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28 Percent of U.S. Businesses Are Unprepared for Disasters - Trissential Wants to Decrease that Number in Wisconsin and Minnesota

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MILWAUKEE, April 24 /PRNewswire/ -- Trissential, a management consulting company specializing in business improvement, aims to prepare companies in Wisconsin and Minnesota to successfully survive any storm, whether caused by humans or nature.

Trissential recently organized new practice teams at its offices in Milwaukee and Minneapolis to offer businesses expertise in planning for and surviving disasters - everything from internet security breaches and data theft to the loss of life and critical infrastructure from fire, flood, windstorm, disease, accident, theft, terrorist act, or product failure and tampering.

Recently, Trissential assisted a Fortune 100 company in the preparation of two continuity plans - one for successful operations following an act of bio-terrorism and the other for maintaining operations during a pandemic.

"When I saw employees at this major corporation doing everything correctly during a simulation of an emergency, I understood at a gut level that preparedness makes a profound difference," said Michael Vinje, PMP, Trissential co-founder. "The management team at Trissential decided to do something more in our service areas for companies that do not have business continuity plans or have not tested plans for more than a year."

The 2006 AT&T annual Business Continuity Study found that 28 percent of U.S.-based businesses are unprepared for man-made or natural disasters and that 40 percent have not tested existing plans in the last 12 months. Trissential analysts and program managers are available to meet with business leaders to discuss all aspects of continuity planning: strategic analysis, prioritization, solution design, implementation, testing, and maintenance.

For more information on these and other Trissential services, please write [info@trissential.com](mailto:info@trissential.com) or call: Milwaukee, 262-613-1643, Minneapolis, 952-595- 7970.

About Trissential

Trissential, a management consulting company specializing in business improvement, helps companies make better decisions at every level of the organization, from product to process to

market innovation. Trissential's approach recognizes the interdependency of the three essentials - strategy, management, and execution. Trissential employs more than 35 senior-level consultants at offices in Milwaukee and Minneapolis. [www.trissential.com](http://www.trissential.com).

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