

# Continuity e-GUIDE

A Wednesday Update By **DISASTER RESOURCE GUIDE**

## In The Know...

### DRI International Moves to Broad Presence in Asia

Washington, DC – November 1, 2007 – Disaster Recovery Institute International (DRI International) has had a single representative in Asia (DRI Asia) for the past six and a half years. During that period, much has changed in the way the world approaches business continuity. DRI International is reacting to these changes by recognizing the unique cultural, economic and educational needs of each country in Asia. Therefore, DRI International has reached out to well respected and influential organizations in Asia as well as creating a country-by-country approach to promoting business continuity in Asia.

In July 2007, DRI International formally severed its relationship with DRI Asia. This was done after much thought and deliberation. In recent months Dr. Goh Moh Heng (former Executive Director for DRI Asia) has made a number of less than flattering remarks concerning DRI International. While DRI International appreciates Dr. Goh Moh Heng's work promoting Business Continuity Management (BCM) education and certification throughout Asia, we must point out that his recent statements do not accurately reflect DRI International's levels of certification. Dr. Goh's claim that DRI "certification requires years of experience" is blatantly untrue. The Associate Business Continuity Professional (ABCP) certification requires NO experience. ABCPs represent 50% of all current applications, and their numbers have doubled over the last three years. It is the fastest rising designation within DRI International. To become certified as an ABCP, one only has to demonstrate mastery of the Professional Practices by passing the DRI Qualifying Examination and completing a short application. The designation is being acquired by a wide range of applicants, from academics to technologists and business professionals alike. In fact, university students are currently taking DRI International's education as part of their degree programs and are gaining the ABCP certification.

Once an ABCP certification is acquired, these certified professionals may apply for subsequent designations, such as Certified Functional Continuity Professional (CFCP) and Certified Business Continuity Professional (CBCP), as their experience increases and without taking any further examinations. Candidates must file applications detailing their experience and providing references to substantiate their claims. A few will even take another examination to qualify for the Master Business Continuity Professional (MBCP), which requires extensive experience and demonstration of that experience through an interview and a written process.

Dr. Goh further distorts the issue by claiming that only three to five practitioners in large organizations representing only 5% of the business continuity team gain certification; this statement is also not true. For example, a single company in Japan had 28 students take DRI International education and the Qualifying Examination. Contrary to Dr. Goh's assertions, companies are attempting to have as many employees certified by DRI as possible. I can attest to this fact as the Business Continuity Practice leader for two major global management consulting firms; I had dozens of members of my teams apply for certification, many with the ABCP designation. The goal was to have every member of the team certified,

and cash bonuses were paid to those who acquired DRI International certification.

Additionally, many of our certified professionals come from small firms. There are even individuals who acquire certification to demonstrate their commitment to being a better Business Continuity Planner or team member.

It is important to understand that, unlike Dr. Goh's BCMI organization, DRI International is a non-profit organization whose sole goal is to expand good BCM practices worldwide. Another difference between DRI International and BCMI is that they require those who seek certification take education courses through BCMI exclusively, whereas DRI International allows students to take courses from the vendor of their choice. In fact, DRI International has no requirement for taking any of its courses prior to taking the Qualifying Exam.

It is the for-profit status of Dr. Goh's BCMI organization that has caused DRI International to sever its relationship with Dr. Goh. As of 1 June 2007, Dr. Goh and BCMI no longer represent DRI International or DRI Asia. Their courses and certification have no association with us and DRI International does not recognize BCMI certifications.

DRI International recognizes the importance of Business Continuity Management in Asia; it also recognizes the distinct cultures of each Asian nation. In an effort to tailor course material and certification processes to the specific needs of each country, we are expanding our educational offerings and certification process on a country-by-country basis. DRI International is currently in negotiations with highly respected BCM organizations in many Asian nations. Strategic alliances will be announced shortly with new country-based affiliations carrying the full support and recognition of DRI International.

The time and expense associated with acquiring professional certification is substantial. It is important that those seeking certification understand the value that they will receive from a certifying body. For twenty years, the DRI International certifications have been recognized as the highest standard in Business Continuity worldwide by private and public sectors alike. We take this responsibility very seriously, and promise to continue maintaining the highest level of professionalism and ethical behavior.

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For more information on DRI International, please visit [www.drii.org](http://www.drii.org)

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