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.


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.

**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

**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
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

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
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.
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 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 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

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
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

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