

The Importance of Disaster Recovery & Contingency Planning

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With Special Guest

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Today's Presenters



Craig Graeve

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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.

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
- White Paper – “**Best Practices in Business Continuity**”

**Planning
should
start long
before
disaster
strikes**

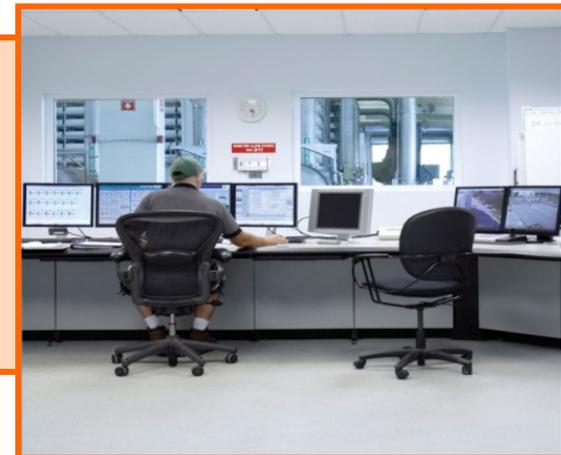
Whether You're **Small or Large...**

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.

Key Aspects Of Your Business Continuity Plan

- Executive/Administrative
- Human Resources/Personnel
- Customer Communications
- MIS Systems/Production Equipment



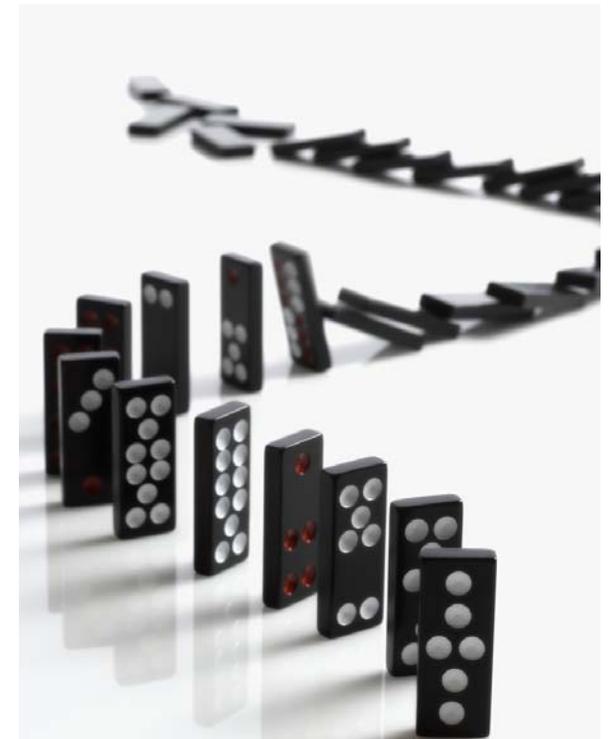
Key Aspects Of Your Business Continuity Plan

- 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**



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:

- Pitney Bowes Business Continuity White Paper:
<http://www.pb.com/docs/US/pdf/Microsite/Mail-Services/White-Paper-Best-Practices-in-Business-Continuity-2011.pdf>
- www.score.org - SCORE is the Service Corps of Retired Executives
- www.ibhs.org - Insurance Institute for Business & Home Safety
- www.preparedsmallbusiness.com – Donna Childs' website with templates for business continuity preparation

Every connection is a new opportunity™