

PRINTING IN BUSINESS CONTINUITY

(*Eazi Printing Pte Ltd*)



One of the biggest digital press service providers in Singapore, **Eazi Printing's** one-stop services include offset printing and digital printing. It also provides a range of related services such as binding, laminating, hot-stamping, embossing and graphic design. Its 70 staff, operating from a factory of 100 sq m, work together to provide quality service to meet customers' different requirements and lead times. No print quantity is too small – Eazi Printing will even accept a quantity of one!

Mr Ivan Tan's life revolves around printing. Mr Tan, CEO of Eazi Printing Pte Ltd, knows just about everything to do with the printing industry in Singapore. In managing a fast growing business, Mr Tan recognises the importance of business continuity in ensuring quality service to customers. "We want to pre-empt any major disruptions in our operations. It is better to prepare for any unforeseen incidents," Mr Tan said.

DRIVING FORCE

Although there have been no major calamities for the company, Eazi Printing is determined to prepare for all eventualities, including a communicable disease outbreak. The prospect of such an outbreak bringing the business to a standstill is a driving force for the company to examine various threats to the organisation and to draw up a plan to address high risks.

If some of these threats materialise, the impact can be severe. Even if the risk did not originate from within the company itself, a staff could contract H1N1 outside of work and spread the disease to colleagues. The potential loss of manpower and even temporary closure of the factory due to quarantine measures will impact business severely.

BCM EXPERIENCE

The BCM experience has been useful to Eazi Printing. Other than developing a set of plans and procedures for responding to contingencies, the project team was compelled to think through different recovery options and choose the most sensible strategies for handling interruptions. Such a process is valuable as no disaster occurs exactly as imagined - it is definitely better to examine various possibilities in a safe and rational setting than in the heat and confusion of a crisis.

THE VALUE OF BEING BCM CERTIFIED

Different companies adopt different values. It is no longer the cheapest bid that wins the contract. With the government taking the lead on Best Sourcing, companies is beginning to realise that lowest price may not always be best for the organisation. With a business continuity plan in place, companies will be able to recover more effectively as compared with other companies that do not have BCM in place.

All in all, Eazi Printing believes that it was worth the time, effort and money embarking on the BCP project and certification. Although there are no direct returns, the journey has stimulated thinking about enhancing safety within the factory, and actions to be taken should disruptions occur.

CLOSING THOUGHTS

Mr Tan is convinced that every firm should have a business continuity plan that can be activated on short notice in the event of a major outage or disruption. It is only during a disaster that the full value of a well thought out business continuity plan is realised. With government grants of up to 70 per cent for BCM certification, it should be easy for companies to jump on the BCM bandwagon and take steps to have themselves certified. More importantly, companies would be able to rest assured in the knowledge that policies, people, process and infrastructure are ready to support any unexpected disruptions that might occur.



Eazi Printing has had first-hand experience of the BCM development process - Mr Tan can now sleep easily, knowing that the company is ready and prepared for any crisis.

Article contributed by BCM Institute