



Case Study

# The Message Group

## IT Risk + Business Impact Assessment



L7 Advisory, through a phased process, were able to deliver a thorough IT Business Impact Assessment including a Risk Assessment and Disaster Recovery plan to ensure The Message Group were able to deliver quality services to their global clients.



### About The Message Group

The Message Group is an award-winning group of companies covering a range of industries including visual marketing, audio production, corporate training and hospitality. The group has built its success on a combination of outstanding customer service and innovative marketing (including ambush marketing, which has secured it around a million dollars in free advertising). Through operations in Australia and Singapore, The Message Group services more than 11,000 clients in 18 countries.

### The Challenge

The Message Group had a requirement to understand the link between the business needs and the support that IT could provide, specifically so that IT could prioritise the importance of each business application against requirements from the organisation. Additionally, The Message Group required a comprehensive review of IT risks to ensure that the organisation could understand and reduce any threats associated with their IT infrastructure and applications. Finally the results of the Business Impact and IT Risk Assessments were necessary for The Message Group to develop a Disaster Recovery strategy and plan that were in line with business needs.

### The L7 Solution

Using a proven and mature methodology following best practice and standards, L7 Advisory provided an integrated IT Risk Assessment and Business Impact Assessment (BIA). The work was split into three phases over a four-week period.

The first phase, the IT Risk Assessment covered documentation, processes and people, documenting all Message Group assets and assessing the capability to support these assets. This phase also included an in-depth review of the assets' vulnerability to threats such as security breaches (both physical and network), internal and external attack and a number of other critical threats.

The second phase involved workshops with key management staff to ascertain the requirements from the business on IT applications, the level of support required, acceptable downtime and critical times of the year for usage. The output of this phase was a detailed priority list of IT applications in use and the time taken for the business to deem them as critical if they were unavailable.

Finally the output of the two phases was combined into an overall report which linked the business requirements to the IT Risks. This showed The Message Group where any gap might exist between business expectations and IT capability. The final report also detailed recommendations based on people, processes, documentation, hardware and communications.

### The Benefits

Following a thorough risk assessment, L7 was able to clarify the core business needs of The Message Group. These were measured against risks facing the business and the IT department's role in tackling those risks. This allowed L7 to generate required mitigation and service level policies, cost evaluations and business continuity strategies.

### The Message Group

*"We were extremely impressed with the professionalism and thoroughness of the L7 team. From the onset it was clear that they followed proven review processes and used a formula that worked! This experience allowed for a flawless engagement and was a major factor in bringing them back in to manage a major software upgrade."*

Matthew Wells, The Message Group.