



Just the Facts 2010 AT&T Business Continuity Study Missouri Results

What is Business Continuity?

- Business continuity is the continuous operation of critical business processes — including computing and information technology (IT) — before, during and after a disaster.

How prepared are Missouri businesses for a manmade or natural disaster?

- AT&T's 2010 Business Continuity survey of 105 IT executives in Missouri found that one-fourth of the respondents do not consider business continuity planning a priority.
- Although not all companies think a business continuity plan is important, more than 80 percent of executives said their companies have a business continuity plan.
- More than 50 percent of the companies surveyed have fully tested the plan in the last year.
- Twenty-six percent of the companies surveyed said their plan has not been tested in more than a year or has never been tested.
- Three out of four (76 percent) executives are concerned about the increasing use of social networking capabilities and its impact on security threats.
- However, only 27 percent said that hacking poses the biggest security threat.

National Stats

The importance of business continuity plans is evident by the additional requirements that companies have regarding the plans, especially as it relates to emerging technologies. The study found that:

- Six out of ten (63%) respondents include wireless network capabilities as part of their plan.
- Three-fourths (77%) indicate that employee use of mobile devices plays a major/minor role in the business continuity plan.
- Half (50%) have virtualized their computing infrastructure, with almost four out of ten (38%) having implemented a business continuity plan for the virtualized infrastructure.
- Four out of ten (40%) said they require suppliers and other vendors to have a business continuity plan in place in order to do business with the company.

Study Methodology

The results are based on an online survey of 105 Information Technology (IT) executives in the Central region of the United States, primarily representing companies in the state of Missouri (95%). The study was conducted by e-Rewards Market Research with companies having total revenues of at least \$10 million (except for state/local government participants). Surveys in the Central region were obtained between March 5 and March 12, 2010. All survey respondents have primary responsibility for business continuity planning, representing 14 major industry areas in addition to local/state government.

The national 2010 AT&T Business Continuity Study is based on an online survey of 530 IT executives in five U.S. metropolitan/regional areas: Detroit (Midwest); San Francisco/San Ramon (West); Philadelphia/Pittsburgh (East); Missouri (Central); and Louisiana/Mississippi/Alabama/Florida (Gulf Coast). The study was conducted by e-Rewards Market Research with companies having total revenues of more than \$10 million. Surveys were obtained between February 23 and March 12, 2010. All survey respondents have primary responsibility for business continuity planning, representing 17 major industry areas in addition to local/state government. Sixty-one percent represent companies with locations outside of the U.S.