

10 Steps To Business Preparedness

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For Audio:

- Listen through PC speakers
- Dial 773-945-1011, use access code 281-118-941

- Learn about the basics of disaster recovery and business continuity.
- Understand what you can do to prepare your organization for an unplanned interruption.
- Provide an open forum for discussion.

Today's Agenda

June 22, 2010

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Disaster Recovery

Is this what comes to mind?

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A/C Failure
Acid Leak
Asbestos
Bomb Threat
Bomb Blast
Brown Out
Burst Pipe
Cable Cut
Chemical Spill
CO Fire
Condensation
Construction
Coolant Leak
Cooling Tower Leak
Corrupted Data
Diesel Generator
Earthquake
Electrical Short
Epidemic

Evacuation
Explosion
Fire
Flood
Fraud
Frozen Pipes
Hacker
Hail Storm
Halon Discharge
Human Error
Humidity
Hurricane
HVAC Failure
H/W Error
Ice Storm
Insects
Lightning
Logic Bomb
Lost Data

Low Voltage
Microwave Fade
Network Failure
PCB Contamination
Plane Crash
Power Outage
Power Spike
Power Surge
Programmer Error
Raw Sewage
Relocation Delay
Rodents
Roof Cave In
Sabotage
Shotgun Blast
Shredded Data
Sick building
Smoke Damage
Snow Storm

Faulty Sprinkler
Static Electricity
Strike Action
S/W Error
S/W Ransom
Terrorism
Theft
Toilet Overflow
Tornado
Train Derailment
Transformer Fire
UPS Failure
Vandalism
Vehicle Crash
Virus
Water (Various)
Wind Storm
Volcano

The Reality

Disasters happen everyday.

What Can You Do Today?

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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.



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What types of emergencies have occurred in the past?

What could happen as a result of your facility's location?

What types of emergencies could result from the design or construction of your facility?

What could result from a process or system failure?



Assess Your Risk – Internally and Externally

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Fires

Severe weather

Hazardous material spills

Transportation accidents

Earthquakes

Hurricanes

Tornadoes

Terrorism

Utility Outages



Historical Perspective

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Flood plains

Seismic faults

Dams

Power grids

Nuclear plants

Major transportation

Companies that produce, store, use or
transport hazardous materials



Location

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Physical construction of your facility

Hazardous processes or byproducts

Facilities for storing combustibles

Layout of equipment

Lighting

Evacuation routes and exits

Proximity of shelter areas



Facility Construction/Design

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Safety systems

Telecommunications

Computer system

Power

Heating/Cooling system

Emergency notification system



Technology Failures

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What functions are critical to the day-to-day operations?

- HR, Operations, Management, Finance, Customer Service, Sales/Marketing

What employees are essential?

How long can you withstand an interruption to those critical functions?

- 0-24 hours, 24-48 hours, 48-72 hours



Assess Your Critical Business Functions

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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.



Prepare Your Supply Chain

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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, suppliers and the media.

Create an Emergency Management Plan



Automated.

Daily back-ups.

Store in off-site, secure location.

Test plan regularly.

Regional footprint.



Back-Up Your Data

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Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.

- 24-hour phone tree

- Password protected web page

- E-mail alert

- Call-in recording system

Manage client and key vendor communications.

Prepare a media communications plan.

Create a Crisis Communication Plan



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.

Review Your Insurance Coverage



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

Plan for an Alternate Location

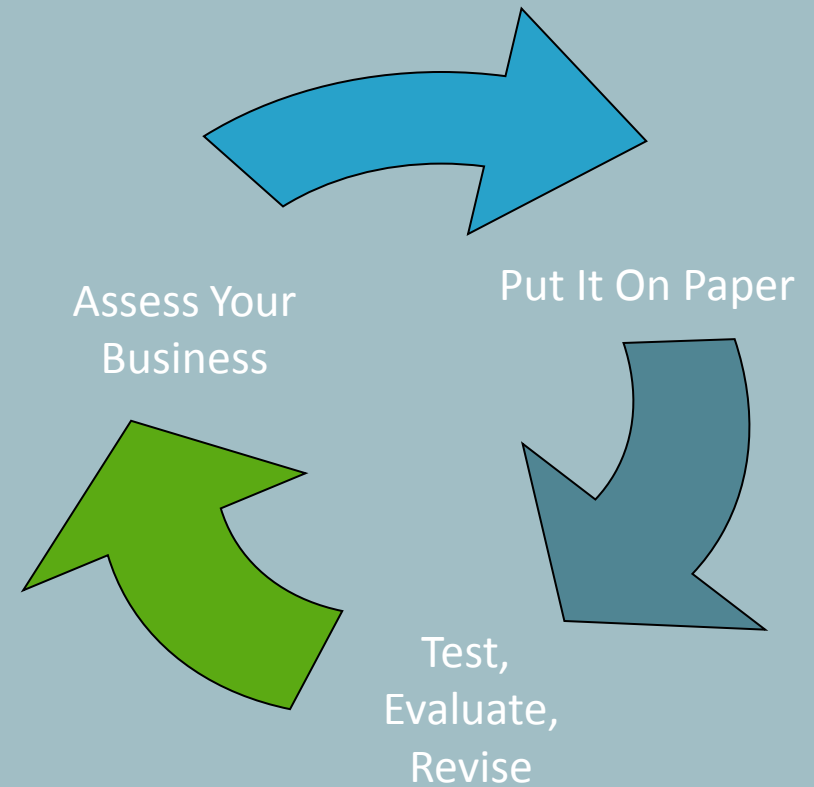


Do an annual test and update the plan as necessary.

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.



Exercise Your Plan

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Questions?

Submit questions using the Q & A function on the screen.

Upcoming Preparedness Events:

www.sba.gov to Register:

June 24 - Web Chat - “Disaster Preparedness for Business Owners: An Inside View”

www.preparemybusiness.org to Register:

July 27 – Webinar – Testing Your Recovery Plan

August 24 – Webinar - Understanding Disaster Assistance Funding with the SBA

