THE ARCHON

TECHNOLOGY INTELLIGENCE

EXECUTIVE BRIEF

Resilience is now a strategic growth lever

Enterprises see continuity planning as a differentiator for market confidence, investor trust and regulatory compliance. The shift from reactive disaster recovery to proactive business resilience is reshaping IT roadmaps.

→ Stakeholder expectations for uninterrupted service are rising.

→ Regulators increasingly require documented continuity programs.

CONTROL FRAMEWORK

Market size projected at $72.96 B by 2030

Analysts forecast the global business continuity market to reach $72.96 billion by 2030, driven by expanding digital footprints and heightened risk exposure.

CONTROL FRAMEWORK

Key growth drivers

Three forces are accelerating demand for robust continuity capabilities:

→ Regulatory pressure: data protection and critical infrastructure rules require documented recovery plans.

→ Digital transformation: cloud migration and SaaS adoption increase dependency on continuous service.

→ Climate and geopolitical risk: extreme weather events and supply-chain disruptions raise exposure.

CONTROL FRAMEWORK

Maturing the continuity capability

A layered maturity model helps organizations progress from basic backup to enterprise-wide resilience:

→ Foundational: scheduled backups and manual run-books.

→ Managed: automated failover testing and defined RTO/RPO targets.

→ Optimized: integrated risk analytics, AI-driven scenario planning, and continuous improvement loops.

CONTROL FRAMEWORK

Technology enablers

Modern tools accelerate continuity execution and reduce manual effort:

- → Cloud-native disaster recovery platforms provide on-demand failover capacity.
- → AI-based risk modeling predicts impact and recommends mitigation.
- → Automation orchestration executes run-books instantly across hybrid environments.

CONTROL FRAMEWORK

Organizational alignment

Effective continuity requires clear role ownership and cross-functional collaboration:

- → CIO: aligns continuity with technology strategy and budget.
- → CISO: integrates security incidents into continuity scenarios.
- → Business Continuity Manager: owns plan development, testing cadence, and stakeholder communication.

CONTROL FRAMEWORK

Measuring resilience

Key performance indicators track the health of continuity programs and guide investment:

- → Mean Time to Recovery (MTTR) versus defined RTO.
- → Recovery Point Objective (RPO) compliance rate.
- → Resilience index: weighted score of test success, coverage, and risk exposure.

EXECUTIVE TAKEAWAY

Executive takeaway

Invest in an integrated, technology-enabled continuity capability now to capture market growth, meet regulatory expectations, and safeguard revenue streams.

→ Allocate budget for cloud DR and AI risk tools.

→ Embed continuity metrics into IT governance.

→ Establish a cross-functional leadership team to drive continuous improvement.