



Why Use Merrycon?

Before considering why you should use Merrycon, you should first consider why you should obtain external assistance with your implementation of Business Continuity. There are at least five good reasons why:

- **Obtain expertise** – Business Continuity is a specialist discipline, and very few practitioners have the skills and experience to successfully undertake every aspect of introducing and running a Business Continuity Management (BCM) programme. Supplementing in-house staff with external expertise, usually to undertake specific tasks, is an effective way of running a BCM programme with the added benefit, if properly handled, of passing additional expertise on to the in-house staff
- **Save time** – if you want something done quickly, it's often better to employ an external resource with the specific expertise to complete the task in a set timescale without being distracted by all the peripheral things that tend to slow down in-house staff.
- **Improve quality** – an experienced external Business Continuity specialist can usually improve the quality of your BCM programme by providing independent advice
- **New ideas** – Business Continuity is a continually evolving discipline, and unless you are continually gaining knowledge and experience about how other organisations implement BCM then it's easy to get stuck in a rut. Bringing in someone from the outside will also bring in new ideas and ways of doing things.
- **Provide impetus** – many BCM programmes stagnate after a few years and require something to get them moving again. Bringing someone in from the outside can provide the impetus required.

So, you're sold on the idea of obtaining external assistance with your implementation of Business Continuity, but why should you use Merrycon? There are at least five good reasons:

- **Cost (value for money)** – Merrycon has very few overheads, and with its business model of using flexible associate consultants who are not full time employees, the cost of using Merrycon is usually lower than for other providers, giving great value for money.
- **Experience** – Merrycon has been providing Business Continuity solutions to its clients for 15 years, and has expertise in most types and sizes of organisation in many countries around the world.
- **Pragmatism** – the theory of Business Continuity is relatively simple, but the practice is extremely difficult. Merrycon has an approach that evaluates the theory in the specific context of the client to achieve a successful practical application.
- **Objectives** – Merrycon's work is objective driven. Each assignment undertaken is clearly defined in terms of its agreed objectives, and Merrycon will not expect payment unless those objectives have been achieved.
- **Fixed price** – unlike many providers, Merrycon always works to a fixed price. The objectives, deliverable, and timescales are agreed, and a fixed price is quoted. You pay what you expect, not some estimated amount based on the time that might be spent.

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