**MEMORANDUM – 2 MINUTE BRIEFING 8**

**TO:** CASEY G. CEGIELSKI, PH. D, CISSP, CISA, CRISC

**FROM:** CENSORED

**DATE:** 11/13/19

A Business Impact Analysis (BIA) is a study used to identify the impact that can result from disruptions in the business. A BIA study focuses on the failure of one or more critical IT functions and how the failure will impact the business overall. The difference between a BIA and a Cost-Benefit Analysis (CBA) is that this study does not focus on monetary values; rather, this study ranks impacts by their theoretical scores instead. A CBA is designed to specifically assign monetary values to every object or tool in the business, which is not what we’re trying to do when looking for Single Point of Failures.

When we discuss the term Maximum Acceptable Outage (MAO) during a BIA, we are discussing the amount of downtime a business can receive before the costs of business become too much to continue working. We also frequently use two other terms, Critical Business Functions (CBFs) and Critical Success Factors (CSFs). The major difference in the two is that the CBFs are only successful if the CSFs are successful, since CBFs are derived from CSFs. CBFs are any functions in the business that are determined to be vital for production, while CSFs are things done by the company that are necessary to achieve success.