

# *Confront crisis with confidence*

## Prepare. Respond. Recover.



Organisations today face more frequent crises – and the impacts of those crises are becoming more significant. How an organisation prepares for, responds to and recovers from crisis is critical.

PwC's Global Crisis Centre is an international centre of excellence made up of crisis specialists. We convene the best industry and technical expertise from across PwC's worldwide network to help you confront crisis with confidence.



***PwC's Global Crisis Centre***

## When a crisis unfolds

*Crises can happen at any time, anywhere. A trigger or stress event can have a critical impact on a business, a community or a country.*

*Natural disasters. Cyber attacks. Infectious diseases. Market collapses. Product recalls. Regulatory violations.*

*Strikes and industrial action. Brand and reputational attacks.*

*Whatever occurs, 'business as usual' becomes a thing of the past.*

*PwC's Global Crisis Centre can help you survive and thrive, not take the hit.*



### Financial

Global financial crisis  
Bankruptcy/insolvency  
Asset devaluation  
Fraud & Financial Crime



### Legal

Sanctions  
Conflicts of interest  
Compliance failures  
Regulatory violations



### Technological

Cyber-breach  
IP thefts  
R&D failures  
Technology breakdowns



### Operational

Supply chain disruption  
Infrastructure failure  
Facilities' breaches  
Product recalls

## CRISIS TYPES



### Human capital

High staff turnover  
Succession  
Strikes  
Insider threats



### Humanitarian

War  
Terrorism  
Natural disasters  
Pandemics



### Reputational

Adverse brand associations  
Loss of market position  
Communication breakdowns  
Misconduct by key executives



---

**Only 4% of the respondents felt that they were fully prepared to promptly respond to crises. This clearly indicates an urgent need for most of the organisations to take a serious look at crisis management strategies to effectively respond to crises and organisational threats.**

---

Source: PwC's Physical Security Environment Survey 2016

## ***Building your ability to confront, withstand and emerge stronger from a crisis***

We have teams of crisis specialists who can convene the best skills, experience and expertise from around the PwC network to help you prepare for, respond to or recover from crises.

That might mean:

- monitoring threats, and developing and stress-testing a strategy for the future, including simulation events;
- responding on the ground with resources supported by technology, analyses, stakeholder management, governance, and infrastructure as situations unfold;
- working together to turn recovery into an opportunity to grow as a 'new normal' emerges.

---

*We work with our clients to build holistic crisis capabilities. Equipping them with the strategy, process, tools and technology needed to help them handle the crises they face.*

**Dinesh Anand, Leader Forensic Services**

## *PwC's Global Crisis Centre helps you prepare for, respond to and recover from a crisis*

### ***Doing more, every step of the way***

To confront and overcome crisis, you need expertise at every step. We convene strategists and data analysts; specialists in cyber security or financial crime; legal advisors and technical consultants; communications teams and project managers, industry specialists – and more.

### ***Always ready***

Global crisis expertise is powerful, but only if it can be turned into quick action.

We're mobile and agile enough to respond whenever and wherever a crisis happens. Our people are backed by technology linking them to the right data, information and expertise, in real time.

### ***With you in the midst of the crisis***

Crisis can happen anywhere, or everywhere. PwC's Global Crisis Centre has access to more than 200,000 people in 157 countries. That means we'll have the right people to call on from diverse cultures, languages and countries to help you.

Crisis isn't fleeting. It builds, it unfolds, it peaks and its effects can be long-lasting. To confront and overcome crisis, you need expertise at every step

---



### **Proprietary technology**

Using our proprietary crisis simulation platform, tailored to the idiosyncrasies of our business, we can stress-test your organisation to assess how well prepared you are for different crisis situations.

We can take you and your team through a crisis simulation – make you feel uncomfortable and out of control; what it really feels like in a crisis.

Then, based on the outcome, we can work with your leadership team to build

a robust crisis response strategy for your organisation.

### **160 years of crisis support**

PwC has stood proudly alongside its clients for more than one-and-a-half centuries, supporting them through crises big and small. And we've had to adapt ourselves to survive.

So today, we can roll up our sleeves, draw on our years of experience and institutional knowledge to help you thrive.

## **Prepare, Respond, Recover**

We will stand by you to provide a coordinated, end to end global services to avoid, mitigate or manage crisis.



### **Prepare**

#### **Prepare before a crisis happens.**

- Crisis strategy and organisation
- Strategic risk and threat analysis
- Crisis planning and integration
- Learning and development, culture and change management
- Exercising and simulation
- Crisis monitoring, analytics and technology
- Threat preparedness
- Lessons learned integration



### **Respond**

#### **Respond rapidly and effectively from day one.**

- Response strategy and governance
- Recovery strategy and planning
- Stakeholder management
- Intelligence threat monitoring
- Operations and finance
- Regulatory and legal
- Technical analysis and support
- On-call crisis retainer



### **Recover**

#### **Get back to business and embrace the new normal.**

- Recovery strategy implementation
- Operational restructuring
- Financial assessment and restructuring
- People management
- Project management and control
- Regulatory and compliance advice
- Lessons learned and integration

## *A trusted partner, when you need it most*

The PwC brand is built on trust. We're proud of our reputation for objectivity, independence, integrity and quality.

That, together with our specialists and professionals recruited directly from industries, is why organisations around the world turn to us every day for our advice.

When you turn to us for crisis expertise, you can trust that the same foundations will underpin our work together.

### ***Why PwC?***

#### ***Prepare: Confront crisis with confidence***

Prepare to lead your organisation in a crisis. Ensure your business has the right strategy to respond and the skills to react effectively.

#### ***Respond: Build confidence and take control***

Develop the agility, strategies and tactics that keep your business running – give confidence to your stakeholders that you are dealing with issues carefully and effectively.

#### ***Recover: Emerge stronger, sooner and more resilient***

Get back to business so you can focus on the path forward and take advantage of fast recovery to find new opportunities for innovation and growth.

---

Develop the agility, strategies and tactics that keep your business running – give confidence to your stakeholders that you are dealing with issues carefully and effectively.

---



## Contact Us



### **Dinesh Anand**

*Partner | Leader Forensic Services | PwC's Global Crisis Centre*

**T** : +91 98182 67114

**E** : dinesh.anand@in.pwc.com



### **Ankit Dewan**

*Director | India Territory Crisis Lead | PwC's Global Crisis Centre*

**T** : +91 98911 43303

**E** : ankit.dewan@in.pwc.com

### **Bangalore**

The Millenia, Tower D  
# 1 and 2 Murphy Road, Ulsoor  
Bangalore 560008

**Telephone:** [91] (80) 4079 4000,  
5000, 6000, 7000

**Telecopier:** [91] (80) 4079 4222

### **Hyderabad**

Plot 77/A, 8-2-624/A/1  
3rd floor, Road 10  
Banjara Hills, Hyderabad – 34

**Telephone:** [91] (40) 4424 6000

**Telecopier:** [91] (40) 4424 6300

### **Pune**

Business Bay, 7th Floor, Tower A-  
Wing 1, Airport Road, Yerwada,  
Pune – 411 006

**Telephone:** [91] (20) 4100 4444

**Telecopier:** [91] (20) 4100 6161

### **Chennai**

8th floor Prestige Palladium Bayan  
140, Greams Road  
Chennai 600 006

**Telephone:** [91] (44) 4228 5000

**Telecopier:** [91] (44) 4228 5100

### **Kolkata**

Plot 56 and 57, Block DN-57, Sector-V  
Salt Lake Electronics Complex  
Kolkata 700 091

**Telephone:** [91] (33) 2357 9100, 9101,  
4400 1111

**Telecopier:** [91] (33) 2357 3395, 2754

### **Delhi NCR**

Building 10, Tower C, DLF Cyber City  
Gurgaon 122002

**Telephone:** [91] (124) 330 6000

**Telecopier:** [91] (124) 330 6999

### **Mumbai**

252 Veer Savarkar Marg,  
Next to Mayor's Bungalow  
Shivaji Park, Dadar  
Mumbai 400 028

**Telephone:** [91] (22) 6669 1000

**Telecopier:** [91] (22) 6689 1888

## ***About PwC***

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com)

In India, PwC has offices in these cities: Ahmedabad, Bengaluru, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai and Pune. For more information about PwC India's service offerings, visit [www.pwc.com/in](http://www.pwc.com/in)

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

©2016 PwC. All rights reserved.

To confront and overcome crisis, you need expertise at every step – from preparing, to responding, to recovering. PwC's Global Crisis Centre is a virtual centre of excellence made up of crisis specialists from different countries and industries. Our crisis teams can access and convene the best skills, experience and knowledge from across PwC's network of member firms in 157 countries. We work with you to prepare for, respond to and recover from crisis. Find out more about how you can confront crisis with confidence by visiting us at [www.pwc.in/global-crisis-centre](http://www.pwc.in/global-crisis-centre)

This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

© 2016 PwC. All rights reserved. PwC refers to the PwC International network and/or one or more of its member firms, each of which is a separate, independent and distinct legal entity in separate lines of service. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.