

Safeguard Your Business

Frequently Asked Questions

Why launch the Safeguard Your Business initiative?

Industry reports show 40 percent of small businesses don't reopen after being impacted by a disaster. Yet, sadly, nearly two-thirds do not have an emergency plan in place. These are frightening figures, as the strength of local communities often depends on the success of small businesses, which are a key growth engine for the economy. As a result, being prepared for disasters cannot only benefit small businesses, but entire communities as well.

As part of Safeguard Your Business, AT&T has built a free online tool – “Quick Check for Disaster Prep” – that allows small businesses to quickly determine how they stack up when it comes to preparedness.

Why did AT&T decide to create this initiative?

AT&T has a long-standing commitment to business continuity and disaster preparedness on behalf of our customers. Safeguard Your Business can serve as a valuable resource for small businesses to identify areas for improvement, as well as offer free tools and resources to accomplish the necessary tasks. With our Quick Check for Disaster Prep online tool, business owners are quickly encouraged to protect their business by developing an emergency plan.

Do you have to be an AT&T customer to use online Safeguard Your Business tools?

No, all small businesses are invited to use our “Quick Check for Disaster Prep,” and review tips, videos and other resources for disaster preparedness. In addition, small businesses that “opt in” while accessing the online tool will be entered to win free AT&T data backup and tech support for one year.

Why should small businesses develop emergency preparedness and business continuity plans?

An emergency preparedness plan helps small businesses identify the resources (i.e. fire extinguishers, first aid kits, flashlights, generators) they should have to protect employees and safeguard company assets during an urgent situation. By following the emergency preparedness plan, small businesses can assure a percentage of employees are trained in CPR and evacuation routes, and know immediate shelter areas.

A full business continuity plan helps describe what a company needs to return to business quickly after a disruption. Preparation offers business owners confidence in the recovery process, and both of these plans are an essential resource in facing the challenges of a natural or man-made disaster.

We are not in an earthquake, tornado or hurricane zone. What other types of disasters should we consider?

Small businesses should consider any events that will limit their ability to serve customers. These include a flood, fire, blizzard, robbery, even a power outage or computer virus. Considering “what if” and “worst-case” scenarios will help businesses feel confident and capable to respond to any type of disruptions.

My business is small, why would we be in danger of a cyber security breach?

Forty percent of cyber attacks are directed at companies with fewer than 500 employees, according to a Symantec survey. Confidential customer and employee records, credit card information, etc. are all vulnerable to a security breach. No business is too small when it comes to cyber security. To learn more about how you can protect your business, please visit [Enterprise Security for Small Business](#).

What are the benefits of backing up data remotely or online?

The value of digital data is greater than some small business owners may realize. Customer files, financial records, and digital company resources are vital for small businesses to reopen after a disaster, and storing data remotely or online facilitates the recovery process. For example, business owners can access – from a home computer, tablet or smartphone – insurance information, payroll data and billing accounts if a fire or flood were to destroy office computers and printed records.

How do I know the best way to connect with customers after a disaster?

Small businesses are built on customer relationships, and communication is vital when a disaster may cause delays or disruption in service. A strong database can help identify the best way to reach customers based on previous communications. Businesses can reach customers individually or as a group using email, text messages, and even social media.

During the preparation process, owners can also advise customers on the established business continuity plan, alerting them of emergency contact information and the recovery timeline that has been developed.

How can my small business prepare for a disaster on a limited budget?

Small businesses owners can prepare for a disaster with little or no cost based on the needs and size of their projects. An emergency plan, online data backup and employee training are low-cost measures to protect a business from greater damage in case of an emergency. Home-based businesses and mom-and-pop stores can access free resources online, including the Safeguard Your Business interactive tools, to understand their level of preparedness.

Where can I find resources to develop a business continuity plan?

Safeguard Your Business offers a list of resources small businesses can use to develop emergency and business continuity plans. For more resources, visit att.com/Safeguard.



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