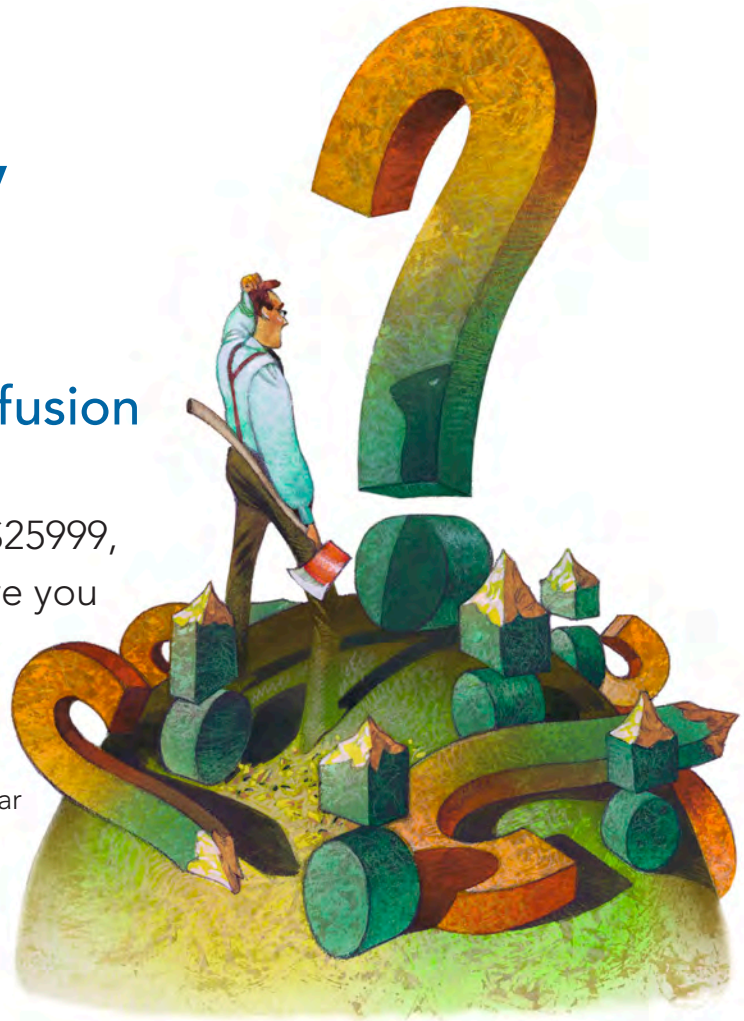


Confused by standards?

We can cut through the confusion

If BC/DR standards like NFPA 1600, BS25999, ASIS SPC1 and the new ISO 22301 have you confused, you're not alone.

These days there are so many different standards that it makes you wonder why the term "standard" is used at all. The fact is, although they all have similar core elements, each standard has its own unique characteristics, which means there are as many reasons to choose one standard over another as there are standards to choose from.



A concise guide that tells you what you really need to know

To clarify the subject of standards, we enlisted BC expert Ann Pickren to develop the *Concise Guide to Business Continuity Standards*. The guide will help you figure out what's best for your company and will answer questions like:

- Does my business really need to follow a standard?
- Of all the standards out there, which is best?
- Will a standard protect my business in the event of a disaster?
- Must I certify to a standard, or is alignment enough?

You'll get tips on determining the right standard for your business and will be guided through the steps to implement your chosen standard. You'll understand whether aligning to a standard is enough, or whether you should continue on to full certification—and how to accomplish both.

Remember: when it comes to following a standard, it's not a question of if, but when. Sooner or later a vendor or supplier is going to ask which standard your business aligns to.

Download *The Concise Guide to Business Continuity Standards*: www.mir3.com/bc-standards

