

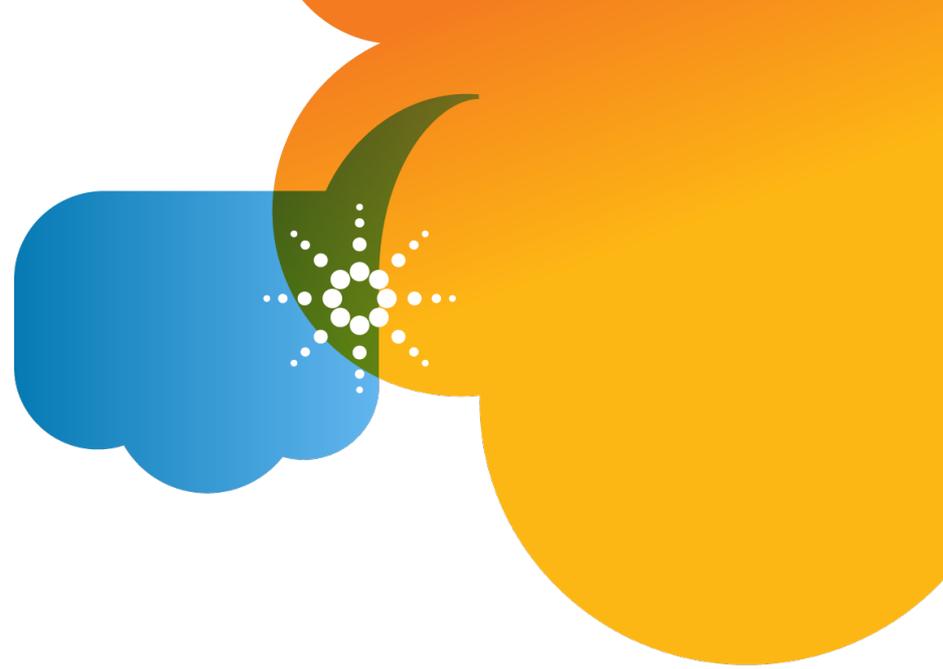
# 2012 AT&T Business Continuity Study

U.S. National Results

## Methodology

The 2012 AT&T Business Continuity Study is based on an online survey of 504 Information Technology (IT) executives in five U.S. metropolitan areas: Florida, Los Angeles/Orange County, New York, Ohio and Texas. The study was conducted by Research Now with companies having total revenues of more than \$25 million. Surveys were obtained between February 10 and April 23, 2012.

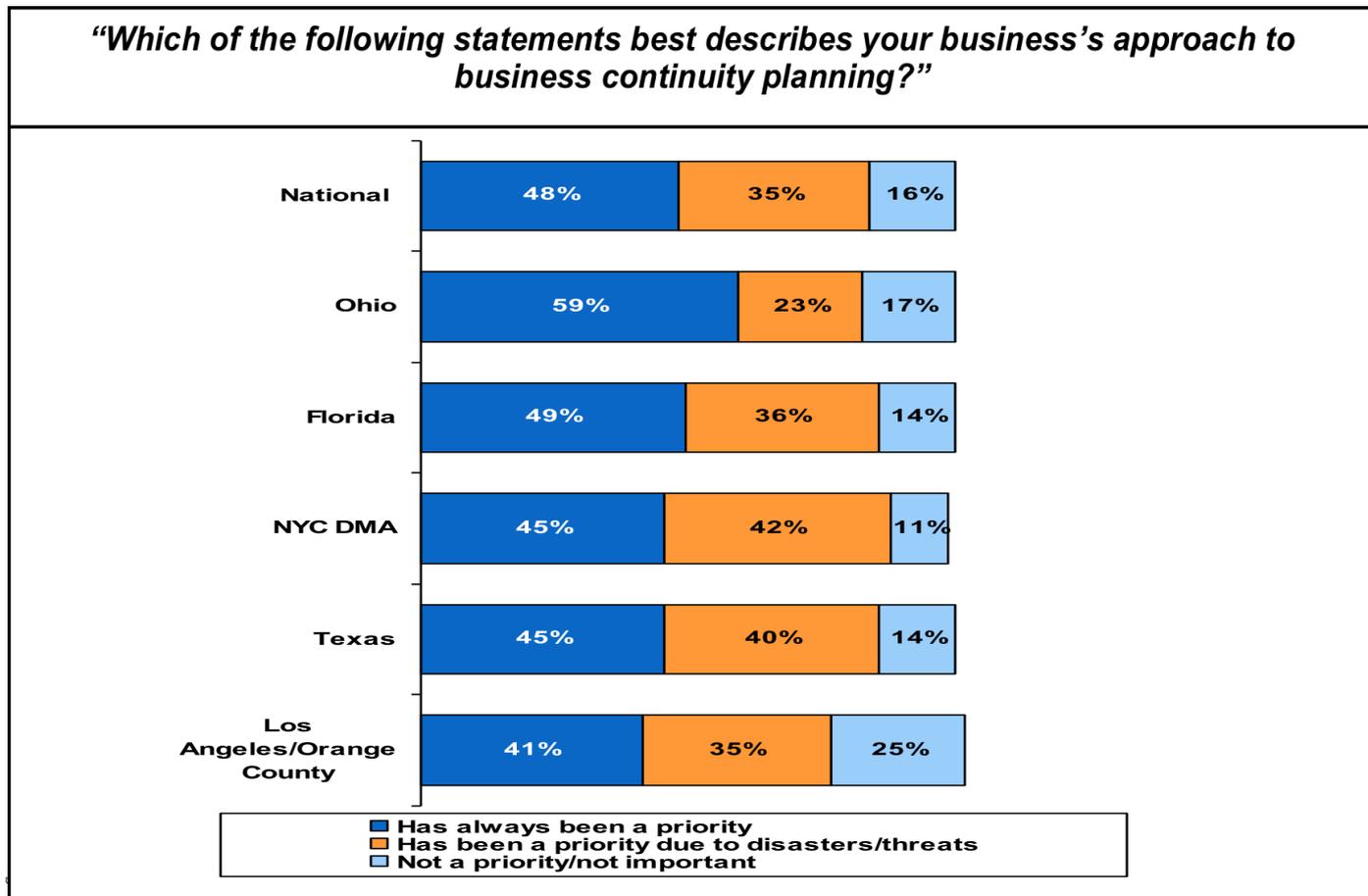
All survey respondents have primary responsibility for business continuity planning. Sixty-three percent (63%) represent companies with locations outside of the U.S.



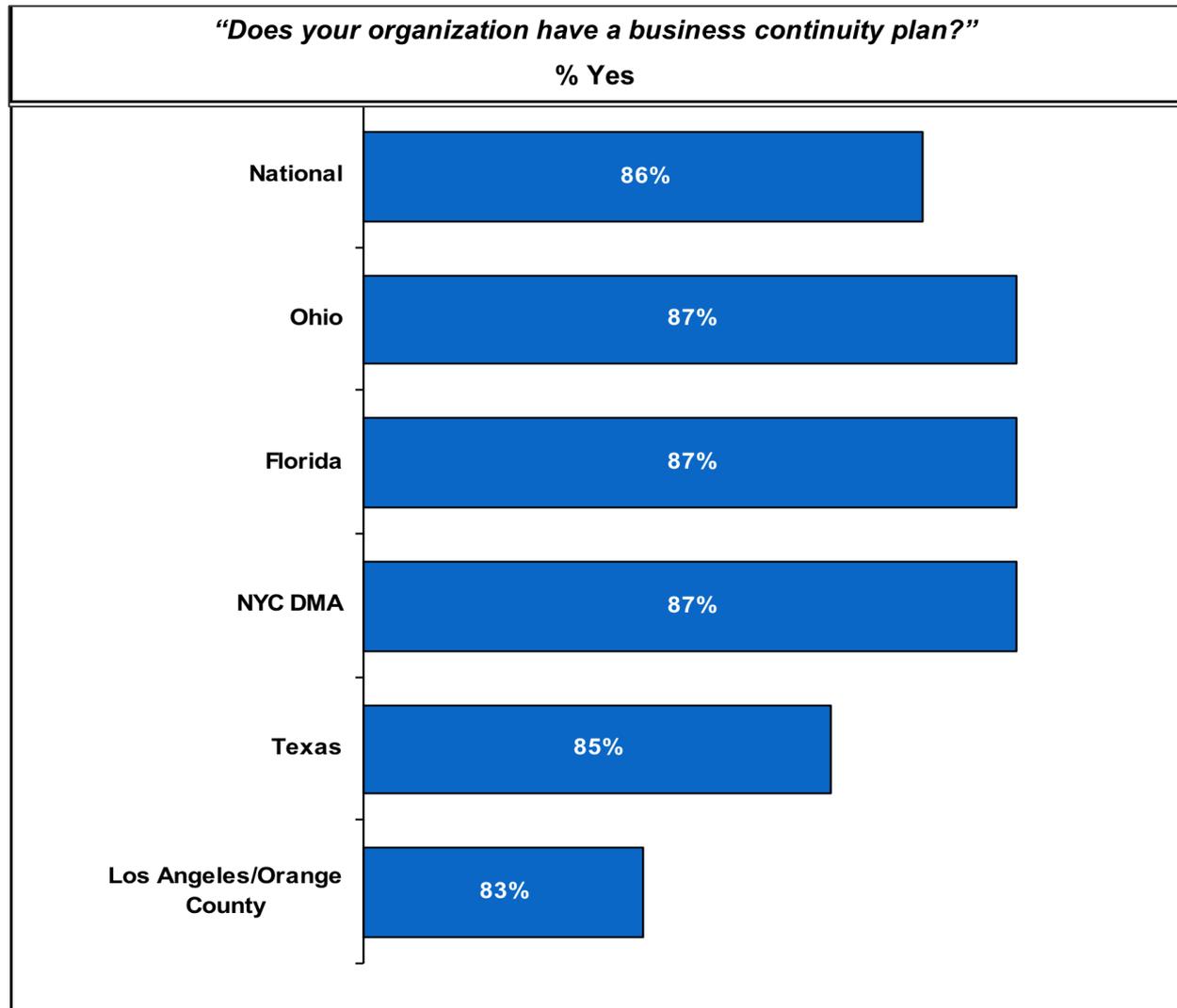
# Key Findings

**Business continuity planning is seen as a “priority” by most (83%)** IT executives across the United States. Almost half (48%) indicates it has always been a priority for their business, and another one-third (35%) indicates it has become a priority in recent years due to natural disasters, political unrest, security and terrorist threats.

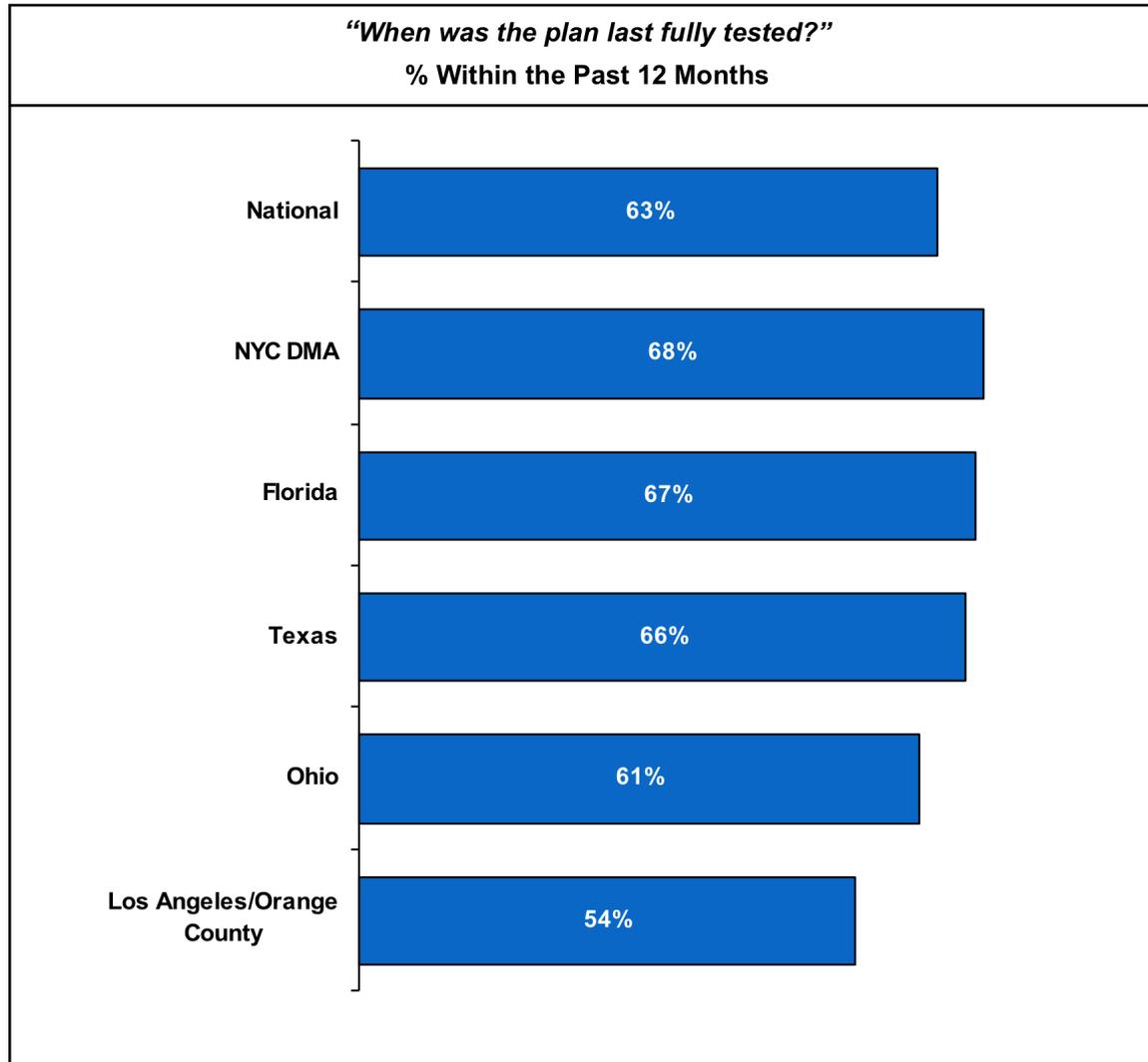
- Ohio executives are most likely to indicate that business continuity has always been a priority (59%)



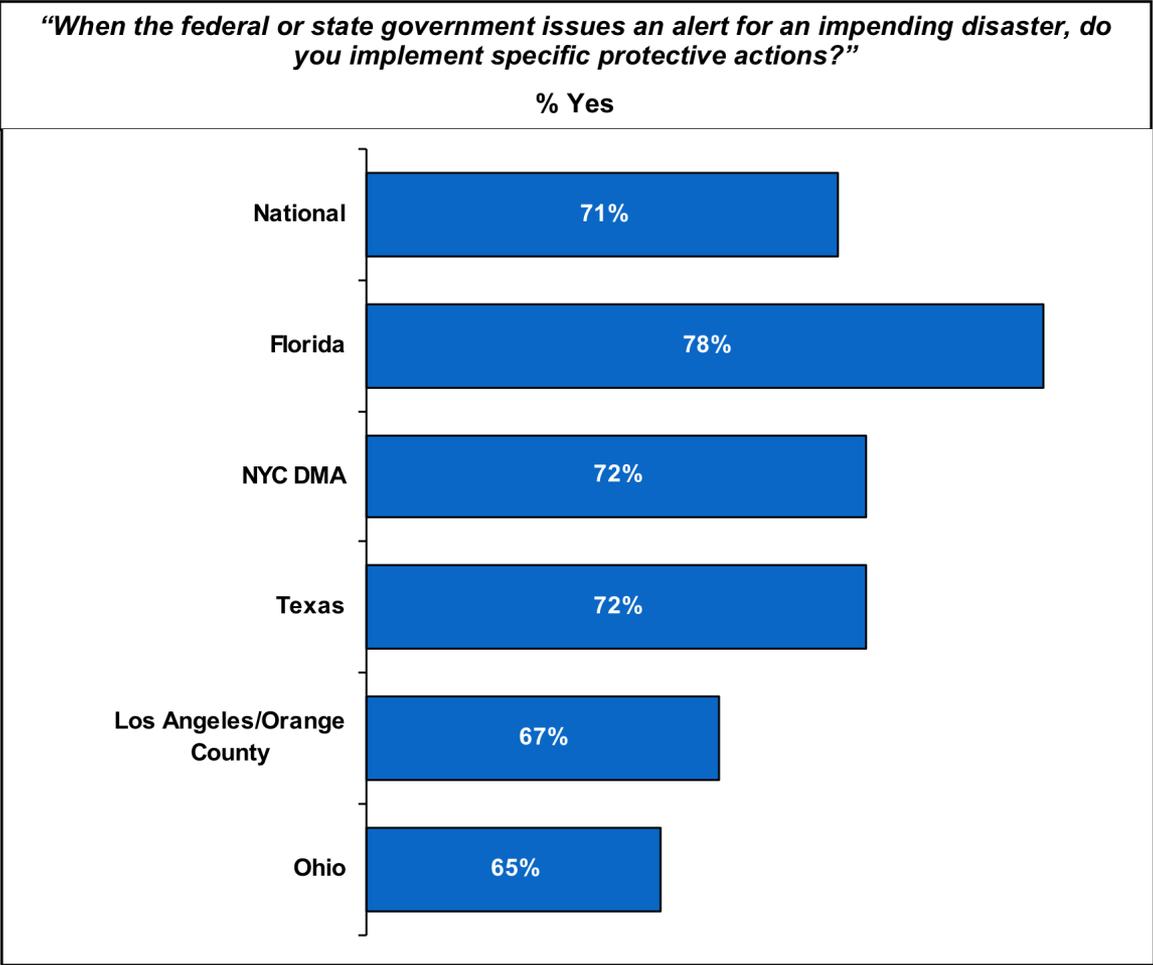
**Almost all (86%) executives indicate their companies have a business continuity plan.** One out of 10 (9%) indicates their company does not have a plan, and 5% don't know if a plan is in place or not.



**Almost two-thirds (63%) of companies have had their business continuity plans fully tested in the past year.** One out of seven (15%) last fully tested their plans more than one year ago, and 5% indicate their plans have never been fully tested.



Nationally, seven out of ten (71%) companies implement specific protective actions when the federal or state government issues an alert for an impending disaster.



The importance of business continuity plans is evident by the additional requirements that companies have regarding the plans.

- Two-thirds (67%) include wireless network capabilities as part of their plan.

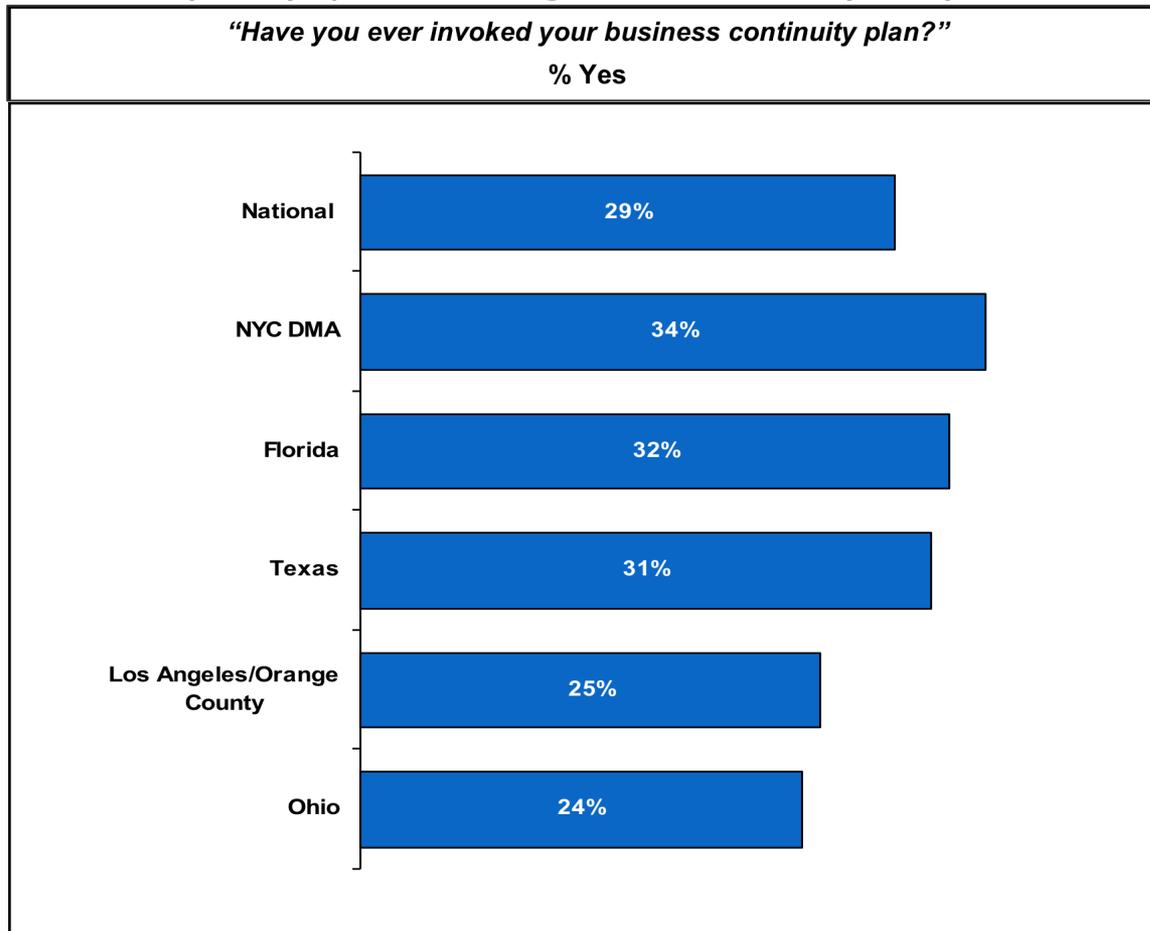


**Six out of ten (60%) invest in mobile security services. A majority (52%) indicates this spend will increase in 2012.**

- More than two-thirds (69%) indicate that the most pressing security concern for 2012 is potential security breaches.

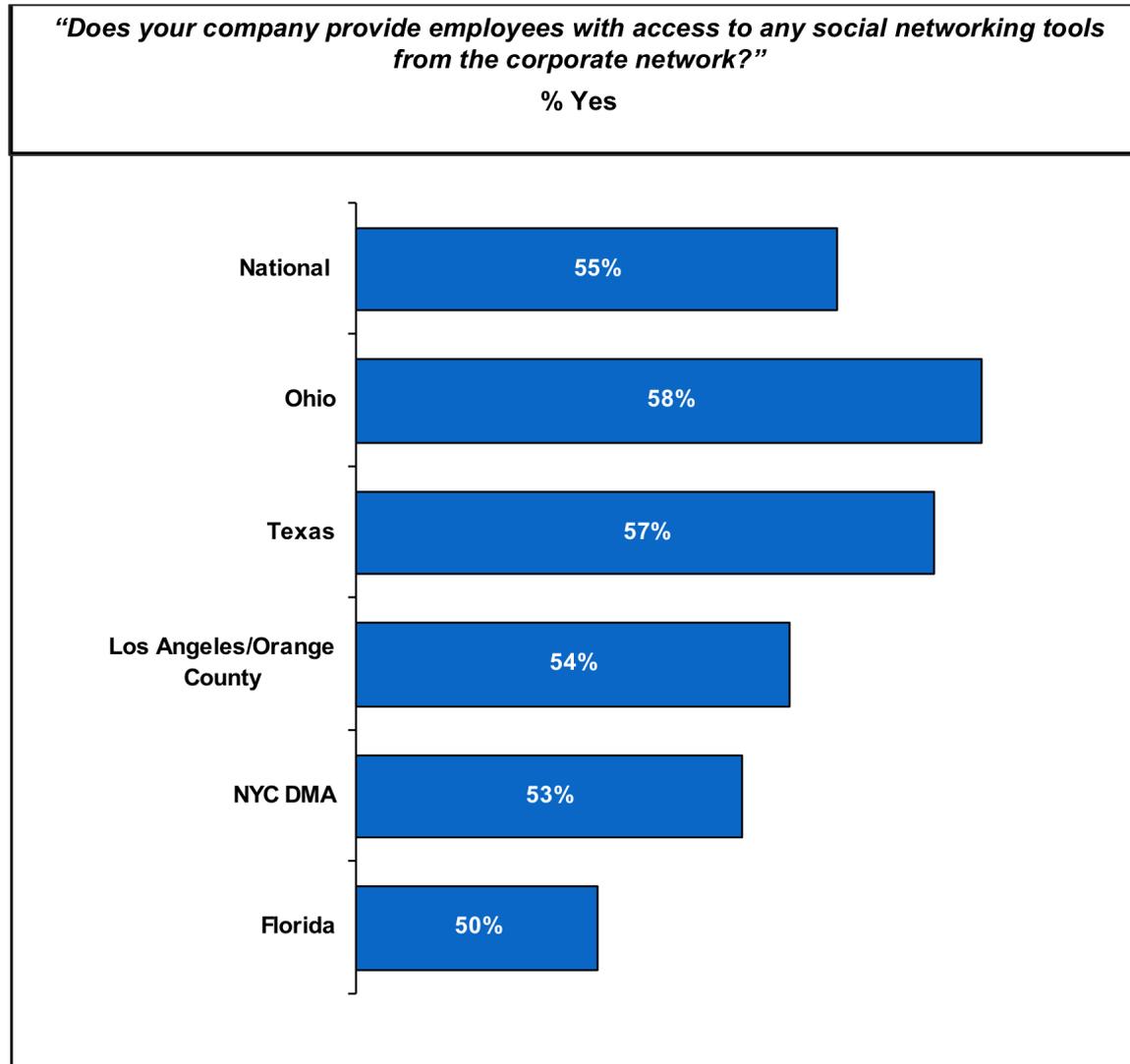
**Nationally, three out of 10 (29%) companies have ever invoked their business continuity plan.**

- Nationally, companies are most likely to invoke their business continuity plan due to extreme weather (17%), power outages at facilities (15%) or IT failure (10%).



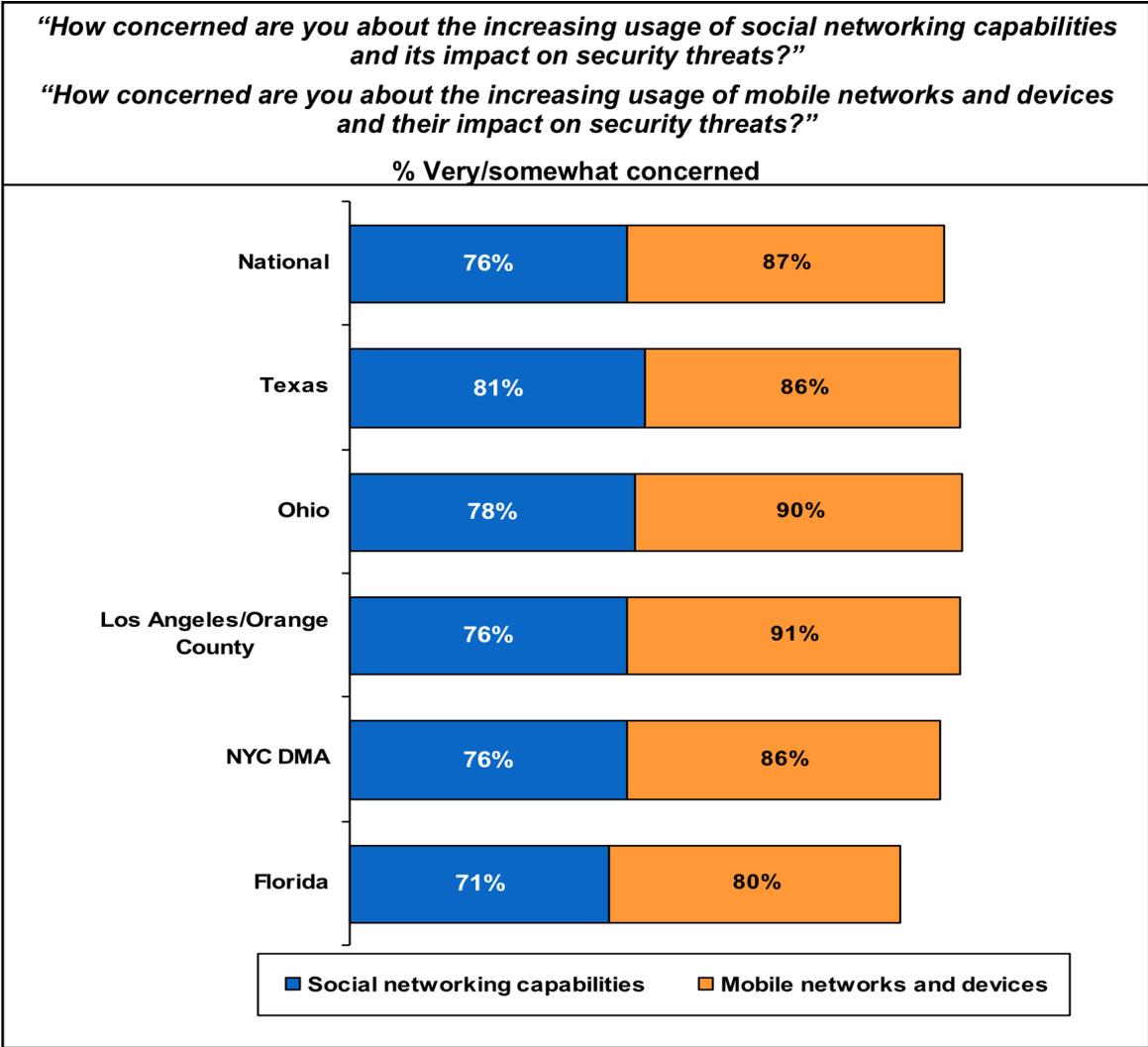
## Nationally, a majority (55%) of companies provides employees with access to social networking tools from the corporate network.

- Companies use social media to proactively share news and content with customers or stakeholders (27%) or to directly communicate and engage with customers or other stakeholders (24%).



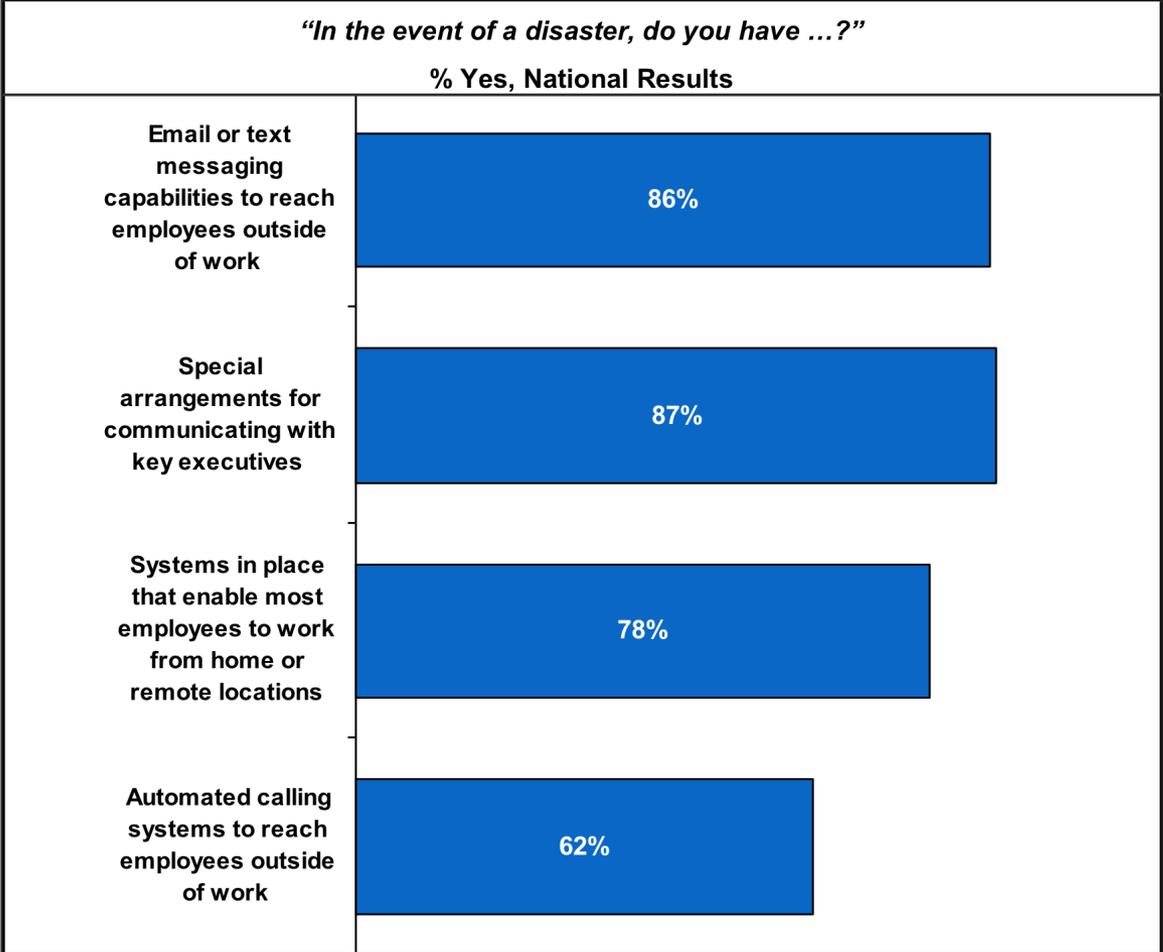
# Most IT executives are concerned about the increased usage of social networking capabilities and mobile networks/devices and their potential impact on security threats.

- Three out of four executives are very/somewhat concerned about the increased use of social networking capabilities (76%), and most are concerned about mobile networks/devices (87%).



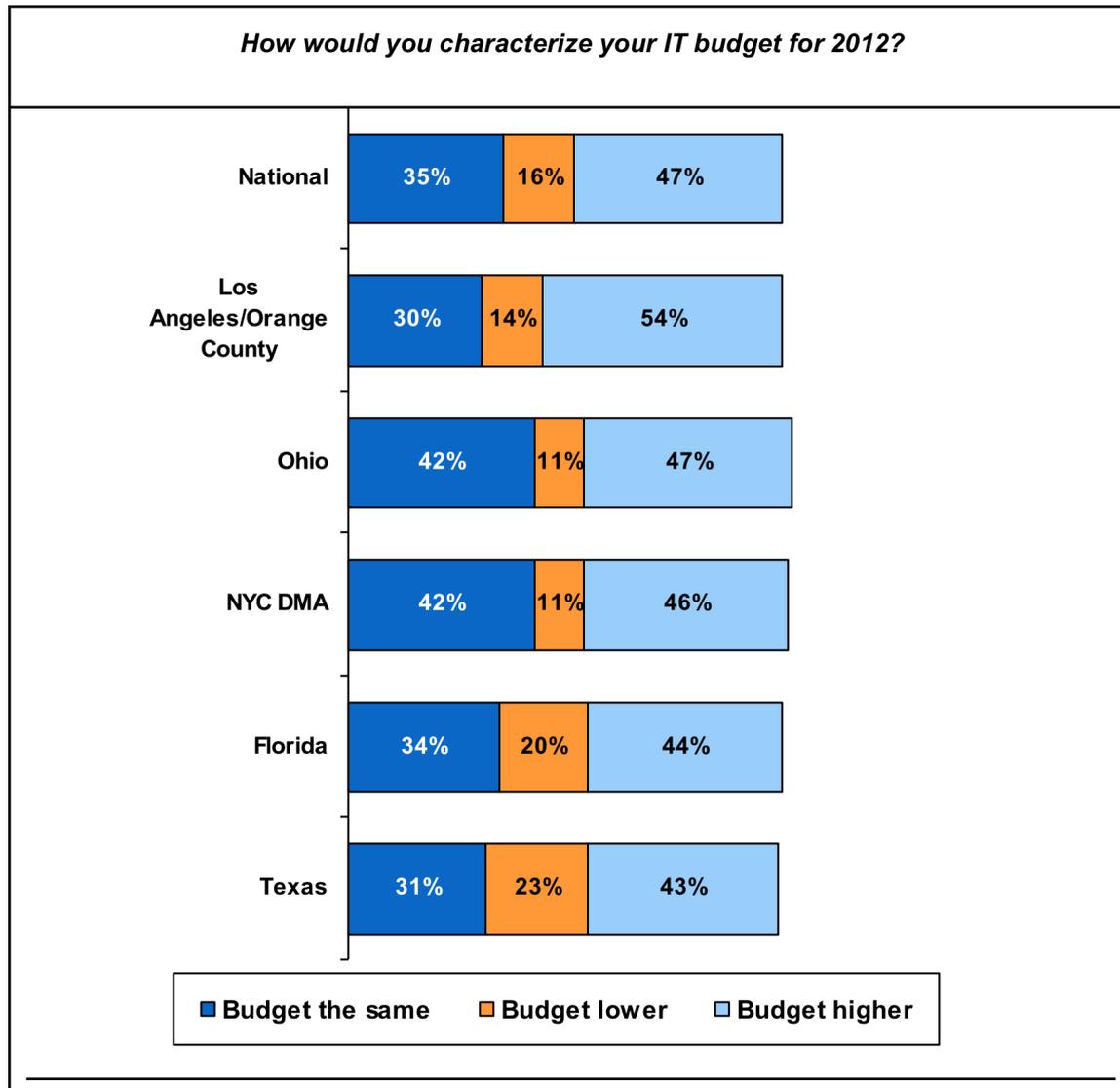
**Most (87%) companies have special arrangements for communicating with key executives during a natural disaster.**

- A similar proportion (86%) has email or text messaging capabilities to reach employees outside of work, and three-fourths (78%) have systems in place that enable most employees to work from home or remote locations.
- Six out of ten (62%) have automated calling systems to reach employees by telephone or cell phone outside of work.



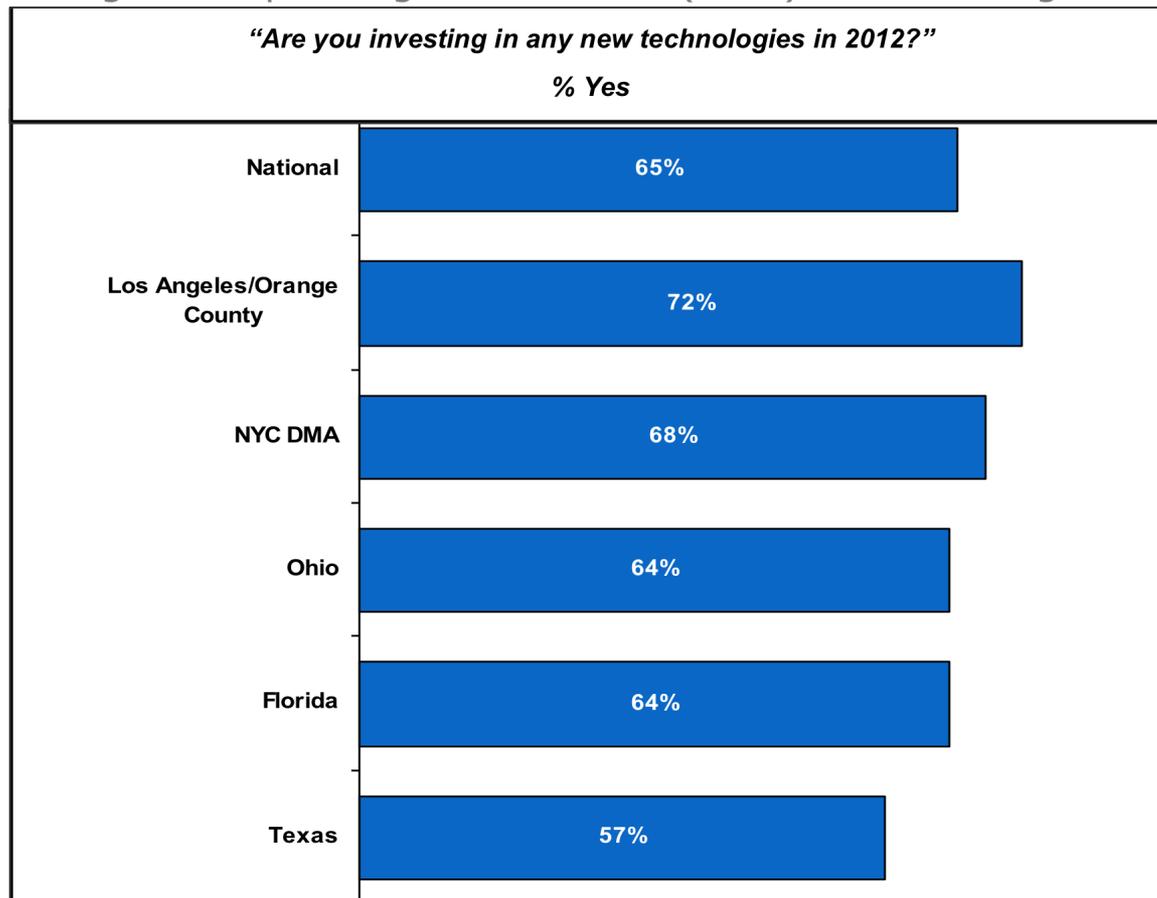
Thinking ahead for 2012, IT budgets are expected to be about the same or higher than in the previous two years (82%). Almost half (47%) indicates their budgets will be higher, and one-third (35%) indicates it will remain about the same.

- Only one out of six (16%) executives indicates that budgets will be lower.



## Companies will invest in new technologies in 2012. Two-thirds (65%) indicate that their companies will be investing in new telecommunications technologies.

- Los Angeles/Orange County companies are much more likely than Texas companies to be investing in new technologies (72% compared to 57%, respectively).
- Most frequently, companies will be investing in cloud computing (38%), mobile applications (34%), security solutions (29%), storage solutions (29%) and virtualization (24%).
- Primary motivations for investing in new technologies include increased productivity (20%), growing and expanding the business (19%) and reducing costs (14%).



**A plurality (43%) of executives indicates that hosting and management of their IT infrastructure are both done in-house. One-third (33%) indicates that hosting is outsourced but management is done in-house. Only 20% indicate that both hosting and management are outsourced.**

- Four out of ten (44%) indicate that their IT infrastructure provider's business continuity plan was important to their decision to outsource.

**Most (83%) executives indicate that network complexity is increasing. A majority (55%) indicates it is increasing at a moderate rate, while one-fourth (28%) indicates it is increasing at a rapid rate.**

- Three out of four (75%) characterize their approach to evolving a security plan as a priority given changes in network complexity.

**Overall, a majority (55%) describes their approach to security as very proactive; security is a priority and they have a strong strategy and execution plan in place.**

Another one-third (33%) describes their approach as somewhat proactive; they have a security strategy but require better execution.

**A majority (51%) of executives indicates that cloud computing is part of their corporate infrastructure.**

- Almost one-fifth (18%) indicates that they plan to invest in cloud computing in 2012.
- Companies are most likely to currently invest in software as a service (29%), hosting as a service (27%) and infrastructure as a service (23%).
- One-fifth (22%) is already using cloud as part of their business continuity strategy, with another three out of ten (31%) considering doing so.
- Most frequently, executives would use cloud computing for disaster recovery purposes including data storage (39%), database (34%), Web servers (33%) and application servers (31%).



***"Is cloud computing a part of your corporate infrastructure today?"***

**% Yes**

