-ternity Designs Disaster Recovery Program for HKMB

*E-ternity Helps HKMB Protect Their Business with Disaster Recovery Program and Pandemic Preparedness Assessment*

### HKMB International Insurance Brokers Background

HKMB is Canada's largest privately held commercial insurance broker with annual written premiums of \$300 million. With their equity partnership in Assurex Global, they form the third largest broker in the world with premiums of US\$23 billion. HKMB offers a full spectrum of insurance and related services to a large and diverse client base located around the world.

Their clients rely on them not just for their property/casualty needs but also for their personal insurance, employee benefits and life insurance needs. HKMB has been innovating and growing since 1888.

For more information visit [www.hkmb.com](http://www.hkmb.com).



plan. protect. communicate

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

“HKMB truly cares about improving their service levels to their valuable clients, and investing in a proper Disaster Recovery program is the ultimate demonstration of this commitment.”

Anthony Coxall, *Manager of Business Continuity Management Services*, E-ternity

“Recent investments in technology coupled with increasing client demand for higher service levels motivated HKMB to launch a Disaster Recovery Program aimed at protecting the organization from potential outages.”

Richard Shallhorn

Chief Information Officer & Privacy Officer  
HKMB



## Insurance Industry Facing New Demands

With roots tracing back to 1888, HKMB International Insurance Brokers have seen their business face many dynamic changes. Having experienced tremendous growth in recent years, it was just a matter of time before the organization needed to take further steps to protect its business. While promoting insurance products aimed at reducing risk to their valuable clients, HKMB realized that it was best to lead by example. They decided the time was right to invest in a Disaster Recovery program to ensure that the organization could successfully navigate through a variety of business threats. In addition, the company was concerned about pandemic threats such as the Avian Flu and the associated impact that a pandemic would have on their day to day operations.

Chief Information Officer and Privacy Officer Richard Shallhorn described the catalysts to this endeavour. “HKMB has always realized the importance of technology in its business development. For example, the company is implementing a state of the art docu-

ment management system to improve process workflow. These recent investments in technology coupled with increasing client demand for higher service levels motivated HKMB to launch a Disaster Recovery Program aimed at protecting the organization from potential outages.”

HKMB considered assistance from a number of industry-leading consulting organizations, but settled on *E-ternity Business Continuity Consultants Inc.* to help them through this initiative.

### A Formal Disaster Recovery Approach

To address HKMB’s Business Continuity objectives, *E-ternity* developed a complete Disaster Recovery Program customized for HKMB’s requirements.

The Disaster Recovery Planning process was broken into three distinct phases: the Analysis Phase, the Development Phase, and the Maintenance Phase.

During the Analysis Phase, *E-ternity* Consultants helped HKMB determine the organization’s current state of pre-

paredness and identified potential continuity strategies. This step was summarized in a detailed Analysis Phase document.

During the Development Phase, *E-ternity* created a comprehensive step by step plan that ensured that all aspects of HKMB’s critical systems could be brought back online quickly and efficiently in a crisis situation. At the end of this phase, HKMB received a detailed Disaster Recovery Plan describing the proper procedures required to provide continuous service to internal and external stakeholders.

During the ongoing Maintenance Phase, *E-ternity* assumed responsibility for the upkeep of the Disaster Recovery Plan for HKMB, ensuring that any changes to the organization’s IT infrastructure, processes, or procedures were captured and reflected in the document. “The true benefit of *E-ternity*’s Maintenance Phase is that HKMB has confidence that the Disaster Recovery Plan in front of us is always up to date and accurate,” said Shallhorn.



**“The true benefit of *E-ternity’s* Maintenance Phase is that HKMB has confidence that the Disaster Recovery Plan in front of us is always up to date and accurate.”**

Richard Shallhorn  
Chief Information Officer & Privacy Officer  
HKMB

## **A Pandemic Preparedness Assessment**

*E-ternity* also provided HKMB with a Pandemic Preparedness Assessment. With recent headlines surrounding the ‘Bird Flu’, public awareness surrounding pandemics has increased dramatically. “*E-ternity’s* expertise and experience in Business Continuity Planning was extremely valuable during this Pandemic Preparedness Assessment,” began Shallhorn. “They identified numerous areas that helped us understand how to better deal with a Pandemic situation.”

## **Increased Confidence During a Crisis**

Shallhorn summarized *E-ternity’s* value to this project. “From the beginning, *E-ternity* demonstrated professionalism and competence in Business Continuity Planning. *E-ternity* has truly instilled confidence in our ability to successfully navigate through any business disruption.”

Anthony Coxall, *E-ternity’s* Manager of Business Continuity Management Services commented on HKMB’s approach. “The HKMB team was very proactive. HKMB truly cares about improving their service levels to their valuable clients, and investing in a proper Disaster Recovery program is the ultimate demonstration of this commitment.”

**“*E-ternity* has truly instilled confidence in our ability to successfully navigate through any business disruption.”**

Richard Shallhorn  
Chief Information Officer & Privacy Officer  
HKMB

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

**info@e-ternity.ca  
or log onto  
www.e-ternity.ca**

### **About E-ternity**

*E-ternity Business Continuity Consultants Inc.* is a Mississauga, Ontario based organization focused on providing Business Continuity Management 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.