

National Partnership-Business Operations Center Alliance

Summary

BEOC ALLIANCE is organized for the purpose of strengthening the capacity of the public sector, private sector, and Department of Defense to prevent, prepare for, respond to, and recover from disasters through effective education, scientific research, and organizational partnerships to include but not be limited to private sector, public sector, and Federal Agency partnerships.

Background

The BEOC ALLIANCE was developed from a collaborative effort between academia, led by the NJ Institute of Technology (NJIT), business, as represented by the New Jersey Business Force (NJBF.), and the Armament Research Development and Engineering Center (ARDEC) Picatinny Arsenal, NJ. Growing success with BEOC model, a communication nexus between the private and public sectors, suggested an extension of the model to a State, region, and national basis. The BEOC functions virtually, physically, and as a research program. The BEOC has been utilized nationally and refined through exercises such as TOPOFF-4, NLE 2-08, NLE 09, NLE 2010, and will be physically activated during NLE 2011. During the Democratic National Convention the BEOC provided reach back support and functioned as a business fusion center for business partners located in the city of Denver EOC. Through the BEOC Alliance organizations (private sector, NGOs, associations, consortia, Northcom) communicate regularly over weekly conference calls and through listserves and a secure portal.

Goals and Objectives

1. Private Sector Advocacy – The BEOC Alliance functions as a private sector advocate in areas related to the major dimensions of emergency management (preparedness, prevention/mitigation, response, recovery). Services include but are not limited to periodic symposia and threat briefings, BEOC (NJ and national) information sharing, exercise design to include modeling and simulation, business continuity, critical infrastructure interdependencies, and collaborations (strategic, tactical, operational).

2. Business-to-Business (B2B) collaboration , communications, and information sharing. The organization and design of the BEOC facilitates 360 degree communications between private sector participating organizations. It established both a physical and technologically enabled virtual hub to connect individual company emergency operations centers (EOC's) on a real-time basis.

3. Interface with Public Sector Emergency Operations Centers (EOC's.) The BEOC will be independently activated in parallel with Public Sector agencies at multiple levels of government (city, county, state, regional, national) such as the city of Newark, UASI regions, NJ ROIC, (fusion center), NICC, and Northcom

4. Business to Non-Government Organization (NGO) collaboration. The BEOC will provide an important interface and collaboration function with NGO's like the American Red

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Cross and Salvation Army that are involved in community preparedness and response initiatives. This may include the mobilization of needed supplies and volunteers during an emergency.

5. Research – The BEOC as a programmatic element of the BEOC Alliance will benefit from targeted research into collaboration, crisis management tools, technology development, modeling and simulations, and interoperability during crisis response. New Jersey Institute of Technology (NJIT) is assisting in this research through their Crisis Communication, Collaboration, Coordination, and Information Fusion (C4IF) lab

Description

Organizational Structure

The BEOC is structured as a 501 C 3. The organization functions under a set of bylaws and articles of incorporation. The founding entity of the BEOC Alliance is the New Jersey Business Force which is a business unit under the Alliance. The major programmatic element of the Alliance is the BEOC.

Partners

The BEOC Alliance along with the NJ Business Force is developing a private sector Information Sharing Environment (ISE) and a private sector SAR (Suspicious Activity Report) process with SEERN (Southeast Emergency Response Network) that integrates the BEOC with SEERN and other regional partners using the single sign-on feature of NC4's Cybercop portal. Currently the following organizations and partners are on the BEOC NC4 Cybercop portal:

- ADP
- All Hazards Consortium
- Association of American Railroads (AAR)
- ARDEC (Picatinny Arsenal)
- Boeing
- Colorado Emergency Preparedness Partnership
- Dun and Bradstreet
- Georgia Business Force
- Hackensack University Medical Center (HUMC)
- Honeywell
- Humanitarian International Service Group
- L3 Communication
- MEDCO
- NC4
- National Institute Urban Search and Rescue
- NJ Resources
- NORAD/Northcom Interagency Support Group
- Novartis
- Pacific Northwest Economic Region (PNWER)
- Pfizer
- Prudential



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- PSE&G
- Safeguard Iowa
- Society of American Military Engineers (SAME)-NJ Post
- Southeast Emergency Response Network (SEERN)
- The Alaska Partnership for Infrastructure Protection (APIP)
- The CIT Group
- United Water
- Verizon
- Wal-Mart (Bentonville)

Governance

In addition to the BEOC Alliance Board of Directors, a Governance Committee of senior level management from NJ Business Force organizations (the founding member of the BEOC Alliance) has been established to oversee BEOC policy, interface with top-level Public Sector partners (i.e. Federal and FEMA private sector offices, NORAD/Northcom Interagency support, State OEMs to include NJ, AK, LA, KY, OEM Command Staffs at various levels), and to recruit the participation of senior executives of other companies and organizations.

Participation Levels (membership fees may be tax deductible, The BEOC Alliance is a registered 501 C 3 organization)

The BEOC Alliance and its activities are funded through a membership model, foundation grants, research grants, and other grant sources.

The BEOC as an Alliance program does not require a membership fee for open source and unclassified information sharing. BEOC Alliance membership, however, will be encouraged over time for those organizations deriving internal benefits from their BEOC involvement.

BEOC Alliance membership

Memberships at the following levels

- **Organizational Gold Membership**
\$25,000 or above annual fee
- **Organizational Silver Membership**
\$12,500 annual fee
- **Organizational Bronze Membership**
\$7,500 annual fee
- **Introductory Organizational Membership**
\$2,500 initial fee for the Introductory Membership
- **Consortiums/higher education institutions/NGOs/** (approval by BEOC Alliance Board of Directors)
- **Public Sector and Government Agencies** (no fee)
- **Research Supporter**
The BEOC Alliance in its partnership with NJIT will accept support for targeted research activities in the areas of crisis response tools and technology development, information sharing, interoperability, modeling and simulation, exercise system development, and equipment as a condition of membership.

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For a complete list of research projects contact Dr. Michael Chumer (contact information in the last section)

Requirements for Success

Partnership triad – The BEOC Alliance consists of academia (NJIT, Monmouth University, New Jersey City University, The Naval Postgraduate School, USMA (West Point)), the private sector, and the DoD through the Armament Research Development and Engineering Center (ARDEC) Picatinny Arsenal.

Operational, Tactical, and Strategic focus vice strictly Policy – The BEOC Alliance and the BEOC as a program analyzes data from multiple information sources and distributes this analysis and related alerts/notifications to private sector, public sector and DoD daily, has BEOC activation levels for a crisis rising in severity and can function in a physical space and or in a virtual space.

Community of Practice (COP) /Community of Interest (COI) – The BEOC Alliance follows a distributed nodal network structure that aligns itself with a COP/COI model rather than normal organizational hierarchical structures.

Research – Coupling a strong research program along with an operations and tactical BEOC program model.

Resources

BEOC Alliance has the following resources available through its partnership- A seat in the Business Emergency Operations Center; resources to help prepare form respond to, and recover from disasters; web resources; and tools and templates.

Training and Exercises

BEOC Alliance hosts and participates in joint training and exercises with the public and private sectors.

Communication Tools

BEOC Alliance uses the following methods of communication with their public/private sectors; email alerts; text message; quarterly in-person meetings; conferences and other events; teleconferences; video conferences; website; and access to secure portal for FOUO information sharing.

Links

www.njbf-beoc.com/

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