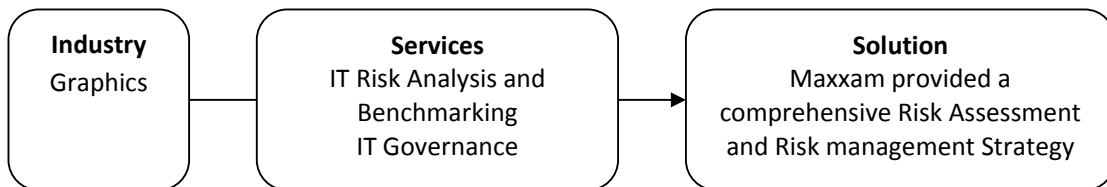


Case study: Clear Edge



Clear Edge is a leading independent graphic design, print, data management and distribution company servicing many of Australia's major blue-chip corporations. The company's comprehensive range of services incorporates the identification and implementation of print replacement technologies, including electronic forms and web-based solutions.

Business Catalyst

The availability and integrity of information in the business environment is mission critical for Clear Edge. To reinforce the company's commitment to best practice methods and continuous improvement, Clear Edge engaged Maxxam to complete a comprehensive Risk Analysis and to implement an ongoing risk management strategy.

Deliverables

- IT Risk Analysis
- Business Impact Analysis
- Component Failure Impact Analysis
- Updated and Tested IT Continuity Plan

Value of Risk Management

Gary Taresch, General Manager at Clear Edge explains the value of conducting a risk analysis. "We knew our IT systems were up to scratch and everything was operating smoothly. However, we wanted to give our customers and the business itself, the surety that the way we managed information and our IT infrastructure was in fact to a very high standard. Having Maxxam as an external expert come in and systematically assess every aspect of our IT systems – from our technology to our business processes- gave us this level of confidence. In addition, it also identified areas for improvement, and strengthened some of our existing processes, for example, we now have a water tight Disaster Recovery Plan and this is one area that many businesses never get around to managing."

“At the end of the day, IT is not our core business so it makes sense to bring in subject matter experts such as Maxxam, who live and breathe it. They were able to leverage their experience in both risk management and ITIL to help us implement a much more strategic approach in terms of ongoing risk mitigation plan. It has been a very valuable project and we have a strong ongoing relationship with Maxxam,” says Gary.

Risk Management – Delivering Benefits Across the Business

Board/Audit & Risk Committee	Finance	Operations	Sales/Marketing	HR	IT
Complete business compliance. More reliable management and statutory reports. Reduced likelihood of having to audit around IT system.	Improved system controls. Reduced rework. Reduced likelihood of fraud.	Improved management and forecasting. More accurate information for decision making. Enhanced business continuity.	Higher level of customer confidence. New business opportunities. Demonstrates industry leadership.	Enhanced data privacy and security. Refined policies and procedures. More effective staff usage of IT network.	Improved IT reliability. Increased Return on Investment. Enhanced customer satisfaction and confidence.