

Rethink Possible



2012 AT&T Business Continuity Study Results



Methodology

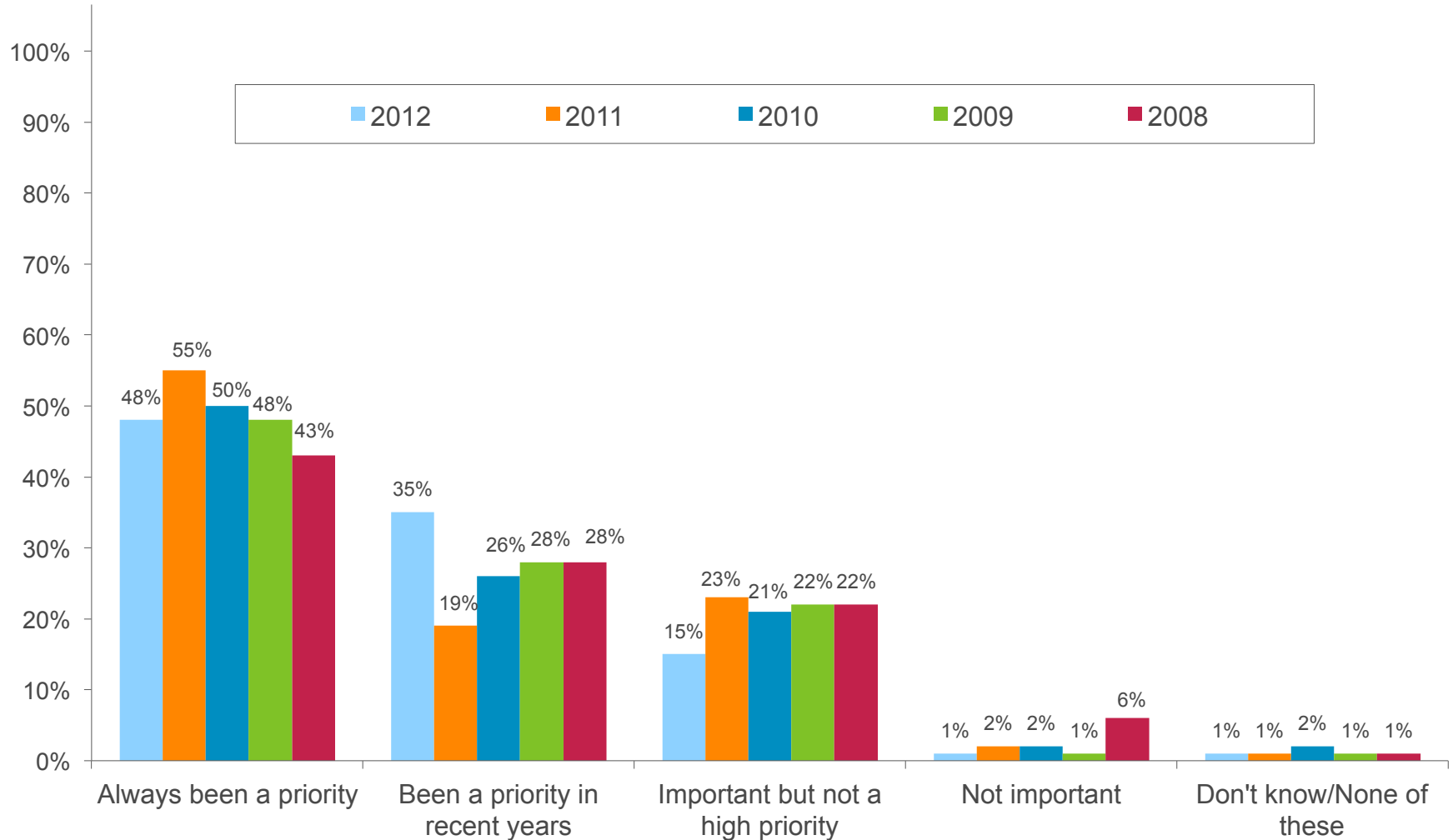
The 2012 results are based on 504 online surveys among Information Technology (IT) executives in companies with over \$25 million in annual revenue; 98% have revenues in excess of \$25 million, and 2% represent government entities.

- The 2011 results are based on 401 online surveys among Information Technology (IT) executives in companies with over \$25 million in annual revenue.
- The 2010 results are based on 530 online surveys among Information Technology (IT) executives in companies with over \$10 million in annual revenue.
- The 2009 results are based on 502 online surveys among Information Technology (IT) executives in companies with over \$25 million in annual revenue.
- The 2008 results are based on 500 telephone interviews among Information Technology (IT) executives at companies with over \$25 million in annual revenue.

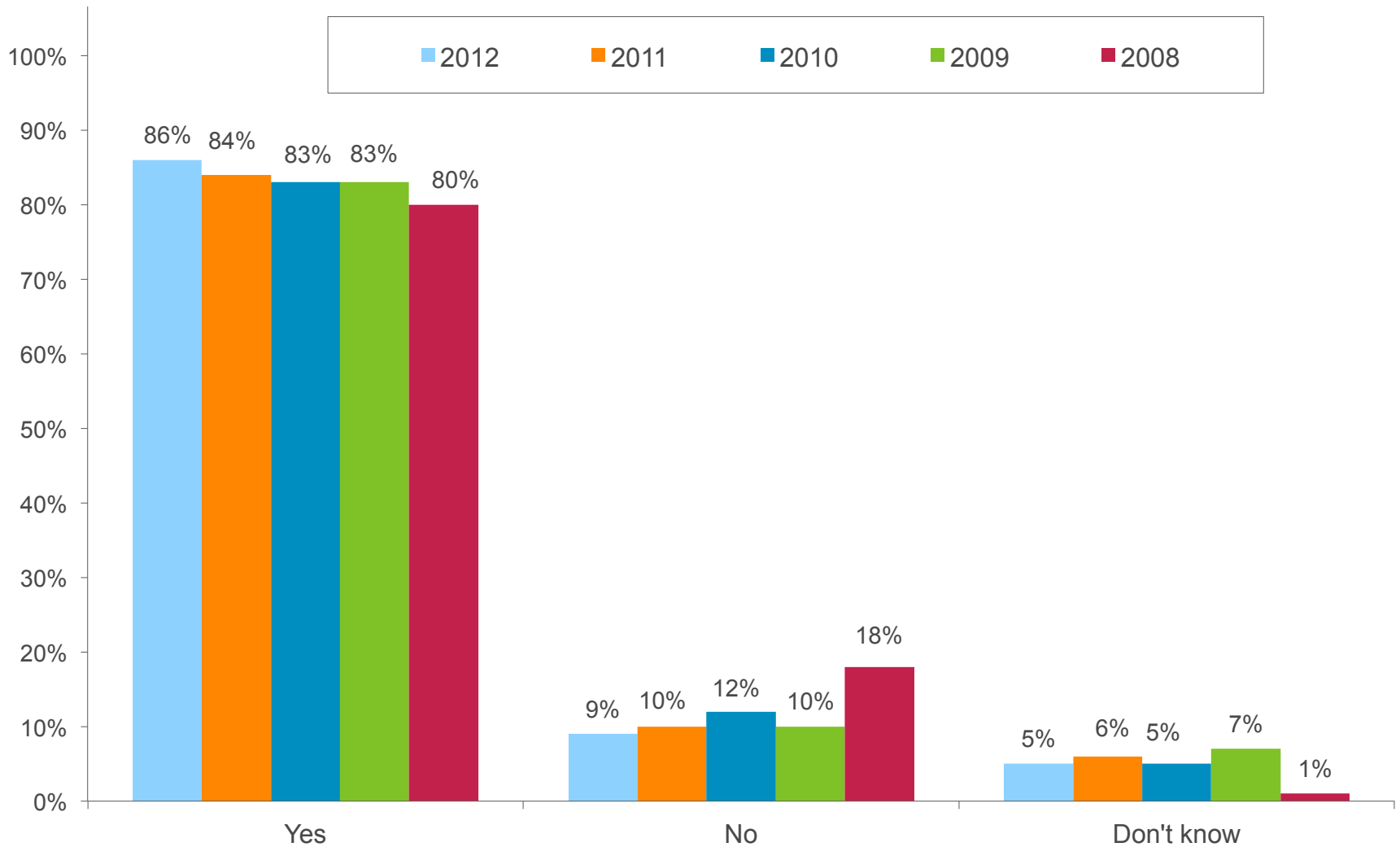
The sample for 2012 consists of online surveys in five selected market areas: Florida (100), Los Angeles/Orange County (101), New York DMA (101), Ohio (101) and Texas (101).



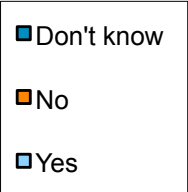
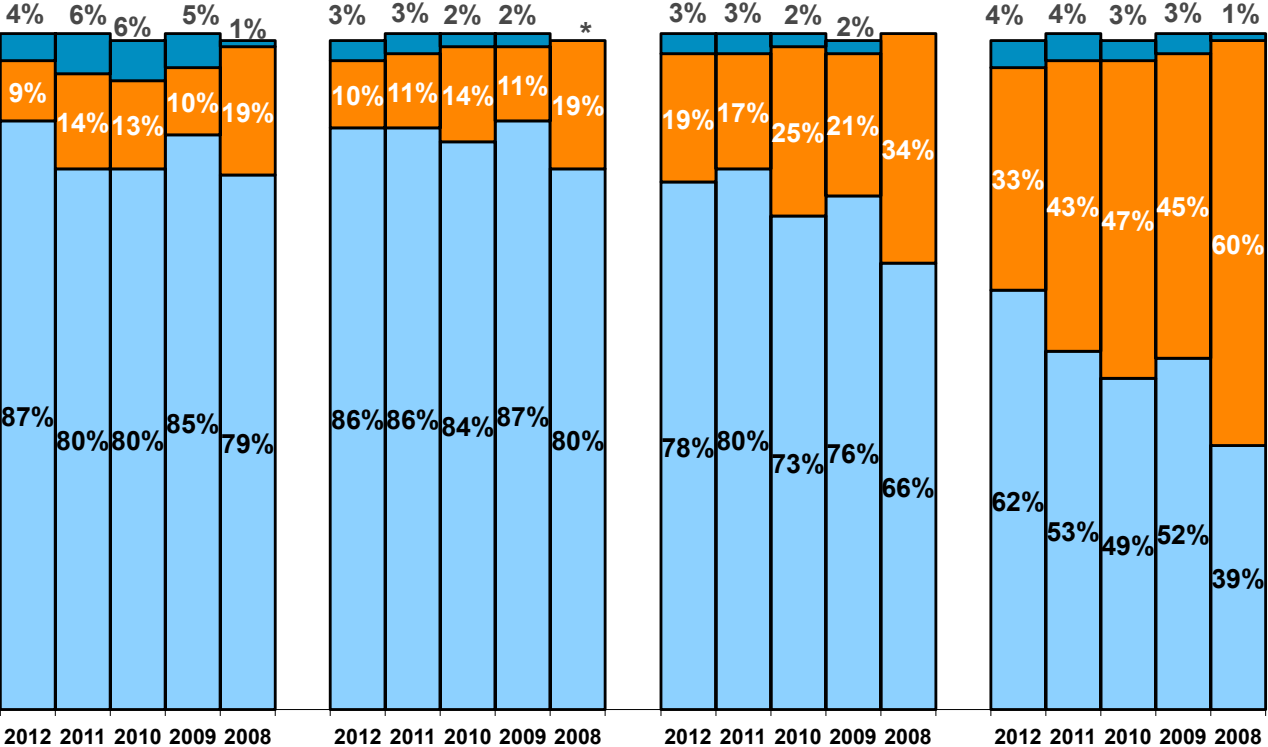
Which of the following statements best describes your business's approach to business continuity planning?



Does your organization have a business continuity plan?



In the event of a disaster:



* Less than one-half of one percent (don't know)

Do you have special arrangements for communicating with key executives, such as the CEO, CFO, etc.?

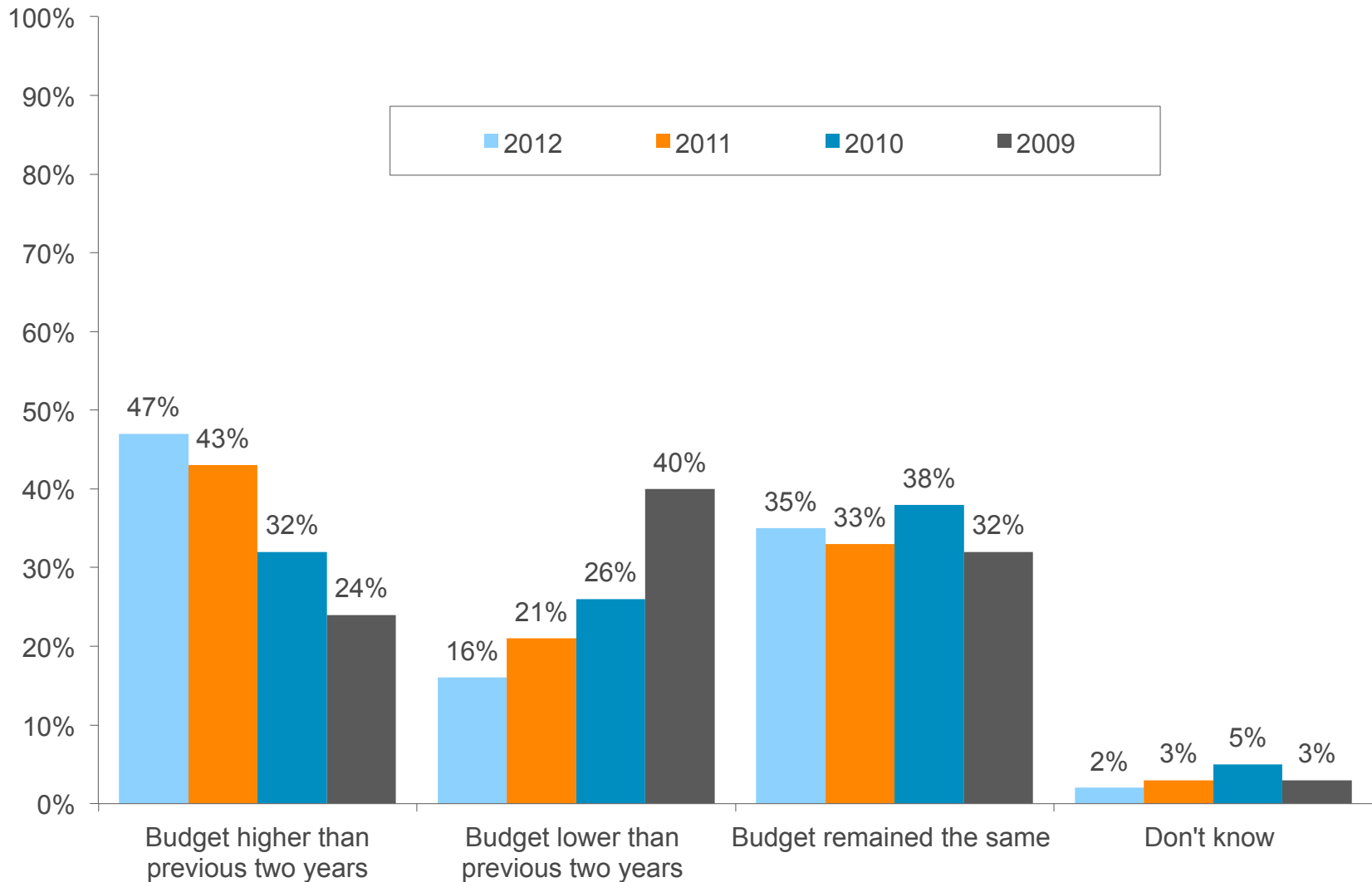
Do you have email or text messaging capabilities to reach employees outside of work?

Do you have systems in place that enable most employees to work from home or remote locations?

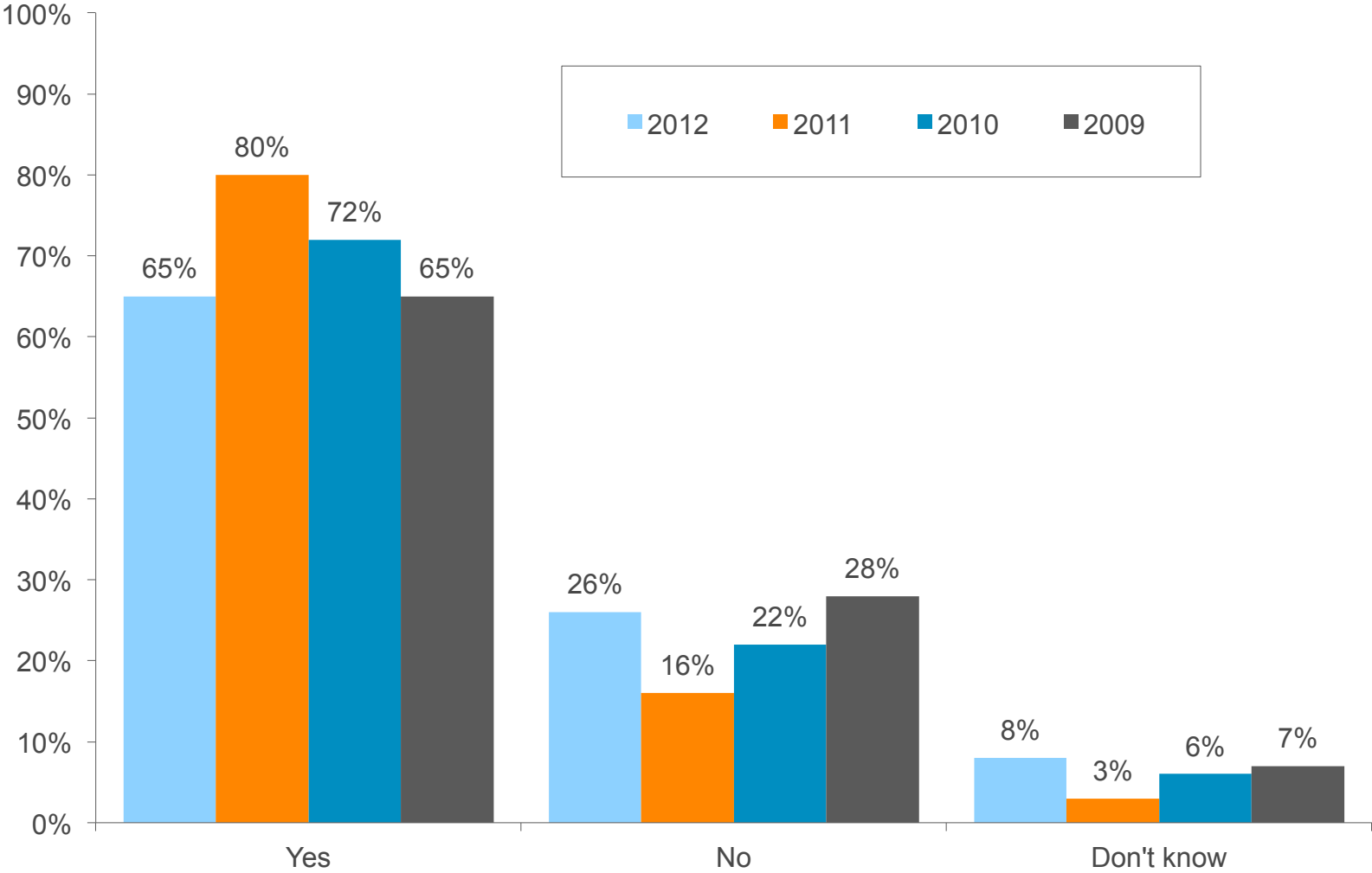
Do you have automated calling systems to reach employees by telephone or cell phone outside of work?



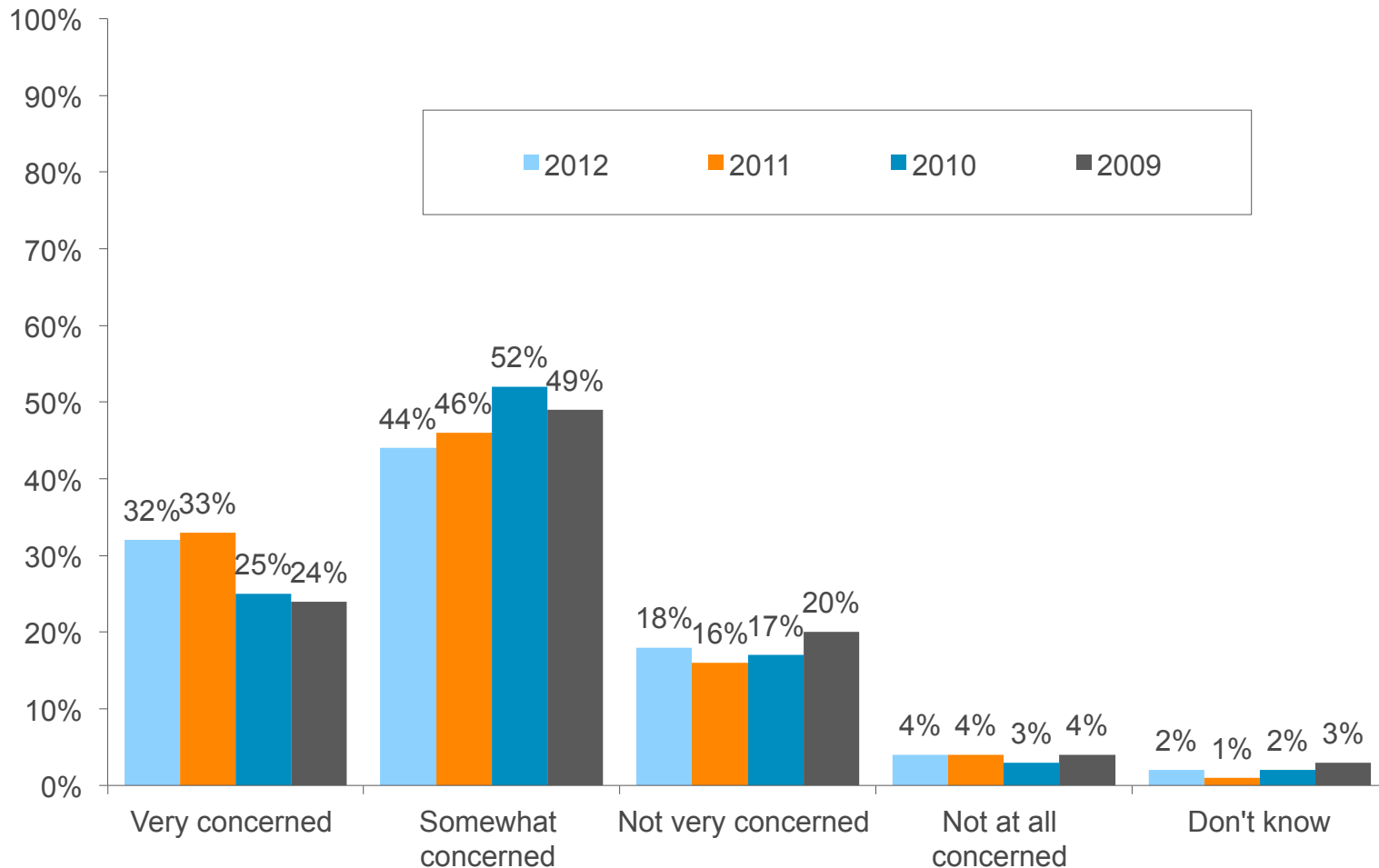
How would you characterize your IT budget for 2012?



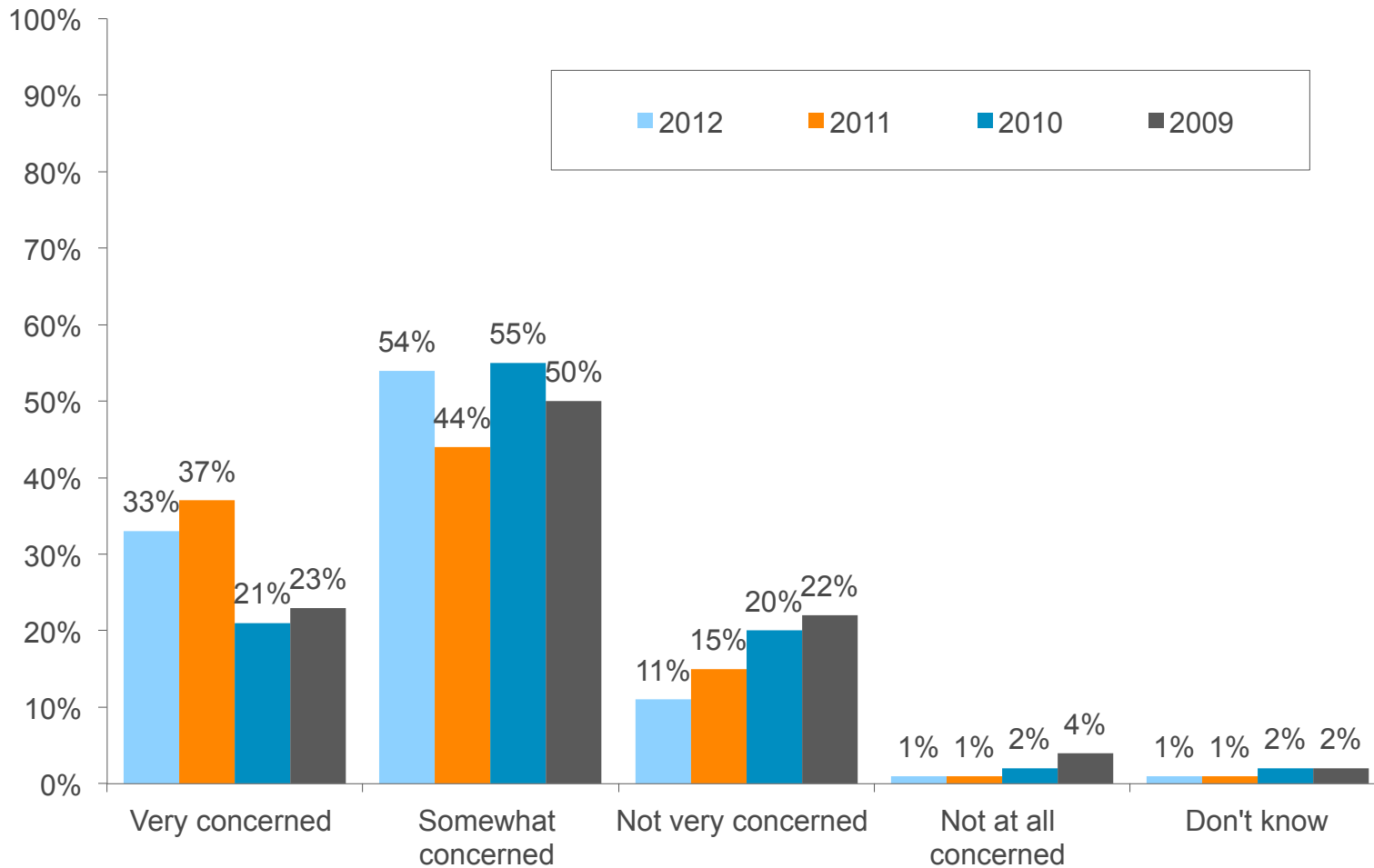
Are you investing in any new telecommunications technologies in 2012?



How concerned is your organization about the trend toward increasing use of social networking capabilities and its impact on security threats?



How concerned is your organization about the trend toward increasing use of mobile networks and devices and its impact on security threats?



Does your company provide employees with access to any social networking tools from the corporate network?

