

Text on Screen:	Audio:
<p>Ameriprise Business Continuity Management</p> <p>Business continuity</p> <p>(Text 1)</p> <ul style="list-style-type: none">• Defines our corporate strategy for ensuring timely resumption of business functions with minimal or no interruption to time-sensitive operations• Enables us to carry on business in the short term and the long term after an interruption <p>A well-conceived business continuity strategy can mean the difference between organizational survival or failure in the event of a disaster.</p> <p>(Text 2)</p> <p>BCM strategy components</p>	<p>BCM defines our corporate strategy for ensuring timely resumption of business functions with minimal or no interruption to time-sensitive operations and enables us to carry on business in the short term and the long term after an interruption. A well-conceived business continuity strategy can mean the difference between organizational survival or failure in the event of a disaster. Four key components of our business continuity strategy include: Operational Readiness, Recovery Planning, Capabilities, and Validation. Click each “component” to learn more.</p>
Clickable text:	Display text:
<p>Operational Readiness</p>	<p>This is all about preparation. It includes awareness and training activities so that employees know where to go and who to call to get updates and instructions. Operational Readiness addresses the way every business unit prepares for “Business Unusual,” and influences how the company develops policy and implements recovery practices.</p> <ul style="list-style-type: none">▪ Awareness & training▪ Policies

Recovery Planning

- Practices

This is about documentation. The company creates and maintains comprehensive plans that serve, not only as “time of event” instructions to guide us through an emergency, but contains the who, where, how and what to get the company back to business as usual. These plans support response activities during a crisis, and all the way through the restoration of workspace facilities, business processes, data centers, and applications that support critical functions.

- Crisis response plans
- Business recovery plans
- IT recovery plans

Capabilities

This is about reality. We have built the real capability to recover critical processes in the event of any disaster, disruption, or outage—including those that affect our people, facilities, infrastructure, data, business partners, and third party vendors. We have established and trained business recovery teams, implemented multiple recovery solutions in which people can work at alternate locations at time of event, and we’ve geo-dispersed back-up data centers to ensure data availability.

- People
- Facilities
- Infrastructure
- Data

Validation		<p>This is about proof. On a regular basis we validate that our people are prepared, our plans are accurate and our recovery capabilities are properly aligned with the needs of our business. We have created a framework for consistently exercising business recovery plans and testing all critical equipment and facilities.</p> <ul style="list-style-type: none"> ▪ Exercises ▪ Testing 	
Graphic description:		Interaction/Animation:	Programming Notes:
<p>(Visual 1) P:\Ameriprise\Rover_purchased_photos 23396.jpg</p> <p>(Visual 2) Revolving circular visual with four boxes placed at 12 o'clock, 3 o'clock, 6 o'clock and nine o'clock. The boxes should be labeled: Operational Readiness, Recovery Planning, Capabilities, and Validation. When user clicks box, visual rotates clockwise. After visual is clicked, it should be grayed out.</p>			<p>Text in sync with audio.</p> <p>Place following text in orange text box that pops up from bottom of screen in sync with audio (see http://stg.centrax.com/ameriprise_reit/ - pg 21): A well-conceived business continuity strategy can mean the difference between survival and failure in the event of a disaster.</p> <p>Text 2 and Visual 2 replaces Text 1 and Visual 1 in sync with audio: "include: Operational.."</p>
	Other Click Opportunities: (Interactions, buttons that open modal windows, etc.)		Coach Text:
<i>Alternate Text:</i>			Click the highlighted visuals.