

**For more information, contact:**

Linda Conrad  
Director of Strategic Business  
Risk Management  
Zurich North America  
410-371-9973  
linda.conrad@zurich.com  
www.zurich.com

This is intended as a general description of certain types of risk engineering services available to qualified customers through Zurich Services Corporation. Zurich Services Corporation does not guarantee particular outcomes and there may be conditions on your premises or within your organization which may not be apparent to us. You are in the best position to understand your business and your organization and to take steps to minimize risk, and we wish to assist you by providing the information and tools to assess your changing risk environment. Small business owners are responsible for the loss control activities at their company. Zurich offers risk engineering solutions – comprised of tools, reports and information from literally millions of past claims from nearly every industry segment -- that can help small businesses minimize and better control losses and improve their bottom line.



Do you really know  
your P&L picture as well  
as you think you do?

Business  
impact  
analysis

Zurich HelpPoint  int  
Here to help your world.



When it comes to your products, your services, your day-to-day operations and your customers, you're an expert. As a risk manager, you need to know as much about your company and industry as you can. But do you know all the hidden and often completely unforeseen events that can damage your profits and reputation?

Zurich can help you reveal and assess them – with a professional business impact analysis designed to give you a new and powerful perspective on the risks you face.

**A Zurich business impact analysis can...**

- Identify the systems and procedures that, if absent, could create a danger to the survival of the organization
- Identify internal and external risks to the continuity of your processes
- Establish priorities for mitigating key risks
- Help you develop a Management Action Plan (MAP)
- Help you align the MAP with your business continuity plan

**And deliver the following benefits...**

- A service that taps into and builds upon the customer's expert knowledge, ensuring effective buy-in and efficient analysis
- An approach based on core fundamental principles with the flexibility to build on existing processes or start from scratch, if necessary
- Rapid evaluation of where threats to key business processes may come from
- A basis for the development of a more comprehensive business continuity plan