



Atlantic Business  
Continuity Services

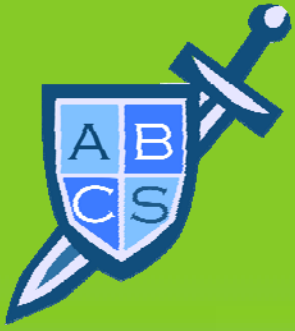
# Protecting Your Business from Disruptions

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# Why Plan?

- OPEN for Business or OUT of Business
- 10 Questions for Preparedness (see handout)
- How will your business continue operations AND serve your customers during a crisis?
- Do your employees know how to protect themselves during an emergency?

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# Why Plan?

- The odds are stacked against you....
- 93% of businesses experiencing a major data loss close within 5 years (Gartner)
- 2 out of 5 businesses that experience a disaster will close within 5 years (Gartner)
- 1 in 4 businesses will experience a crisis / year
  - Of those that experience the crisis and have no BCP or Disaster Plan, 43% never reopen
  - 29% of those that do reopen are still in business two years later (Assoc. Small Business Development Ctrs)

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# Getting Started

- What is CRITICAL to your business?
  - Who is critical to your operations?
  - Which hardware, servers, software, etc.?
  - Which business processes?
  - Which resources and supplies?
  - Which vendors and suppliers?
  - Which customers?
- How much downtime can you afford?

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# The Basics: Four "P"s

- Protect **People**
  - Employees, families, vendors, customers
- Protect **Places**
  - Office space or building, recovery location
- Protect **Property**
  - Computers, supplies, resources, intellectual
- Protect **Processes**

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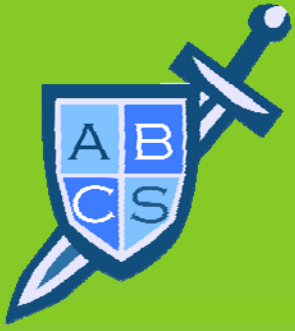


# People First

- Take care of your employees so they can take care of your customers
- Planning must start with People
  - Employees, Vendors, Customers



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# People First

- Request feedback from everyone
  - Employees, Vendors, Customers
- Help your employees plan at home
  - Learn their plans for evacuation
- Prepare Emergency Response Plans
  - Protect Employees during emergencies (Fire, Earthquake, Tornado, Medical, Workplace Violence, etc)

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# Place - Building

- Secure your Building
  - Hurricane protection for windows
  - Flood protection
  - Security and Access Control
  - Fire Alarm and Sprinklers
  - Earthquake protection for heavy objects
  - Insurance

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# Place - Electricity

- Back-up Generator
  - Permanently Installed
  - Portable
- Considerations:
  - Connection to building
  - Power Requirements: Computers, Equipment, HVAC
  - Fuel source for generator
  - Automated vs. Manual start-up
  - Purchase vs. Borrow, Beg, or Deal
  - Maintenance and Testing



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# Place - Electricity

## Uninterruptable Power Supplies (UPS)

- UPS gives short-term power to computers
- Test! Make sure the UPS can power everything connected
- How long does it last?

## Surge Protectors

- Often built-in to UPS
- Many UPS have surge-only outlets for copiers, printers, and other expensive items that do not work well on the regular power back-up outlets

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# Place - Telephone

## Landline Telephone

- Digital (electric)
- Analog (no electricity needed)

## Cellular

- Voice calls
- Text Messaging

## Conference Calls

## Satellite

## VoIP

### Considerations:

- How many incoming and outgoing lines do you need to protect?
- How quickly and easily can your forward incoming calls to back-up?
- Are faxes and modems important to your critical business functions?



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# Place – Internet

## Back-up Internet from Alternate Carrier

- Dial-up
- Wireless
- DSL
- Cable
- T1 +

## Considerations:

- Average utilization of current internet connection bandwidth
- Diversity of wiring paths to your building
- Availability requirements – time to switch connections (Manual vs. Automated)
- Configuration – technical issues addressed in advance

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# Property

- Physical Assets
  - Computers, Servers, Hardware, Software
  - Equipment
- Data
  - Accounting, Files, E-mail, Address Books
- Intellectual
  - Knowledge held by only one person
- Paper Files



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# Property

- Protect Your Data
  - Back-ups: Are they really working?
  - Review logs
  - Test a restore
  - What is included?
  - Consider data on all PCs, laptops, PDAs

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# Property

- Insurance
  - Review annually with agent
  - Coverage amounts
  - Changes in needs
  - Changes made by insurance company
- Understand the Claims Process
  - What you'll need
  - How long it will take



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# Processes

- Document all critical processes
  - Keep it updated
  - Test using an “outside” person
  - Cross-train
- Know your downtime tolerance
  - How long can process be “down”?
- Prioritize processes for recovery
  - What is most important to recover first?

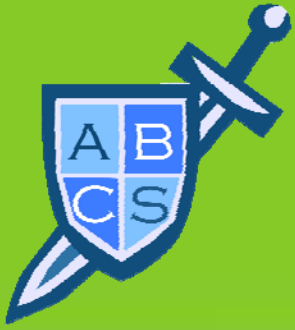
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# Stay in Contact

- Most Important Recovery Tool: Emergency Communications Plan
  - Emergency Contact List
    - Employees, key vendors and customers
  - Multiple phone numbers, e-mail
  - Keep the list updated (automate if possible)
  - Put copies on Manager laptops, and hardcopies in Manager briefcases

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# Final Thoughts

- E-mail is a critical communication tool
  - Can you work "offline"?
- Text messaging vs. voice calls in emergencies
- Have an old telephone handy (no power cord)
- Laptop with modem and dial-up internet
- Conference Call number and Website for employees and others to post messages
- Flexibility...

The best plan is the one with the most options.

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**Procrastination is** a problem when it comes to doing my disaster plan. As a business owner I have a lot to do. It's not like **a disaster** is going to happen tomorrow. Besides, we have that new business pitch. I've been **waiting** for this **to** happen for a while now. I'll get the disaster plan finished eventually. Nothing to worry about, it'll **happen.**

Whether natural or man-made, at least one in four businesses affected by a disaster never reopen. Though emergencies are unpredictable, when you have a plan in place you can adapt, recover and stay in control.

*It's never too late to protect your business until it is.*

*Make a plan.*



READY.GOV





# Questions?

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