The Importance of
Disaster Recovery &
Contingency Planning

Craig Graeve
VP Postal Relations
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With Special Guest
Donna Childs
The Importance of Disaster Recovery & Contingency Planning

Today’s Presenters

**Craig Graeve**  
*VP Postal Relations/Support Services*  
Craig joined Pitney Bowes Presort Services in December of 2002 as VP of Special Projects. In his current position, he has oversight for Logistics, Educational Services, Postal Relations/Compliance and Business Continuity Planning.

**Donna Childs**  
*Founder, Prisere LLC*  
Donna is the founder of Prisere LLC and author of "Prepare for the Worst, Plan for the Best: Disaster Preparedness and Recovery for Small Businesses." She has small business expertise and firsthand knowledge of what businesses must do to ensure protection from disasters.
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Disasters – Shapes, Sizes and Times

Dallas, TX – Late night fire
- Warning time prevented injuries

Reading, PA – Water-main break early morning
- Outage 16 hours

Minneapolis, MN – Tornado (Sunday evening)
- Outage 48 hours

Phoenix, AZ – Main circuit fire mid-day
- Outage 18 hours
The Proactive Approach

- Disasters are unpredictable and can result in the total loss of a business.
- By preparing for the worst, you can not only help protect operations, but also ensure survival of your business.
- 2000 - 2008, there were on average 392 “disasters” per year – the average annual economic damage was $102.6 billion worldwide.
- For example, just imagine what the USPS has been through in the past 12 months – virtually every natural disaster has had a negative impact.
Planning Ahead is **Critical to Success**

- In the post-9/11 world, Business Continuity Planning is now baked into corporate security planning.
- In the service sector, Business Continuity Planning must address the protection of customer data, inventory and materials.

Planning should start long before disaster strikes.
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Whether You’re Small or Large…

High Severity Event vs. High Frequency Event

- High severity event – Hurricanes, fires, floods
- High frequency event (or “everyday disasters”) – Power outages, water main breaks
- Prepare for the everyday disaster to build resilience to the larger disasters

**Example**, the backup you will use to recover from a common human error, when someone mistakenly deletes a computer file, will be critical when you confront a more serious threat, such as a fire.

**Not only physical damage!**
Protect your data!
Whether You’re **Small or Large**…

Even if a disaster *never occurs*…

- Immediate return on investment – *lower your insurance costs*
- It’s a part of doing business – *more credibility = more competitive*

*Having a Disaster Recovery or Business Continuity Plan gives you a competitive advantage!*
Know What to Expect

1. **No matter how carefully you drill**, there will always be someone who did not fully comply with the plan 100%. Try to contain your frustration with the situation.

2. **For Small Businesses, Cash is King**, because you may not be able to use your credit cards or ATM immediately after a disaster.

3. **You won’t be your normal self for a while.** Be aware of that and be forgiving. We all go on “auto-pilot” to a certain extent with our daily routines, such that even a trivial change – a new route to work, for example, can be stressful. Just being aware that you will experience such stress allows you to anticipate it – and better manage it.
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Key Aspects Of Your Business Continuity Plan

- Executive/Administrative
- Human Resources/Personnel
- Customer Communications
- MIS Systems/Production Equipment
Key Aspects Of Your Business Continuity Plan

- Financial Management
- Physical Structure
- Transportation/Logistics
5 Things To Do At the End of this Webinar

1. Encourage employees to prepare at home
2. List key stakeholders for communications
3. Start keeping a log of daily disruptions
4. Identify the critical assets of your business
5. Map out your business processes
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Questions?

*Disaster Recovery planning is *no longer an option*, it is a part of doing business and a source of *competitive advantage* *

To learn more visit the following websites:

- [www.score.org](http://www.score.org) - SCORE is the Service Corps of Retired Executives
- [www.ibhs.org](http://www.ibhs.org) - Insurance Institute for Business & Home Safety
- [www.preparedsmallbusiness.com](http://www.preparedsmallbusiness.com) – Donna Childs’ website with templates for business continuity preparation
Every connection is a new opportunity™