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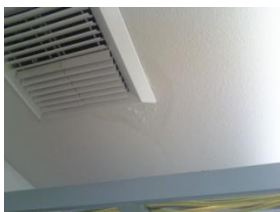
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Many Organizations Still Woefully Unprepared for a Major Disaster



Although almost nothing surprises us anymore, it still gets our attention when clients experience significant downtime, but are unable to invoke a business continuity plan or strategy to avoid business disruption. So-called "disasters" can occur due to many common events such as power disruptions, plumbing leaks, human error, fire in a data center or machine room, accidental cable cut, or any one of a number of different scenarios.

If key personnel in your IT organization or major business units cannot answer the following questions with absolute certainty, it is long past time for you to address your Disaster Recovery and Business Continuity strategies:

- Who heads (is responsible for) Business Continuity for our organization?
- Who, in our organization, is responsible for declaring a disaster?
- Where is the Disaster Recovery Plan for our organization? How do we access it?
- Where is the Business Continuity Plan for our organization? How do we access it?
- Where do we go in the event of a disaster?
- What are our roles and responsibilities in the event of a disaster?

The Worst Kind of Test



The worst kind of Business Continuity test is one that is unplanned and which results in significant business interruption. An unplanned catastrophic failure of critical systems or processes is not the time to discover that you lack a plan or strategy for avoiding business disruption.

It is not a question of **if**, but of **when** an unplanned outage will occur. Organizations must prepare for the likely event systems and the processes that they enable will be impacted in some way.



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Avoiding the Inevitable

If a highly paid consultant told you that your company's phone system was going to suffer a catastrophic, enterprise-wide outage during the next six months that would impact all inbound and out bound call traffic, would you believe it? If the same person told you about a hardware component single point of failure (SPOF) in your central phone switch that was going to cause the outage, would you tell him that you don't believe it? Emphatically claim that your staff tested the switch and all of its components every six months, so there couldn't possibly be a problem? After all, the switch was backed up and everything in it was supposed to be redundant, right?

Unfortunately, the scenario described above was very real for a large financial institution a few years ago. Whether it was clairvoyant insight, sheer luck, or a disgruntled member of your own staff who was tired of seeing issues getting repeatedly shoved under the rug, the unthinkable happened. All inbound and outbound call traffic was disrupted for two whole days as a result of the failure. All customer service, sales, and every other type of company-wide voice communication was impacted.

What would you do if faced with the scenario above? Call the consultant's manager and ask him how he brought down your phone system? Look for someone in your own organization to blame and/or fire? Call the company that sold you the switch and yell at the account executive? If you answered yes to any of these questions, you probably should have listened to your staff when they tried to warn you. If there is one thing that you can plan on with absolute certainty, it is that something unplanned is going to happen to some portion of your company's infrastructure sometime in the future.

Event	Business Processes Impacted Without Mitigating Strategy
Power Outage-Widespread	75% to 100%
Power Outage-Localized	10% to 100%
Data Center Fire	75% to 100%
Network Cable Cut	1% to 100%
Human Error	50% to 100%
Severe Weather	20% to 100%
Regional Disaster	80% to 100%

• Source: FFILLC 2011 DR/BCP Consultant Poll

Get a Business Continuity Strategy that really works. Contact us today: info.ffinow.com



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