Rethink Possible

2013 AT&T Business Continuity Study Results U.S. Trend Data

Methodology

The 2013 results are based on a national sample of <u>500 online surveys</u> among Information Technology (IT) executives in companies with over $25 million in annual revenue.
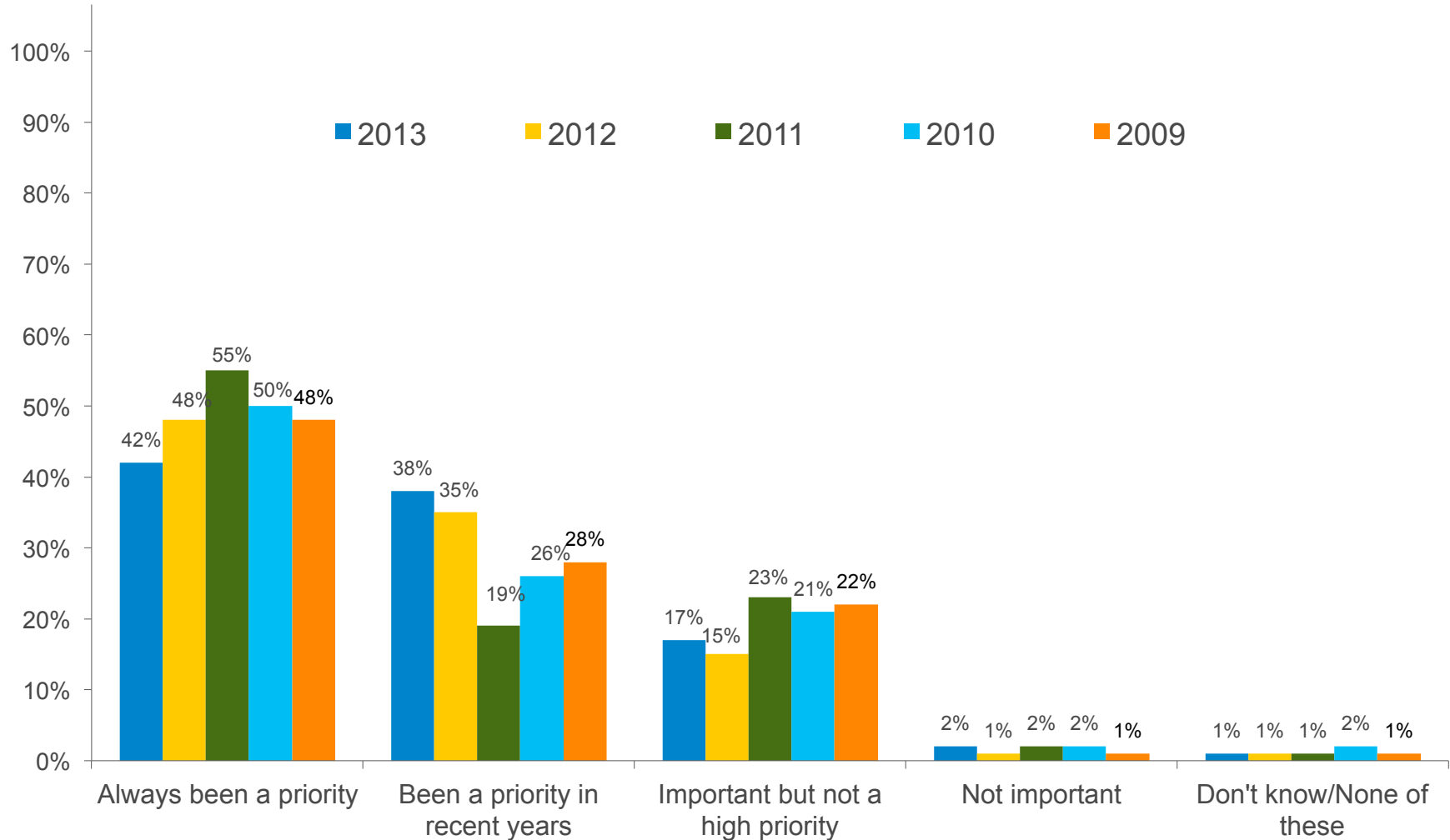
- The 2012 results are based on 504 online surveys among Information Technology (IT) executives in companies with over $25 million in annual revenue; 98% have revenues in excess of $25 million, and 2% represent government entities.

- The 2011 results are based on <u>401</u> online surveys among Information Technology (IT) executives in companies with over $25 million in annual revenue.

- The 2010 results are based on <u>530 online surveys</u> among Information Technology (IT) executives in companies with over $10 million in annual revenue.

- The 2009 results are based on <u>502 online surveys</u> among Information Technology (IT) executives in companies with over $25 million in annual revenue.

The samples for 2009 through 2012 consisted of online surveys in selected market areas, e.g., Florida, Los Angles/Orange County DMA, New York DMA.
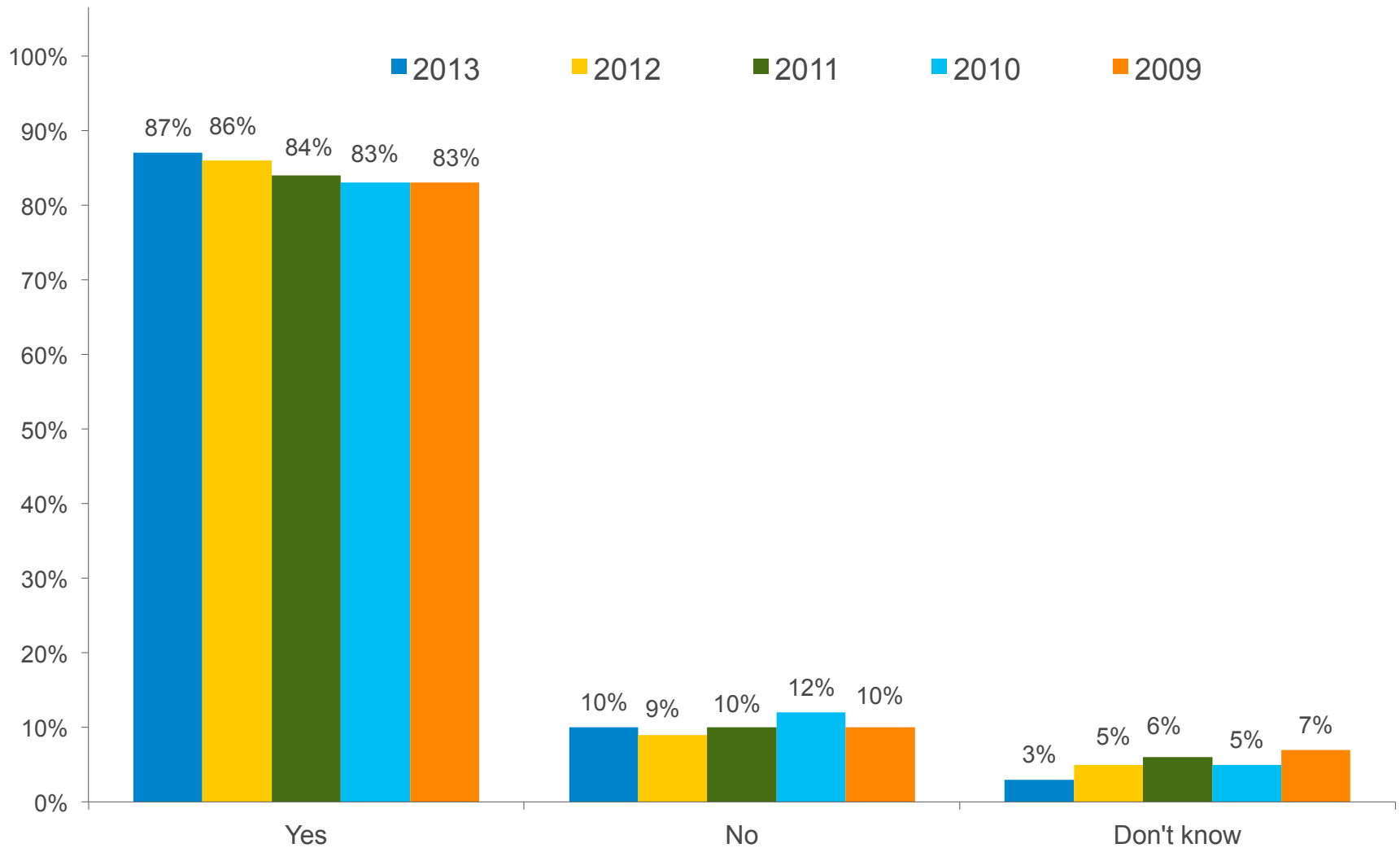
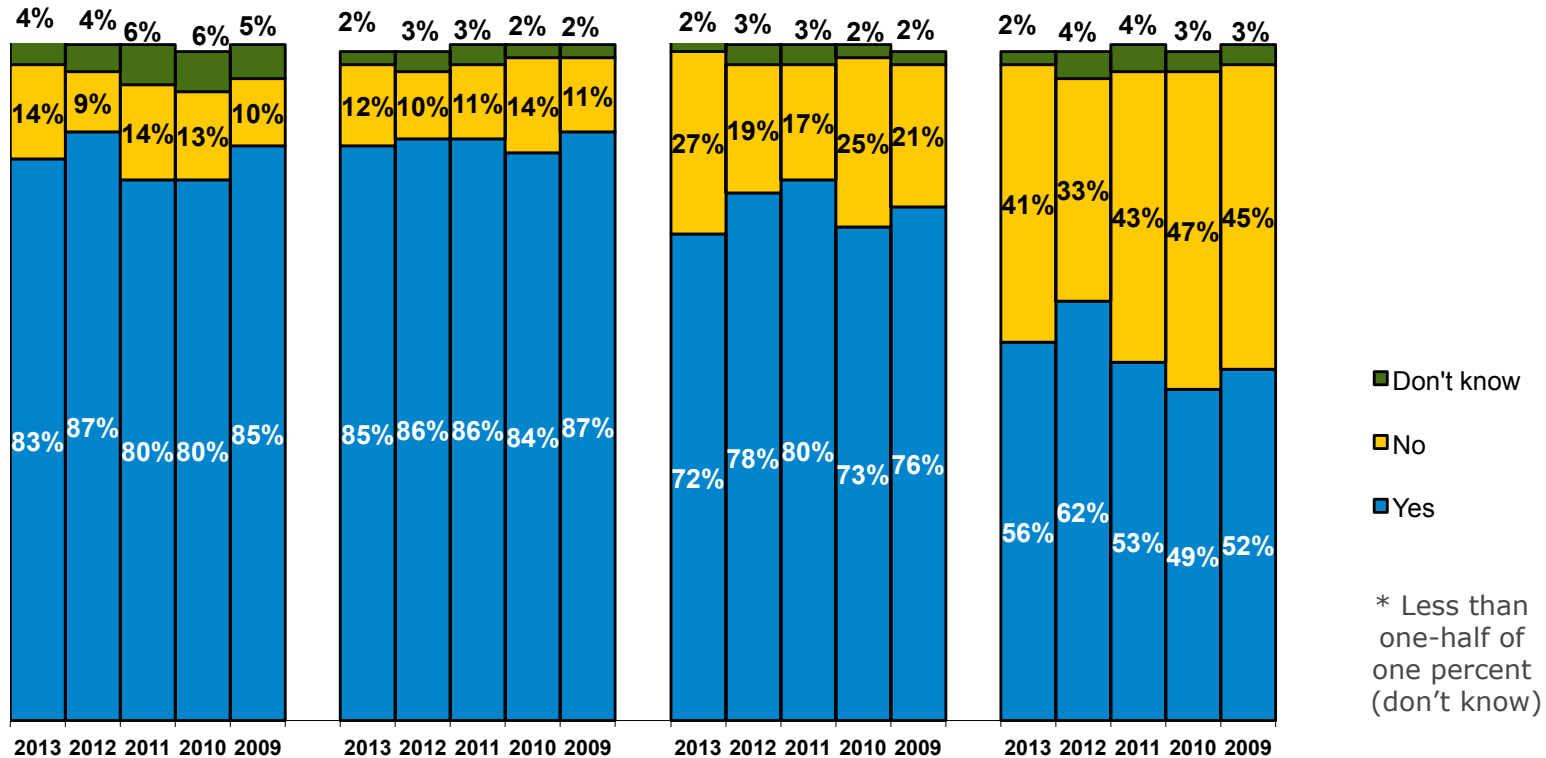The sample for 2013 consists of a national online survey which was not targeted to individual market areas.

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

Legend: 2013, 2012, 2011, 2010, 2009

	2013	2012	2011	2010	2009
Always been a priority	42%	48%	55%	50%	48%
Been a priority in recent years	38%	35%	19%	26%	28%
Important but not a high priority	17%	15%	23%	21%	22%
Not important	2%	1%	2%	2%	1%
Don't know/None of these	1%	1%	1%	2%	1%

Does your organization have a business continuity plan?

Legend: 2013 | 2012 | 2011 | 2010 | 2009

Response	2013	2012	2011	2010	2009
Yes	87%	86%	84%	83%	83%
No	10%	9%	10%	12%	10%
Don't know	3%	5%	6%	5%	7%

In the event of a disaster:

AT&T 2012 Business Continuity Study

How would you characterize your IT budget for 2013?

Legend: 2013, 2012, 2011, 2010, 2009

Budget higher than previous two years
- 2013: 54%
- 2012: 47%
- 2011: 43%
- 2010: 32%
- 2009: 24%

Budget lower than previous two years
- 2013: 10%
- 2012: 16%
- 2011: 21%
- 2010: 26%
- 2009: 40%

Budget remained the same
- 2013: 35%
- 2012: 35%
- 2011: 33%
- 2010: 38%
- 2009: 32%

Don't know
- 2013: 1%
- 2012: 2%
- 2011: 3%
- 2010: 5%
- 2009: 3%
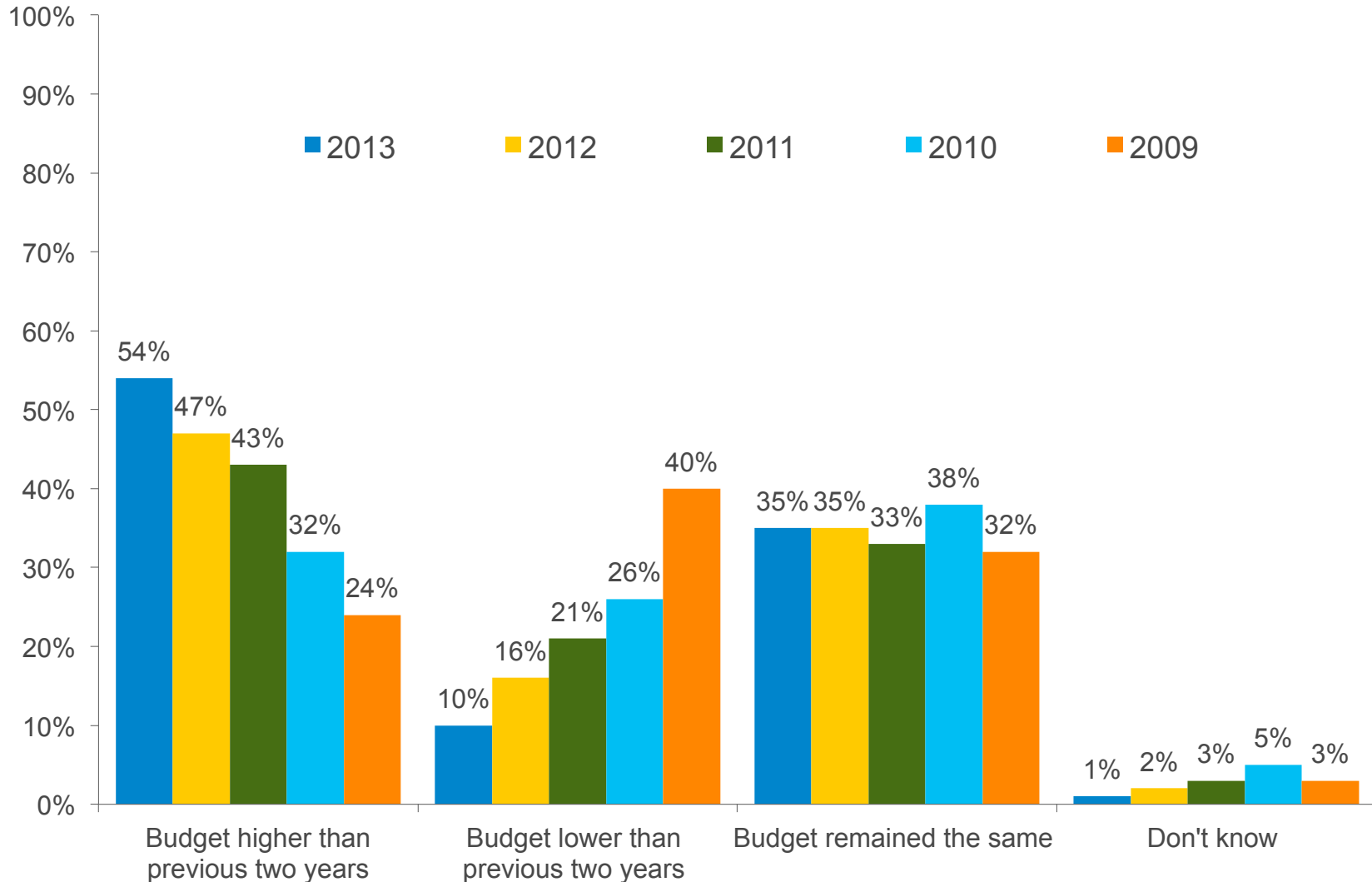
Are you investing in any new telecommunications technologies in 2013?
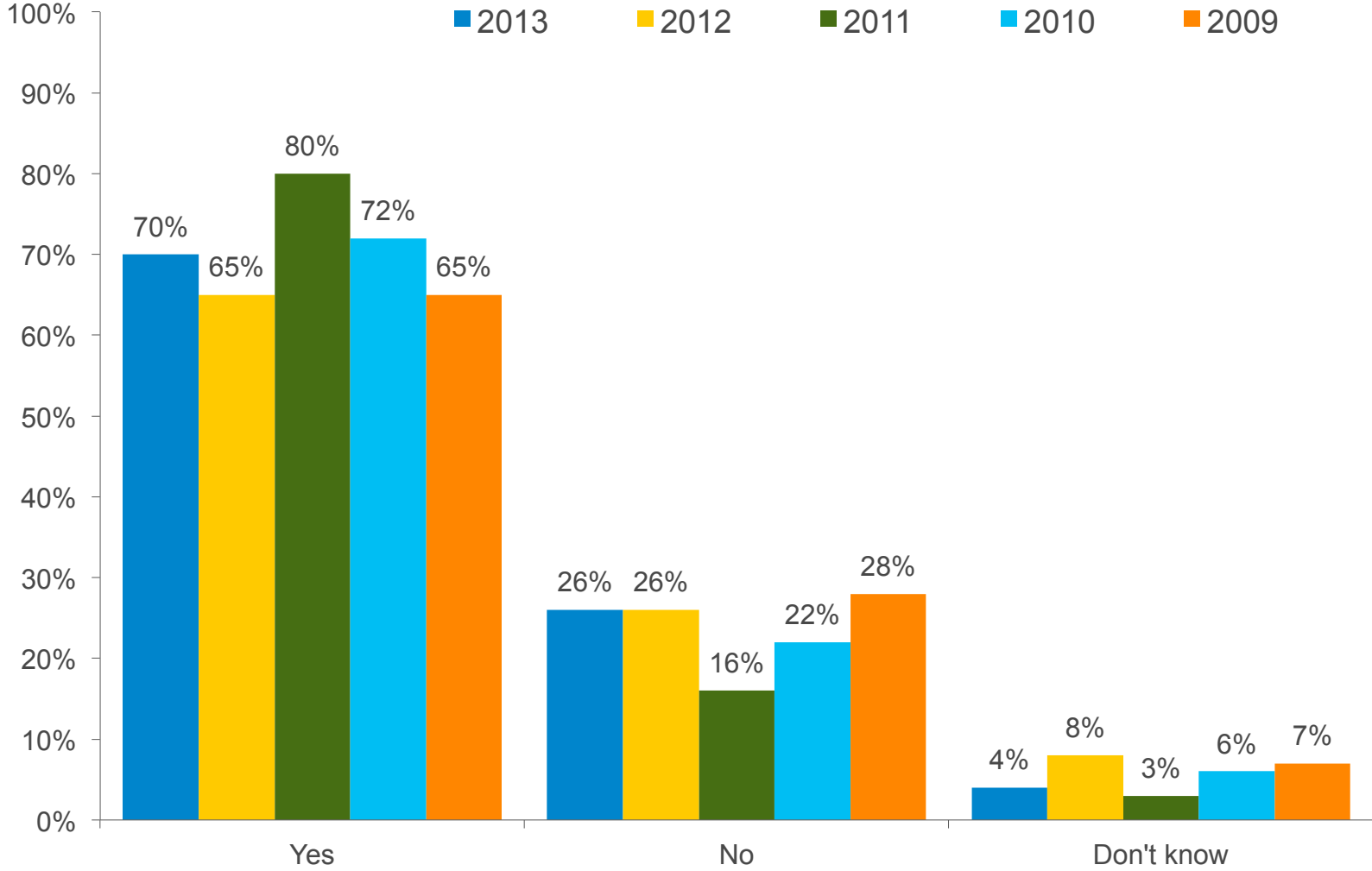
How concerned is your organization about the trend toward increasing use of mobile networks and devices and its impact on security threats?

Legend: ■ 2013 ■ 2012 ■ 2011 ■ 2010 ■ 2009

Category	2013	2012	2011	2010	2009
Very concerned	29%	33%	37%	21%	23%
Somewhat concerned	55%	54%	44%	55%	50%
Not very concerned	13%	11%	15%	20%	22%
Not at all concerned	3%	1%	1%	2%	4%
Don't know	1%	1%	1%	2%	2%
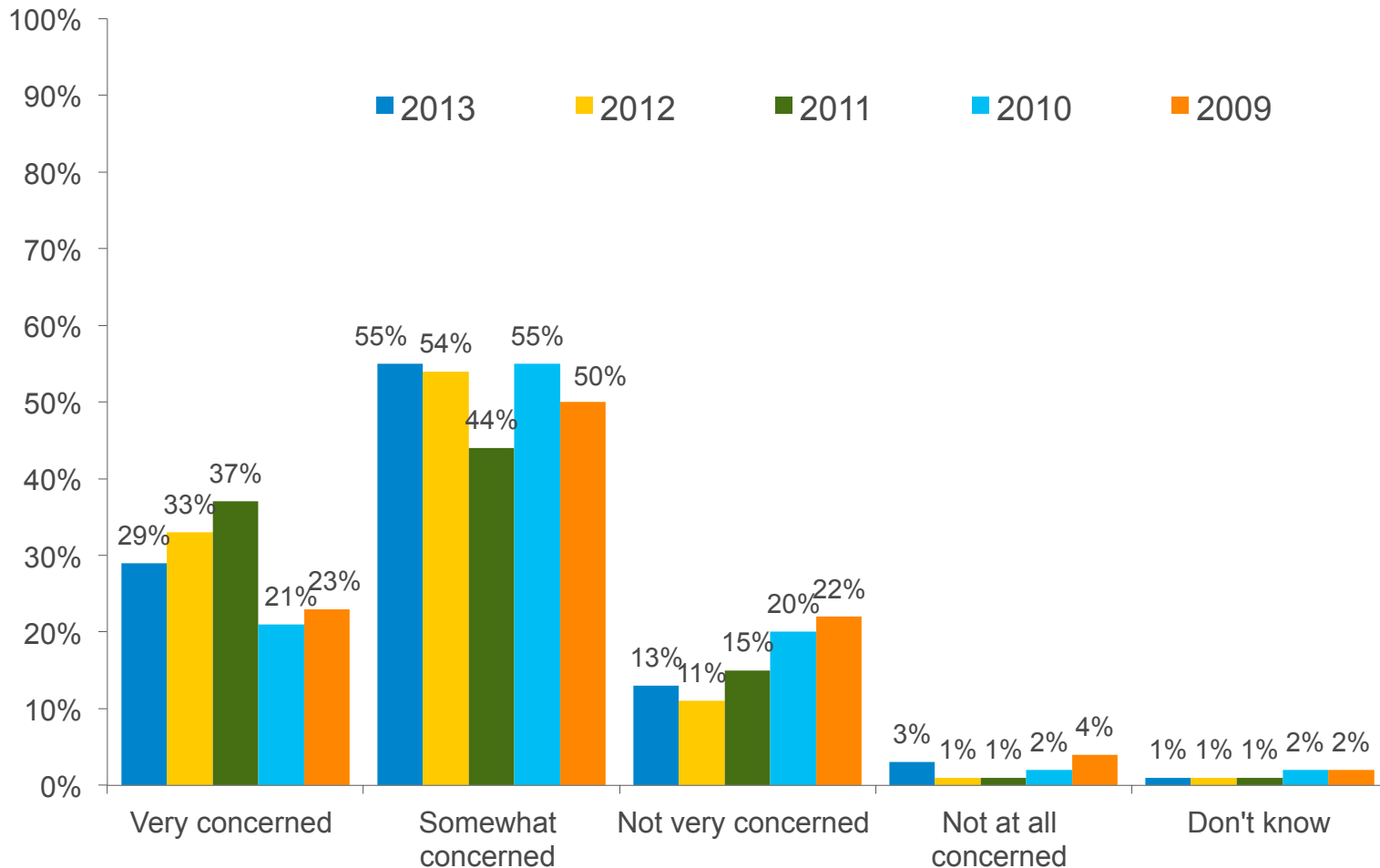
Are cloud services a part of your corporate infrastructure today?

Legend: 2013 | 2012 | 2011

Response	2013	2012	2011
Yes	62%	51%	45%
No	36%	44%	49%
Don't Know	2%	5%	6%