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One year on from the floods that disrupted and destroyed many UK businesses

Value Generation launch a range of Business Continuity Services for small and medium businesses.

A year ago Paul Johnson, Director of Value Generation, saw the news of small and medium sized enterprises (SMEs) facing devastation in the wake of extensive flooding. Having worked in commercial insurance he had seen this before, but this time the floods were more widespread and damaging.

While large businesses were able to protect themselves against unplanned disruption, many SMEs appeared to be totally unprepared.

'The devastation was shocking and certainly the worst I had seen in terms of its impact on ordinary businesses' said Paul. 'I felt last year there had to be a way of ensuring all businesses had effective Business Continuity Plans to help them survive major disruptions. But the real question was how to achieve this without major cost to SMEs in terms of staff time or money!'

Paul's response was to form Value Generation Limited, a company dedicated to servicing the needs of SMEs, and then develop Continuity10.

Continuity10 is a Business Continuity Planning Service that includes a menu of workshops, written guides, templates and, most importantly, access to Business Continuity professionals; all designed to help SMEs develop their own Business Continuity Plans. The service is called Continuity10 because clients receive a template Business Continuity Plan, focused on ten key areas of business that need to be protected after an unplanned disruption.

'We designed Continuity10 to respond to real world events that impact SMEs like power failures, IT downtime, floods and fires. We know, for instance, that many organisations struggle in a disaster when they have no Continuity Plan. We also come across lots of organisations that focus on an IT Disaster Recovery Plan, which by itself may not be sufficient in a major disruption because you have to think about people, clients, premises and equipment too!'

Paul added 'we wanted to give SMEs access to high quality yet cost effective Business Continuity Plans without unnecessary complexity, hence the focus on ten key areas of business that need to be protected following a disruption. After all, why shouldn't SMEs have a similar level of protection to larger businesses?'

The release of Continuity10 appears well timed too, with more companies insisting their suppliers have a Business Continuity Plan in place, SMEs run the risk of losing business if they don't address this crucial area.

'We have also noticed that more regulators are taking an interest. All firms regulated by the FSA must address Business Continuity issues, as do Solicitors under their 2007 Code of Conduct.' (Continuity10)

Workshop training is accredited by the Solicitors Regulation Authority and qualifies for 6.75 hours of CPD).

Whether required by regulators, clients and customers; or simply to protect the value SME owners have created in their organisations, Business Continuity Plans are essential. More products and services in this area are always welcome and Continuity10 is something worthy of further consideration.

More information on the Continuity10 service is available from www.valuegeneration.co.uk, or by email from info@valuegeneration.co.uk

End: release date 31 July 2008