Case Study:

How Reckitt Benckiser turned their IT help desk outside in.

> "I wanted a specialist risk partner that could cut through the theory and efficiently get to the practical strategies that will protect our business."
>
> John Doran, Regional IS Director ANZ, Reckitt Benckiser

Reckitt Benckiser is the world No.1 in household cleaning products (excluding laundry) and a leading player in the health and personal care industry. With operations in 60 countries, sales in 180 countries and net revenues of over $6.75 billion, it is truly a global company.

Reckitt Benckiser is passionate about delivering better solutions to their customers and for over 75 years, families have depended on its revolutionary products with famous brands including NapiSan, Preen, Mortein, Aerogard and many more. Following a global push within the business towards a formalised and rigorous enterprise risk management process, their Australian operation partnered with Risk Shield® and PicNet® IT Services to design and implement an indepth risk management and business continuity plan.

The Challenge

The ever increasing legal obligations and media attention on corporate governance and social responsibility has made risk management more crucial than ever. With globalisation, the IT revolution and the threat of terrorism, it has never been more challenging.

For a company like Reckitt Benckiser, the financial consequences alone of a severe disruption to their business operation could run into millions of dollars per day – not to mention compromised staff safety, the long-term damage of negative public relations and loss of ground to competitors.

To mitigate their risks and protect their people and business, Reckitt Benckiser mandated formal business continuity and risk management plans enterprise wide. The requirements for the plans were strict and included objectives from both a risk management and overall business perspective.

Overall Business Objectives

- To meet the Australian Standard for Risk Management (AS/NZS 4360) and Australian Standard for Compliance Programs (AS3806)
- To identify hazards, assess risks and implement systems to control them
- To centrally store information on risks, their causes, controls, contributing factors, emergency responses and outcomes
- To offer real-time incident reporting on a corporate and business unit level
- To provide practical, in field user training on how to put the plans into action

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Risk Management Objectives:

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- To offer real-time incident reporting on a corporate and business unit level
- To provide practical, in field user training on how to put the plans into action

With a busy IT department already focused on managing existing business needs, Reckitt Benckiser quickly identified that bringing in specialised risk management consultants would be the fastest and most cost-effective solution.

The Solution

Business continuity planning is all about anticipating, preventing and responding to incidents which could affect critical business functions in a planned and rehearsed manner. From identifying potential risks across the business to implementing prevention strategies and working with the training department to educate staff, PicNet delivered an end-to-end business continuity and risk management plan on time and on budget.

"Having seen risk management projects soaking up huge amounts of time and money in the past, we set PicNet some demanding timelines and deliverables – their consultants were up to the job." John Doran, Regional IS Director ANZ

The solution was guided using PicNet's award-winning software solution Risk Shield, a sophisticated web-based system for analysing, tracking, predicting, reporting and managing risks and incidents across large organisations.

Extending well beyond information technology, PicNet delivered a risk management solution spanning manufacturing, finance, human resources, marketing and sales divisions.

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The Benefits

Like an insurance policy, a business continuity and risk management plan is one that you hope you will not be required to be put into action, but without it, businesses are exposing themselves to potentially businessdestroying vulnerabilities.

In practical terms the plan helps Reckitt Benckiser rapidly respond to questions such as:

- How to continue operating if head office is damaged by a disaster?
- How to maintain production if one or more plants are out of action?
- What happens if sales and marketing systems are shut down for a week?
- Where to source raw materials if the existing supply is interrupted?
- What's the action plan if senior managers are suddenly unable to work?

With a clear business continuity plan in place for a wide range of scenarios, Reckitt Benckiser can reduce the likelihood and consequences of risks, avoid major losses and continue to service their customers if something unexpected occurs. Shortly after completing the risk management project, PicNet was also engaged by Reckitt Benckiser to manage their IT help desk and support services. **"I knew that if I could immerse them in our business and then harness their technical expertise – there'd be benefits all round. It was definitely the quality of the people that set PicNet apart,"** says John Doran.

Leading the leaders in IT services

As one of Australia's most respected IT service providers, PicNet has worked with leading organisations such as Pfizer Australia, Defence Maritime Services, Fuji Xerox, Sydney Ferries, Sky Channel and many more. With services ranging from software development, IT infrastructure management, Project Management and Consulting to on demand services and support desk services, PicNet helps medium and large sized organisations use technology to lower costs, increase efficiency and grow strategically. Risk Shield, developed by PicNet's own team of dedicated software developers, is a modern and sophisticated Enterprise Risk Management (ERM) solution. Risk Shield provides the most powerful tools to help organisations effectively manage their complex daily risk management activities.