

# How a Minimum Viable Business Plan Can Strengthen Your Resilience Strategy



Financial institutions are up against a lot of challenges in maintaining operational continuity during the age of cloud computing and for-profit data theft.

That's why more organizations are moving toward the concept of a Minimum Viable Business (MVB) plan to ensure cyber resilience in the face of disruptions. Let's take a look at what constitutes an MVB plan, why you should prioritize one, and how Rubrik can support your overall resilience strategy.

## What is an MVB Plan?



ISO 22316:2017 defines organizational resilience as the ability to absorb and adapt in a changing environment to enable an entity to survive, prosper, and deliver its objectives. The MVB plan takes this concept further by identifying an organization's most crucial business services and ensuring their continued delivery during unexpected changes in the operating environment.

## Key Components of an MVB Plan



## Benefits of Creating Your MVB

- Resilience and Risk Mitigation**  
Quickly recover from disruptions, minimizing downtime and financial losses.
- Regulatory Compliance**  
Meet industry-specific regulatory requirements.
- Employee Confidence and Morale**  
Reassure employees of the organization's crisis-handling capabilities.
- Customer Trust and Satisfaction**  
Maintain essential services during crises.
- Strategic Resource Optimization**  
Focus investments on protecting critical operations.
- Competitive Advantage**  
Maintain operations during disruptions, potentially capturing market share.

## What About a Minimum Viable Bank?

In the banking sector, the concept of a "minimum viable bank" has become increasingly relevant. This model focuses on maintaining core banking functions during disruptions, including:



## How Rubrik Enables Your Minimum Viable Bank

Rubrik's capabilities are core to enabling the outcomes associated with a minimum viable bank plan. Rubrik can help you with:

- Data Security, Discovery, and Protection**  
Ensuring data is securely inventoried, protected, and easily recoverable.
- Scalability and Flexibility**  
Allowing businesses to start with essential services and expand as needed.
- Resource Optimization**  
Integrating multiple cyber resilience management capabilities in one platform, maximizing the value of IT investments.
- Compliance, Risk, and Security**  
Providing robust security features and compliance insights to meet regulatory requirements and quantify business risk exposure.
- Simplified Operations**  
Automating many data security and cyber resilience tasks, reducing the operational burden on IT teams.
- Continuity of Operations**  
Ensuring quick recovery to the MVB or business as usual after cyber/data loss events.
- Analytics and Insights**  
Providing data usage insights, risk quantification, and threat detection to inform decision-making.
- Integration with Cloud Services**  
Facilitating hybrid and multi-cloud strategies for adaptability and flexibility.

By leveraging these capabilities, Rubrik helps financial institutions achieve the key outcomes of an MVB plan. We ensure banks can recover quickly, operate efficiently, manage resources effectively, mitigate risks, and adapt to market demands.

Ready to get your financial services institution up to speed with its own MVB plan? [Click here](#) to contact one of our solutions experts.

