



Agility Recovery
Prepare to Survive

Business Continuity 101:

A Business Continuity Planning Beginner's Checklist

Brought to you by:



Prepare to Survive.



Agility Recovery



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For Audio: (1) Listen through PC speakers, OR (2) Dial 805-309-0021 and use access code 585-075-284

- **Learn about the basics of disaster recovery and business continuity.**
- **Understand what you can do to prepare your organization for an unplanned interruption.**
- **Initiate simple steps to improve your preparedness today.**

Protecting Your Organization

- I. 15-40% – The number of businesses that fail following a natural or manmade disaster.*
- II. 35% – The number of small to medium-sized businesses that have a comprehensive disaster recovery plan.**
- III. 94% – Number of small business owners who believe a disaster could seriously disrupt their business within the next two years.***
- IV. 51% – Number of Americans who have experienced at least one emergency situation involving lost utilities for at least 3 days, evacuation from their home or office, loss of communications with family members or had to provide first aid to others.****

*Insurance Information Institute, **Gartner, ***American Red Cross and FedEx Small Business Survey, 2007, ****American Red Cross/Harris Poll Survey, 2009.



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What Can You Do Today?

1. Assess your risk – both internally and externally.
2. Assess your critical business functions.
3. Prepare your supply chain.
4. Create an emergency management plan.
5. Back-up your data.
6. Create a crisis communication plan.
7. Assemble an emergency kit.
8. Review your insurance coverage.
9. Plan for an alternate location.
10. Test your plan.



1. Assess Your Risk – Internally & Externally

- What types of emergencies have occurred in the past?
- What could happen as a result of your office location(s)?
- What types of emergencies could result from the design or construction of your facility?
- What could result from a process or system failure?
- Will you be affected if your neighbor is hit by a disaster?



- **Will you be affected if your neighbor is hit by a disaster?**

Bank '34: "The Peripheral Effect"

Alamogordo, New Mexico

- Arsonist entered the building.
- Force entry into 2nd floor tenant's office. (An attorney.)
- Set two fires.
- Crime happened in ~ 6 minutes.

- Sprinklers were activated.
- Six inches of water accumulated in branch.
- No way to resume operations without help.



2. Assess Your Critical Business Functions

- What functions are critical to the day-to-day operations?
 - › HR, Operations, Management, Finance, Client Service
- What employees are essential?
- How long can you withstand an interruption to those critical functions?
 - › 0-24 hrs, 24-48 hrs, 48-72 hrs



• How long can you withstand an interruption?

Meat Processing Facility: “The Real Sense of Urgency”

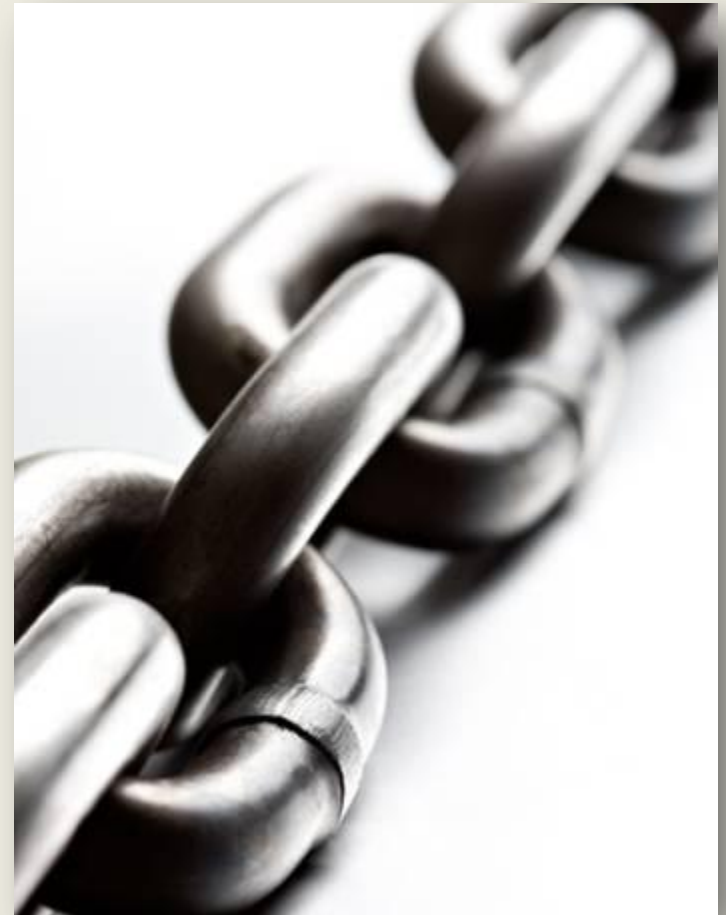
Sauget, Illinois

- Massive storm leaves 500,000 customers without power
- Facility included 50,000 sq.ft. of freezer space
- \$10 Million in frozen inventory in jeopardy
- Could operate only 3 days independently without power
- Required tractor-trailer sized 640KVA generator



3. Prepare Your Supply Chain

- Talk to your key vendors and suppliers about their recovery plans.
 - › Ask yourself has it been tested?
- Develop relationships with alternate vendors.
 - › Eliminate single points of failure.
- Educate your clients about the importance of preparedness.
- Insure what can't be protected.



- **Talk to your key vendors and suppliers about their recovery plans.**

Financial Institutions

Kentucky

- Massive ice storm leaves entire cities without power throughout Kentucky
- Those with Generators were left without assistance from local fuel providers who relied on electricity to pump fuel into trucks
- Fuel had to be brought in by backup fuel providers located 50+ miles away due to power outage



- Minimizes the impact, protects and re-assures stakeholders, and prepares for recovery.
- Facilitates transition between normal business operations and a catastrophe response.
- Includes the notification and management of employees, clients, vendors, partners and the media.

• Minimize Impact by Creating Emergency Management Plan

400-Person Call Center: “1 Ounce of Prevention...”

Nashville, Tennessee

- Building located in floodplain
- Entire facility flooded with 5 feet of water during 2010 floods
- Extensive planning to alleviate risk of flooding including elevated IT equipment storage, redundant facilities, fail-safe phone system, etc.
- HOWEVER, still needed to relocate employees, and chose to **recover locally in mobile offices** rather than lay off or transfer employees



- Automated
- Daily back-ups
- Store in off-site, secure location
- Test plan regularly
- Regional footprint



6. Create a Crisis Communication Plan

- Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.
- Ensure redundancies independent of cell or terrestrial networks as much as possible
 - › 24-hour phone tree
 - › Password protected web page (centralized emergency status)
 - › E-mail alert
 - › Call-in recording system
 - › Text/Data Alert system
- Manage customer and key vendor communications.
- Prepare a media communications plan.

- **Ensure redundancies independent of cell or terrestrial networks as much as possible.**

Saskatchewan Government Insurance:
“When all else fails...”

Regina, Saskatchewan

- Virus disabled entire internet and network access, including land line phone service
- Online text messaging system was only remaining facet of extensive communications plan still intact (myAgility)
- Able to orchestrate meeting of Crisis Management team 15 minutes after outage using text messaging system



- **Have cash on hand for emergencies**

Multiple Agility Members: “Shortage of Currency”

New Orleans, Louisiana

- Katrina crippled power and communications
- Most financial institutions and all ATMs not able to function
- Most vendors and retail locations that WERE open could not accept credit cards
- Having Cash on hand made for quick, easy transactions of critical supplies



- Assure you are insured for all potential risks.
- Consider business interruption insurance and added expense insurance.
- Keep photos of your building, equipment lists and policy information stored in a safe and secure offsite location.
- Asset management program.

- **Mobile Recovery**
 - › Delivered to a specific location.
 - › Ideal for small to medium sized business.
 - › High level of flexibility.
 - › Cost effective solution.
- **Hotsite Recovery**
 - › Permanent, regional facility.
 - › First come, first served at time of disaster.
- **Other Alternatives**
 - › Reciprocal
 - › Internal
 - › Co-Location

• Mobile Recovery as Second Alternative

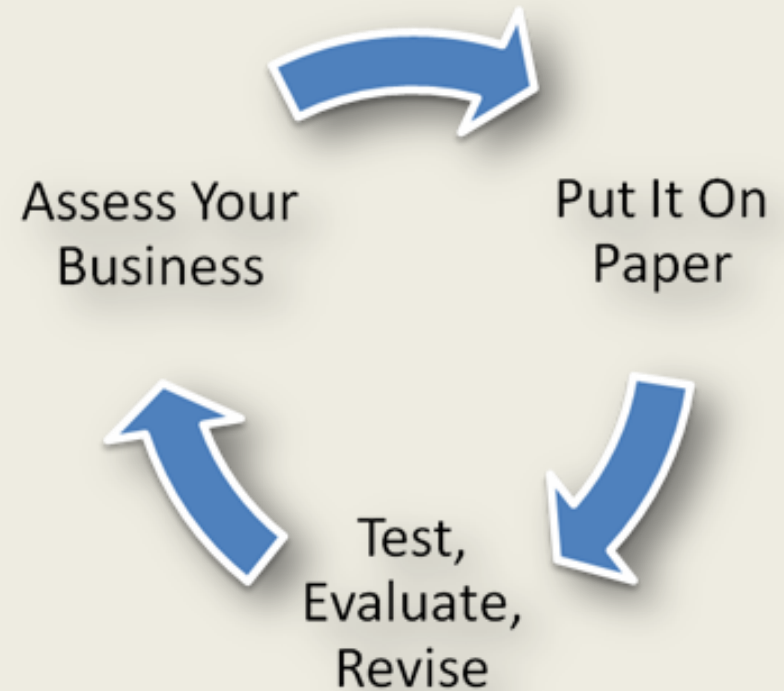
ASI Federal CU: “Cramped Quarters”

New Orleans, Louisiana

- Busted plumbing fitting causes **20,000** gallon flood in office
- Displaced 20+ office employees
- Originally attempted internal relocation (*break room*)
- Could not operate efficiently in that space
- Requested **full mobile office unit**
- Cost effective, ease of implementation, great efficiency



- Do an annual exercise and update the plan as necessary.
- There is no pass or fail.
- Make sure to re-educate employees when any changes to the plan are made.
- Testing is a process not a project.



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The Agility Approach

What is your risk?

There's no such thing as a minor disruption.

Any event that prevents work from happening can be catastrophic for a business.

In the past two years, Agility responded to over 560 disaster events. Including:

- O. Beck Company – Hurricane Irene
- DCH Credit Union – Tornado
- ASI Federal CU – Burst Pipe
- Bank'34 – Arson
- County Wide Insurance – Ice Storm
- Barnes Dennig CPA – Burst Pipe
- Cowan Insurance – Server Failure
- City of Mayfield Kentucky – Power outage

Planning gives you the ability to understand and mitigate your risk, and quickly recovery from the impact of a crisis.



- Proactively reached over 4,000 members in 2011 during events
- Demonstrated impact of Roadmap to Recovery discussions
- Reviewed risks, communication plans, risk assessments, contact processes and any action items identified during roadmap.
- Offered advice, guidance and assurance that Agility is there if the event should materialize and impact their operations.



AGILITY
RECOVERY SOLUTIONS™

E-Alert
Business as usual. No matter what.

Tornado Watch For East Coast Communities

The National Weather Service has issued a tornado watch until the PM hours for many communities throughout the East Coast. [Click here to find the latest information in your area.](#)



Links

- [Initiating an Agility Recovery](#)
- [Access MyAgility](#)

Did You Know?

- During an average year, over 1,000 tornadoes occur across the country
- Most tornadoes have wind speeds less than 110 miles per hour, are approximately 250 feet across, and travel a few miles before dissipating

More Information

- [Severe Weather Updates](#)
- [FEMA](#)

Client Services: (877) 364-9893
Disaster Hotlines: (866) 894-3336 or (888) 242-3740
Agility Recovery Solutions
2101 Rosford Rd., Suite 350E
Charlotte, NC 28211
866.364.9898

Protection and Prevention Tips:
As a ReadySuite member, we encourage you to review the following preparation, prevention and protection tips to get ready for the storm. Here are a few highlights:

- Update your MyAgility account information
- Make copies of important documents
- Verify sufficient petty cash is available
- Have disaster supplies on hand
- Assure your data back-up plan is in place

[Click here to view our complete checklist](#)

With Agility, you don't need to be all things to all people.

In the midst of a disaster, it's nearly impossible to try to run your business and recover it at the same time.

The responsibilities are too numerous, the must-do list too long and the emotional demands too taxing for one person to handle.

That's the reason companies turn to Agility. We take care of everything you need to get your business back in business, freeing you to focus on what matters most – your people, your customers and your community.



In exchange for a small monthly fee, you can have access to all of our knowledge, expertise and resources. We'll help you develop a customized plan and get prepared for any crisis.

Our Promise: If you have a disaster we will rescue your business. We will deliver any or all of our four key recovery elements:

- Power
- Technology
- Space
- Connectivity

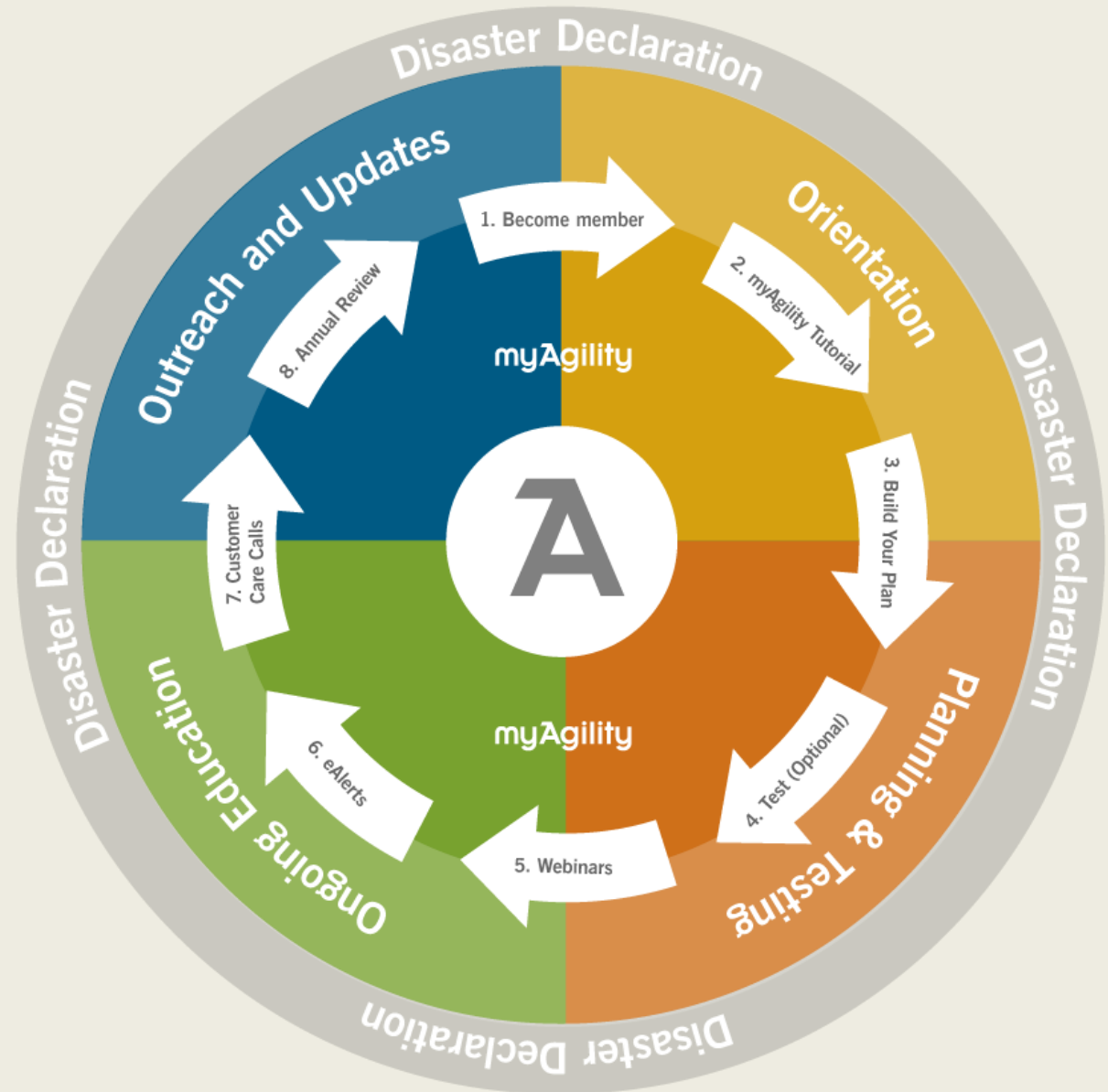


Membership Lifecycle

Agility provides robust, easy-to-implement recovery solutions for an affordable monthly membership fee.

Membership Features

- Immediate protection
- myAgility Planning Portal
- Alert Notification
- 24-hour access
- Ongoing education programs
- Testing



This Secure, Password-protected Preparedness Portal Includes:

- Personal Preparedness Plan Templates
- Weather Forecast Alert System
- Automated Reminder Service
- Contact Alert Notification System
- Virtual Safe Deposit Box for Critical Documents

myAgility
—family—

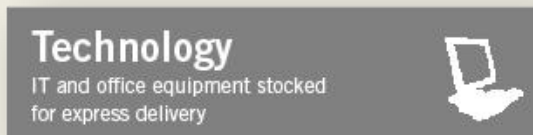


Whatever you need, whenever you need it.

When disaster hits, Agility will be there on the scene, providing you with any, or all, of the critical elements you need to keep your business in business.

ReadySuite:

- Immediate protection
- 48-seat office space
- 5 Intel servers
- Power generation
- Phone and Internet connectivity
- Testing Option
- myAgility Planning Portal



Agility bridges the gap between disaster and survival.



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