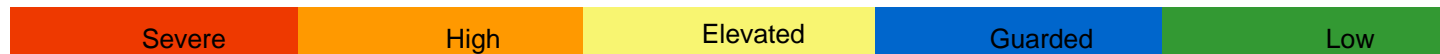


IP Telephony in a Crisis Situation



Does your Business Continuity Plan include your telephone system?

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Let's get started

- Key elements to developing a business continuity plan:
 - Confirm Executive commitment
 - Perform a Business Impact analysis
 - Identify potential risk and assess impact to business
 - Develop the strategy to support
 - Computer operations
 - Software (Data back-up & Recovery)
 - Telecommunications
 - Personnel
 - Facilities
 - Develop and document the PLAN (preferably on-line)
 - Test the PLAN at every stage; then plan on testing at a minimum annually

Who needs to be involved?

- Internal customers:
 - Senior Executives: need to know their exposure
 - Management: need to know their options
 - End-users: need to know their roles during a crisis
- External customers:
 - Clients: ensures confidence
 - Vendors & Suppliers: not just your plan, what's their plan?
 - Your Insurance provider; Proper coverage (potential discounts)
 - Auditors & Examiners: are you compliant
 - State & Local officials

Telecommunication recovery

- ❑ Carriers are very good at recovering their own networks.
 - You must be better

- ❑ Traditional Continuity plans focused exclusively on data restoration and recovery.
 - Convergence *blurs* the line of responsibility & recoverability
 - The tide has turned, telecom recovery is a must!

- ❑ A viable telecom continuity plan must be in place in advance.
 - Document critical phone numbers. Meet with department heads to find out how your employees, customers and clients contact your company.
 - Obtain traffic analysis on these groups so that you can provision enough dial-tone in the event of a Telecom recovery event.
 - Identify which employees are a part of your Telecom recovery plan, where and how they will work during the recovery event.

Typical telecom recovery strategies

- ❑ Carrier solutions; assumes facility is available
 - dual entrance
 - diverse carriers
 - distributed calls between multiple locations
 - Carrier Call forwarding; limited flexibility
- ❑ Spare-in-the-Air; delivery constraints
- ❑ Hot site circuit redirect; limited personnel
- ❑ Mobile recovery centers; best effort
- ❑ Cellular; over utilization during disaster events
- ❑ Satellite; expensive, limited bandwidth

New telecom recovery strategies

- Hybrid Telecom networks.
 - PBX manufacturers now offer easy ways to IP-enable your existing infrastructure.
 - Resiliency: multi-homed networks
 - Flexibility and Scalability
 - Numerous platforms available for terminating calls
 - TDM, Analog, Cellular, Satellite and IP
- Teleworker solutions
 - Enhance likelihood of success
 - reduce recovery time
- Virtual recovery solutions address the “Human Factor”
 - Workgroup recovery
 - Work from home
 - Work from anywhere

Why now?

- ❑ Corporate Executives have fiduciary responsibility
 - WorldCom, Enron, Adelphia
- ❑ Compliance: NASD, NYSE, FFIEC, Sarbanes-Oxley, etc...
- ❑ Catastrophic events within U.S. borders
 - Hurricanes, power outages, fires and floods
- ❑ Governmental Mandates
 - Department of Homeland Security (Terrorism)
 - Chemical Companies
 - Schools
- ❑ Pandemic Avian Flu (H5N1)
 - 40% of the workforce could be affected
 - 6-8 week period

Prepare, Plan, Coordinate, Test

When considering the recovery capability of your organization, remember telecommunications is as vital, if not more so than data restoration..... because if your clients cannot reach you, they might as well assume you're no longer in business.

If you're responsible for developing your corporate Business Continuity Plan be sure to evaluate all state of the art techniques in supporting your telecommunication services.

Thank you

