



2010 AT&T Business Continuity Study

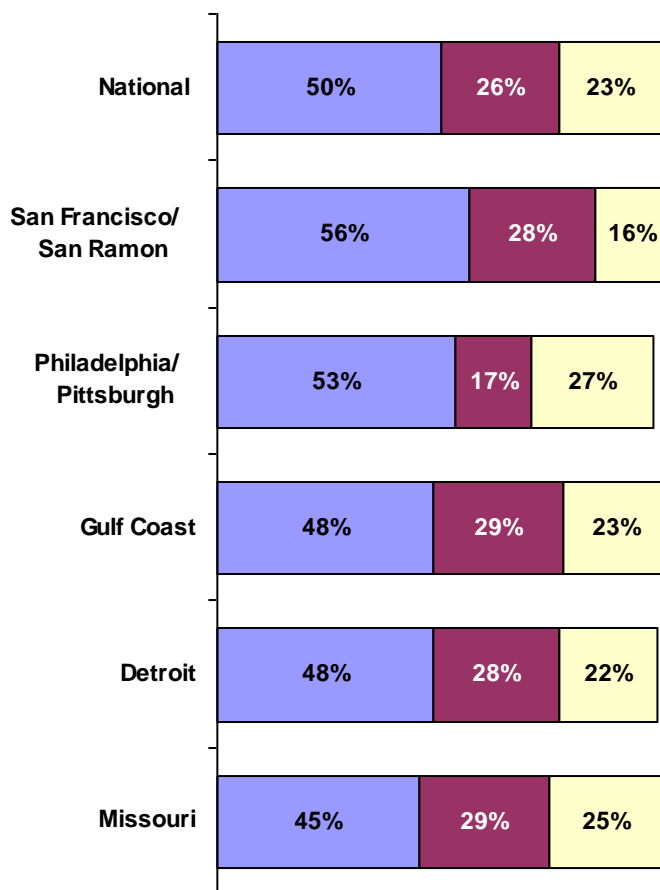
U.S. National Results

Key Findings

- Business continuity planning is seen as a “priority” by three out of four (76%) IT executives across the United States who responded to the study. Half (50%) indicate it has always been a priority for their business, and one-fourth (26%) indicates it has become a priority in recent years due to natural disasters, security and terrorist threats.
- Nonetheless, one-fourth (23%) of all executives say business continuity planning is “not a priority.”



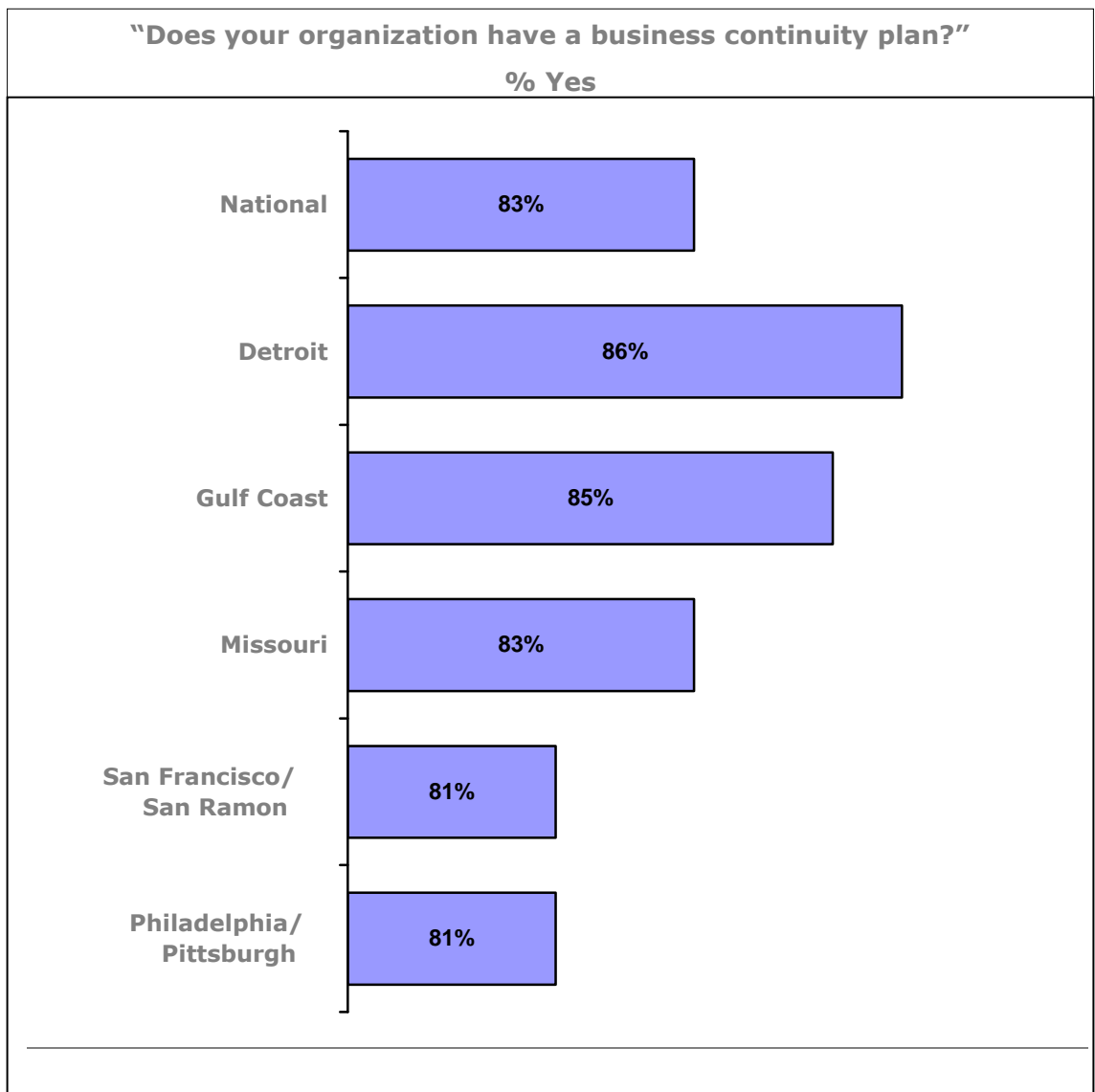
“Which of the following statements best describes your business’s approach to business continuity planning?”



- Has always been a priority
- Has been a priority due to disasters/threats
- Not a priority/not important

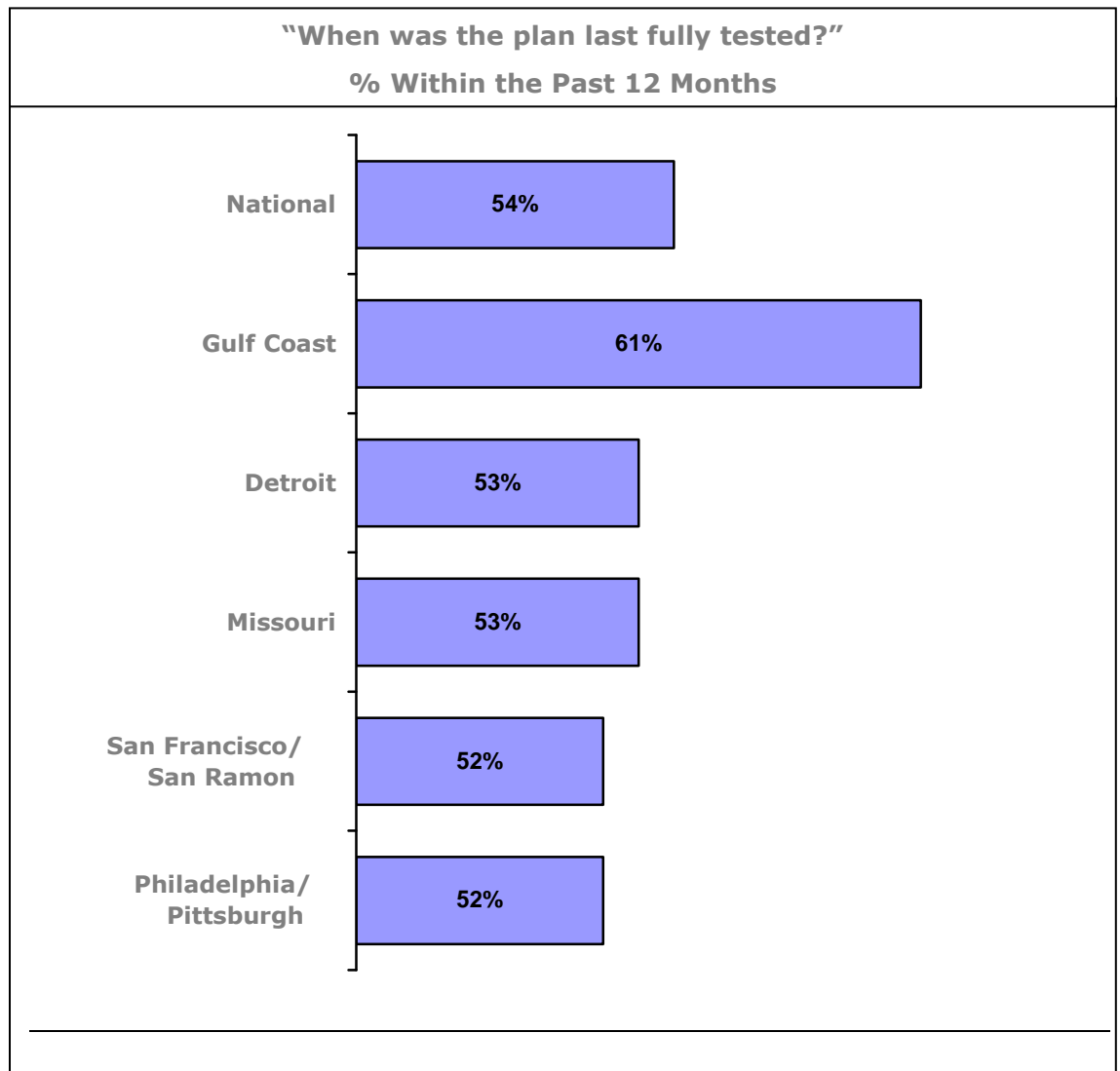


- **Eight out of ten (83%) executives indicate their companies have a business continuity plan.** One out of ten (12%) indicate their company does not have a plan, and 5% don't know if a plan is in place or not.



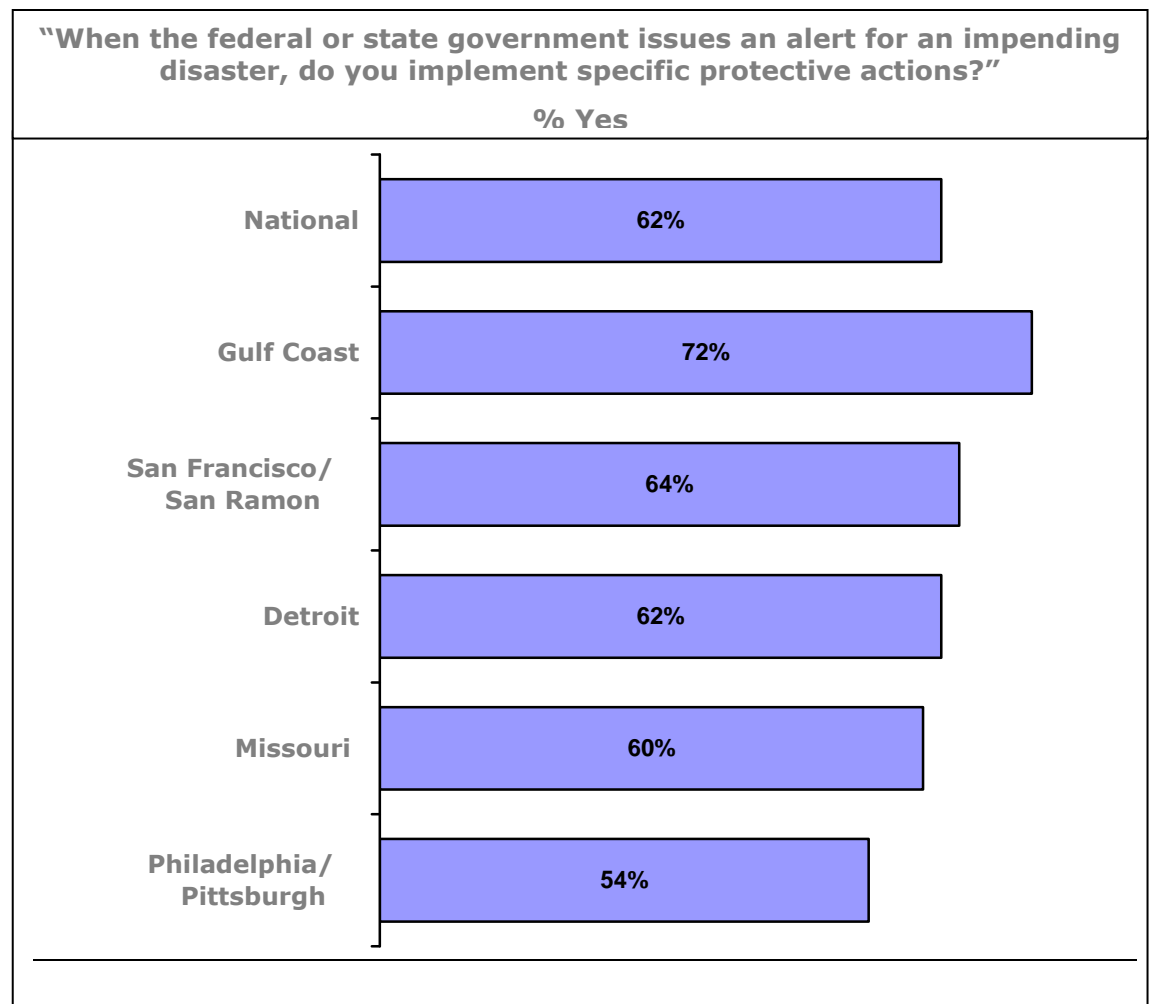


- **A majority (54%) of companies have had their business continuity plans fully tested in the past year.**
 - Almost one-fifth (17%) last fully tested their plans more than one year ago, and 6% indicate their plans have never been fully tested.
 - Gulf Coast executives are most likely to indicate that their plans have been fully tested in the past year (61% compared to 54%, nationally). Given the susceptibility to and recent experiences in this area with hurricanes, it is not surprising that business continuity plans are tested annually.





- **Nationally, six out of ten (62%) companies implement specific protective actions when the federal or state government issues an alert for an impending disaster.**
 - o Gulf Coast companies are most likely to “take action” (72% compared to 62%, nationally).

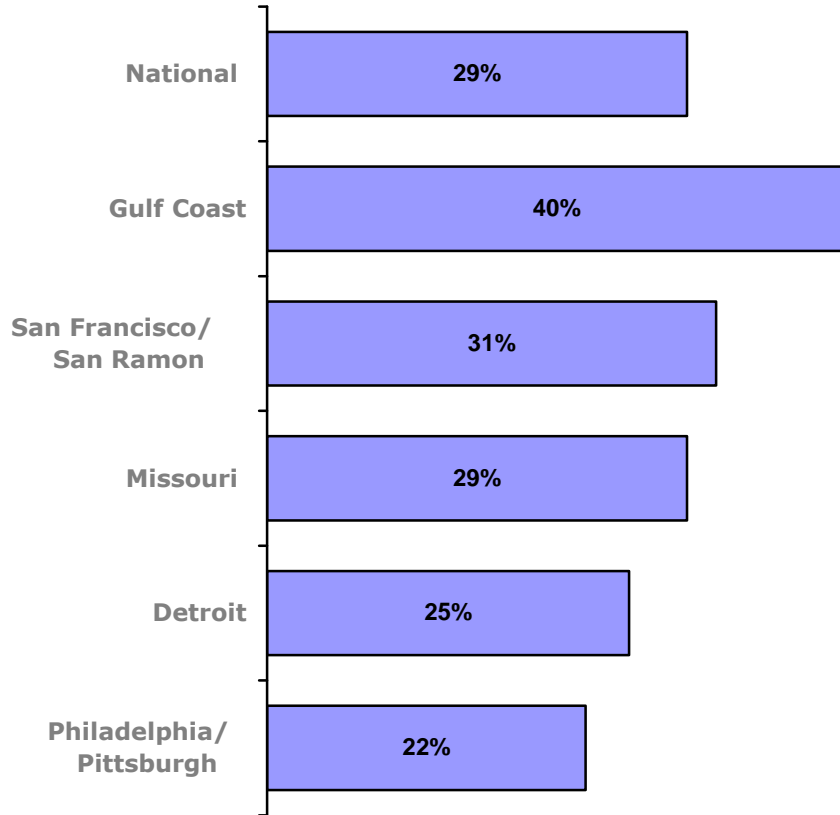




- **The importance of business continuity plans is evident by the additional requirements that companies have regarding the plans.**
 - Four out of ten (40%) require suppliers and other vendors to have a business continuity plan in place in order to do business with the company.
 - Companies in San Francisco/San Ramon are most likely to require this (49% compared to 40%, nationally).
 - Six out of ten (63%) consider the use of managed or outsourced capabilities as part of their plan.
 - Six out of ten (63%) 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.
- **Nationally, three out of ten (29%) companies have ever invoked their business continuity plan.**
 - Gulf Coast companies are most likely to have ever invoked their business continuity plans (40% compared to 29%, nationally).
 - Nationally, companies are most likely to invoke their business continuity plan due to power outages at facilities (19%) or extreme weather (18%).
 - Gulf Coast executives are significantly more likely than those in other markets to have invoked their business continuity plan due to extreme weather (32% compared to 18%, nationally).

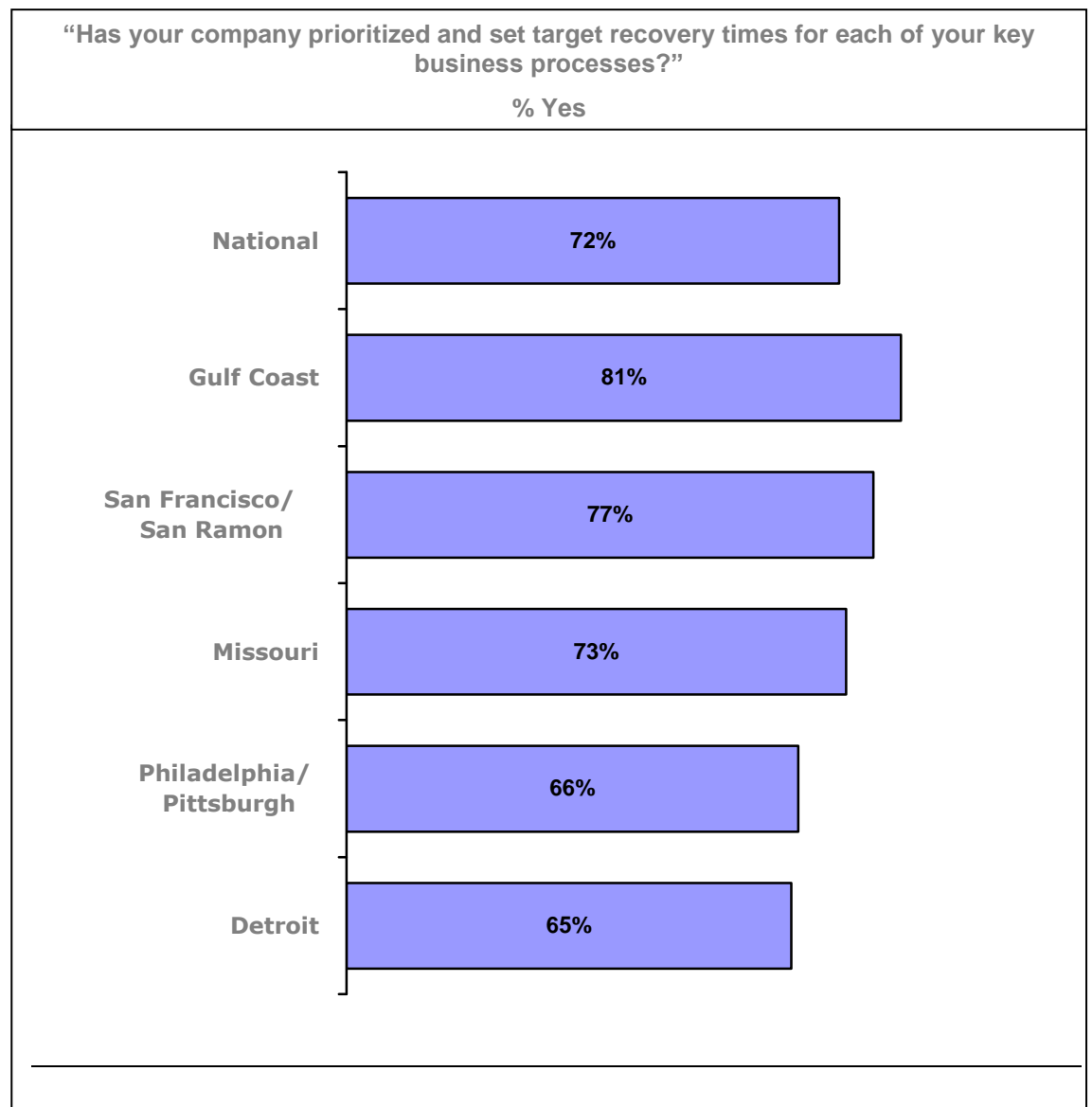


“Have you ever invoked your business continuity plan?”
% Yes



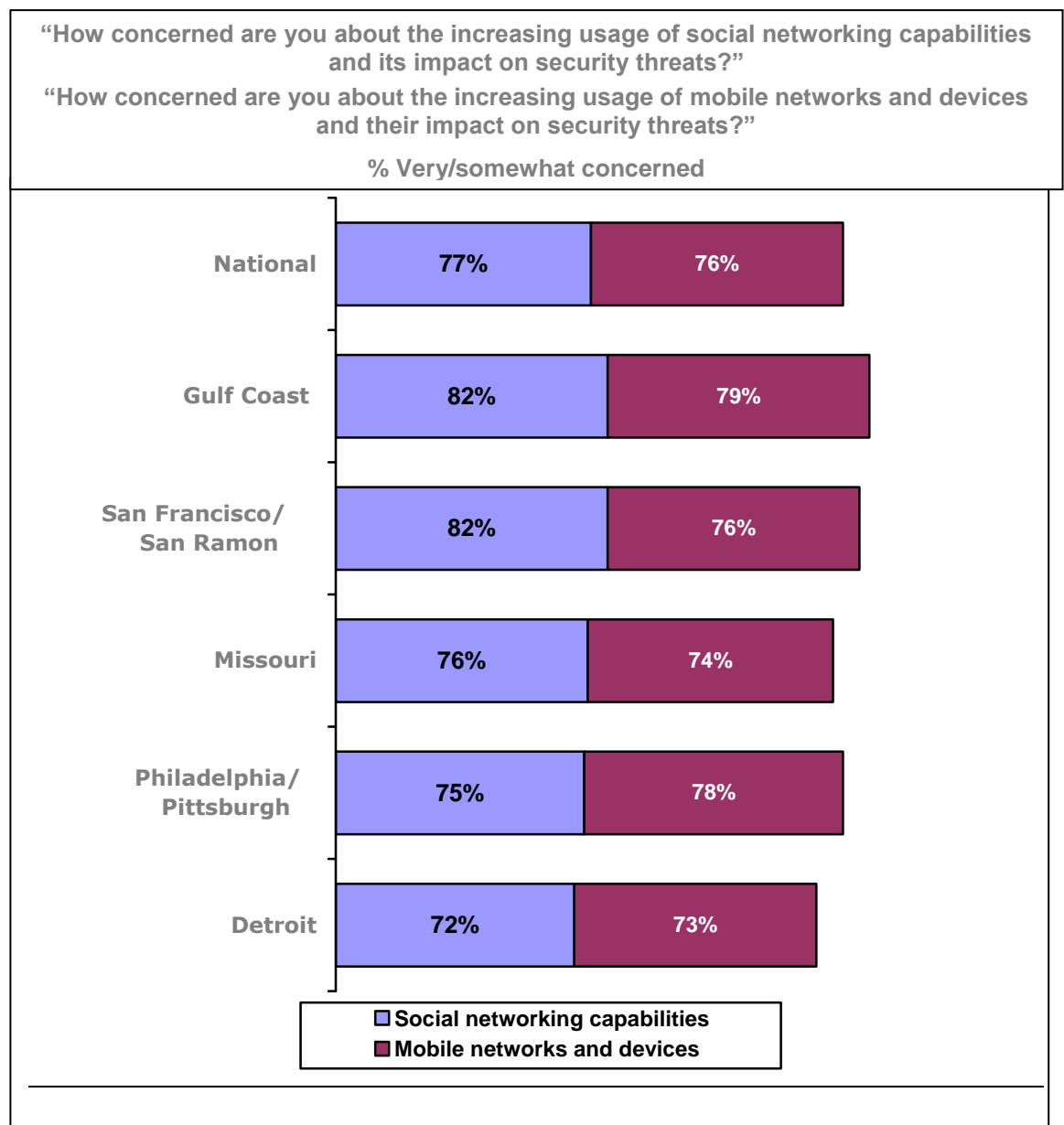


- **Three out of four (72%) executives indicate that their company has prioritized and set target recovery times for each key business process.**
 - Gulf Coast executives are most likely to have prioritized and set target recovery times (81% compared to 72%, nationally).



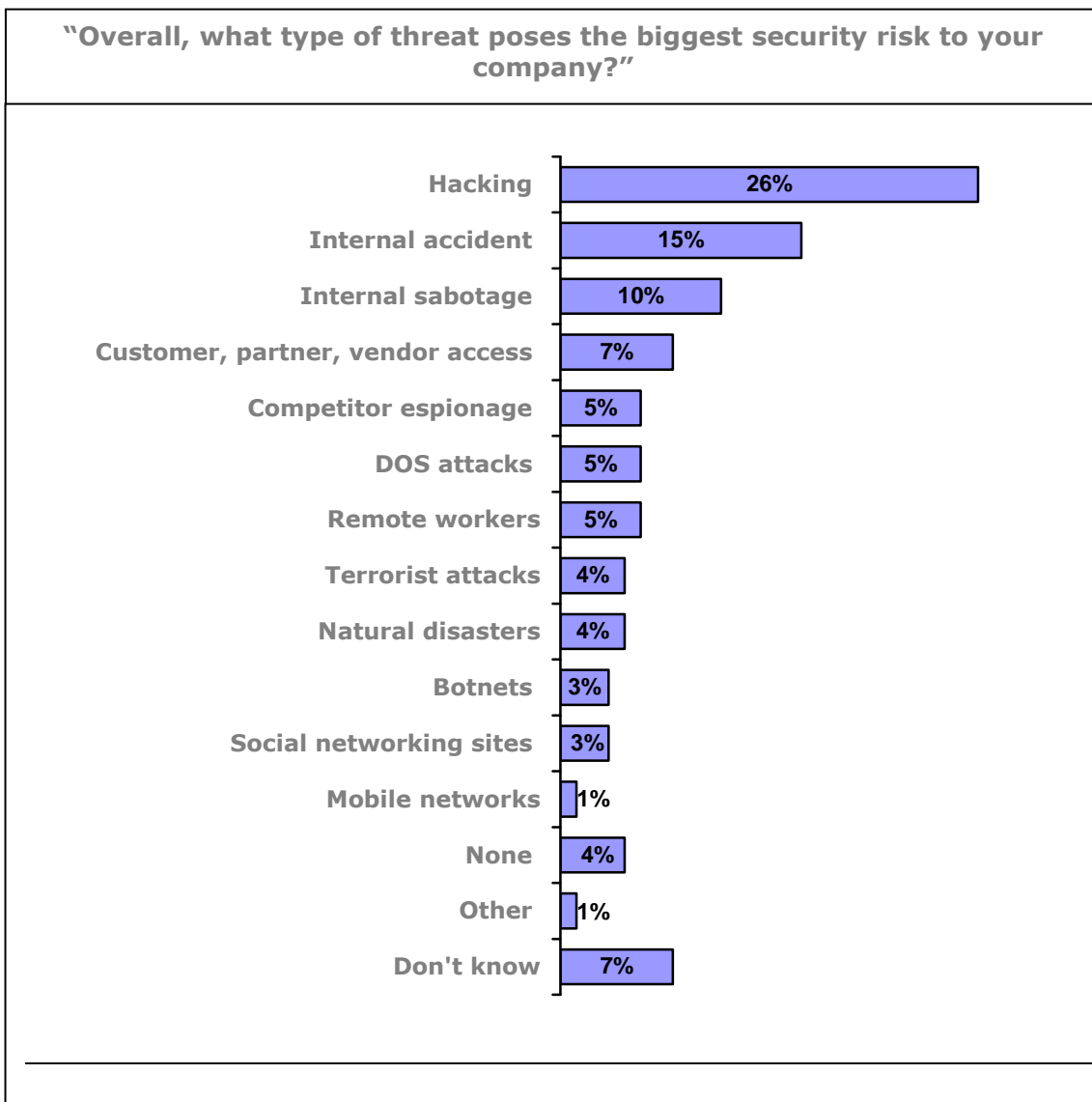


- **Most IT executives are concerned about the increased usage of social networking capabilities and mobile networks/devices and their potential impact on security threats.**
 - Three out of four executives are very/somewhat concerned about the increased use of social networking capabilities (77%) and mobile networks/devices (76%).



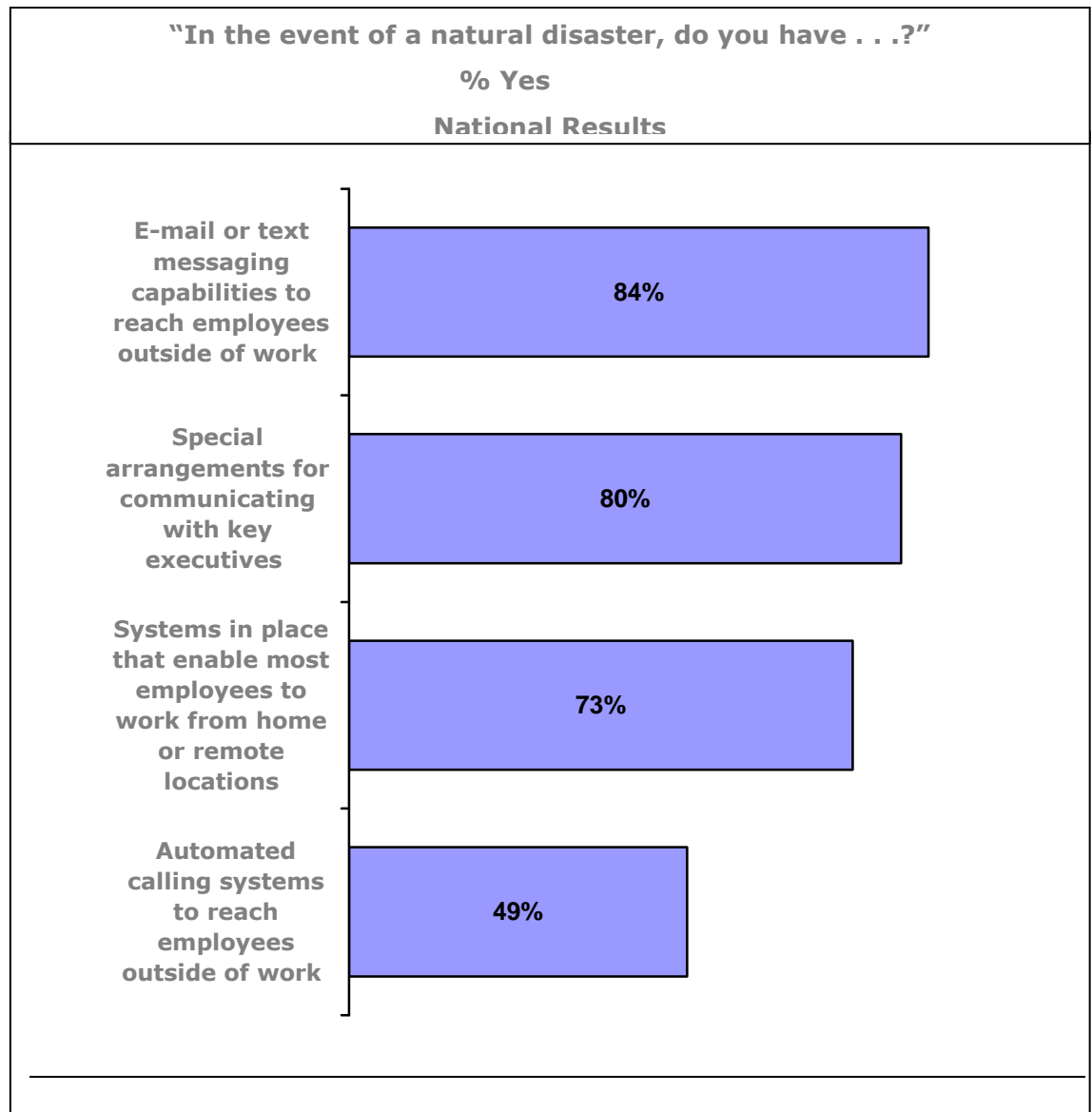


- While concerned about social networking sites and mobile networks, one-fourth (26%) of IT executives indicate that "hacking" presents the biggest security risk to their company.



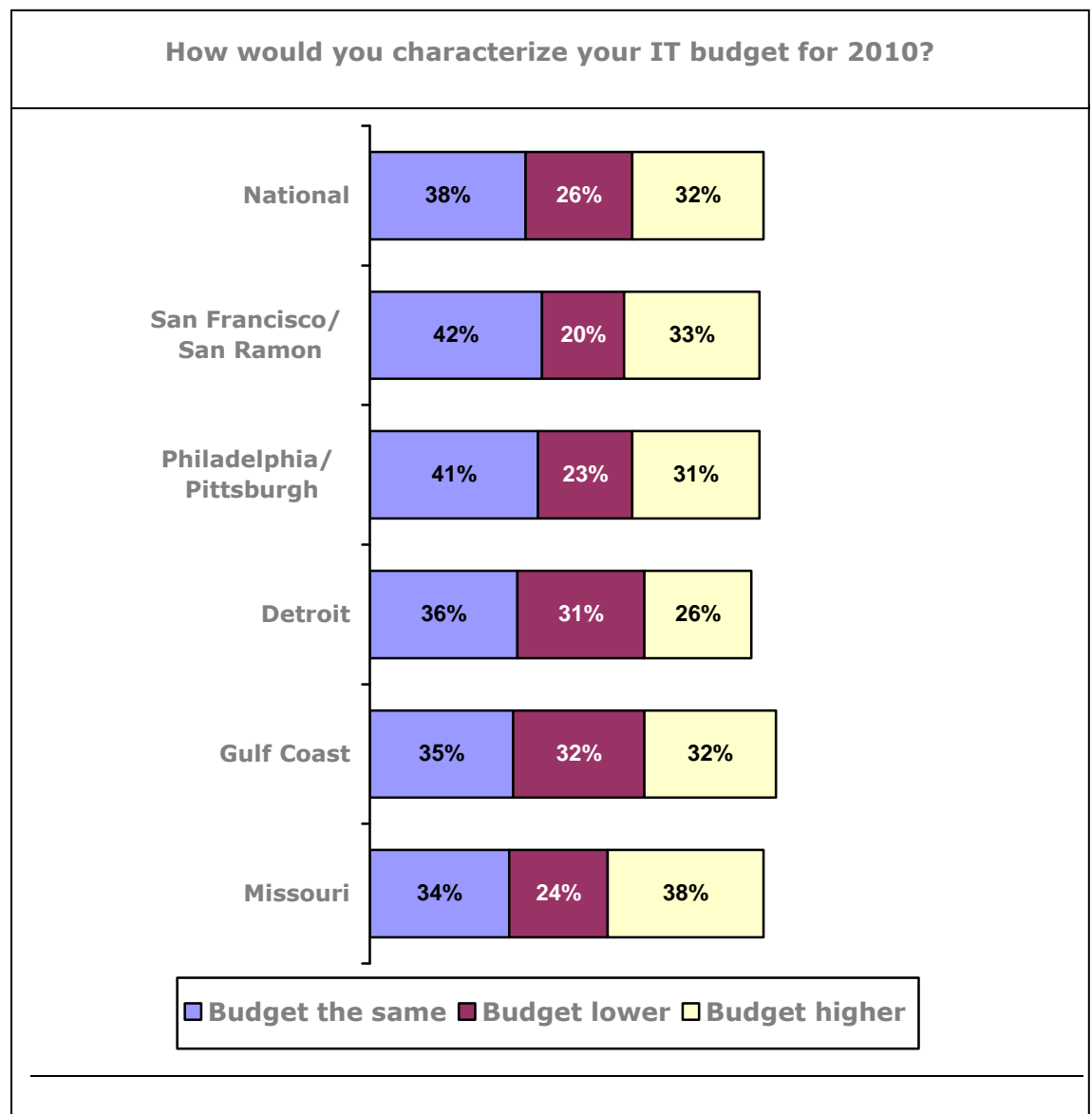


- **Most (80%) companies have special arrangements for communicating with key executives during a natural disaster.**
 - A similar proportion (84%) have e-mail or text messaging capabilities to reach employees outside of work, and three-fourths (73%) have systems in place that enable most employees to work from home or remote locations.
 - Half (49%) have automated calling systems to reach employees by telephone or cell phone outside of work.



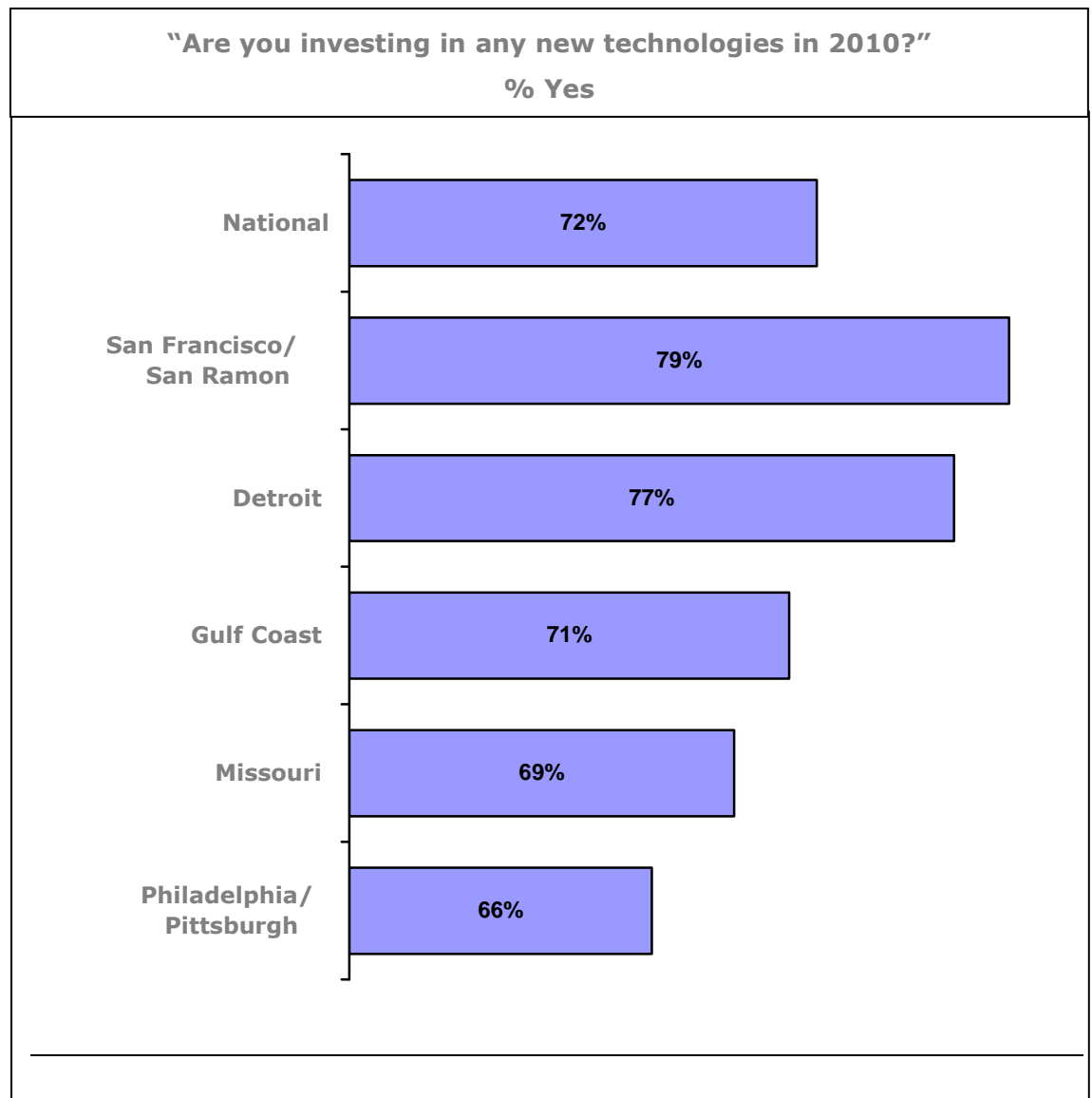


- **Thinking ahead for 2010, IT budgets are expected to be about the same or higher than in the previous two years (70%), compared to only half (56%) in 2009 who predicted this level of funding. One-third (32%) indicate their budgets will be higher, compared to only 24% who indicated this was the trend in 2009.**
 - Only one-fourth (26%) of all executives indicate that budgets will be lower.
 - This is good news compared to last year when a plurality (40%) of executives indicated their budgets were being cut.





- **Investment in new technologies will increase significantly in 2010.**
 - o Seven out of ten (72%) executives indicate that their companies will be investing in new technologies for 2010. Investment tends to focus on virtualization (24%), cloud computing (21%) and mobile applications (20%).





Methodology

The following results are based on an online survey of 530 Information Technology (IT) executives in five U.S. metropolitan/regional areas. 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.

- e-Rewards Market Research is one of the top online market research sample providers in the U.S. Through their B-to-B business panel, they have the ability to quickly target high level decision-makers and executives by industry, company size, functional role and purchasing role (among other attributes). Using a by-invitation only approach, they have recruited over two million business panelists who opt-in to survey requests.

The five market areas include:

- Detroit (Midwest); 100 interviews
- San Francisco/San Ramon (West); 108 interviews
- Philadelphia/Pittsburgh (East); 113 interviews
- Missouri (Central); 105 interviews
- Louisiana/Mississippi/Alabama/Florida (Gulf Coast); 104 interviews

Of the 530 participating executives:

- Eighty-seven percent (87%) represent companies having revenues in excess of \$25 million
- All have primary responsibility for business continuity planning
- Forty-two percent (42%) are Vice Presidents/Managers/Directors of IT or IS
- Sixty-one percent (61%) represent companies with locations outside of the U.S.

These executives represent 17 major industry areas besides local/regional/state government.