

Rethink Possible



2012 AT&T Business Continuity Study New York City Results



Methodology

The following results are based on an online survey of 101 Information Technology (IT) executives in the New York DMA. The study was conducted by Research Now with companies having total revenues of more than \$25 million. Surveys were obtained between April 9 and 15, 2012.

Research Now 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.

Of the 100 participating executives:

- One hundred percent (100%) have primary responsibility for business continuity planning.
- One hundred percent (100%) represent companies with revenues in excess of \$25 million.
- Almost two-thirds (64%) have locations outside the United States.



Key Findings: IT

IT Plans for 2012

- IT budgets for 2012 tend to be higher than those of the previous two years. A plurality (46%) of executives indicates that their IT budgets for 2012 are higher than the previous two years.
- Investment in new technologies will continue in 2012. Two-thirds (68%) of New York area executives indicate that their companies are investing in new technologies in 2012.
- Hosting and management of IT infrastructure tend to be done in-house. A plurality (38%) indicates that management and hosting are both done in-house, while three out of ten (30%) indicate that hosting is outsourced, but management is done by employees.
- The complexity of network infrastructure is increasing. Most (84%) executives indicate that complexity is increasing. A majority (55%) feels it is increasing at a moderate rate, while three out of ten (29%) feel it is increasing at a rapid rate.



Key Findings: Business Continuity

Business Continuity Plans

- Almost all (87%) surveyed executives indicate their companies have a business continuity plan.
- Two-thirds (68%) of these companies have had their business continuity plans fully tested in the past 12 months. None indicate that their plans have never been tested.
- Wireless networks are included in business continuity plans. Six out of ten (63%) executives include their wireless network capabilities as part of the business continuity plan.
- Most (86%) are concerned about the increasing use of mobile networks and devices and its impact on security threats, with two-thirds (66%) of respondents indicating that their company invests in mobile security services.
- Two-thirds (66%) indicate that their company invests in mobile security services.
- A majority (52%) indicates that their organization's mobile security spend will increase in 2012.
- Most frequently, Facebook (39%), LinkedIn (33%) and Twitter (30%) are part of the business continuity plan.



Key Findings: Cloud Computing

Cloud Computing

- The majority (57%) of New York area executives indicates cloud computing is currently part of their corporate infrastructure. One out of seven (15%) plans to invest in cloud computing in 2012.
- Services that executives plan to invest in are software as a service (35%), hosting as a service (29%), infrastructure as a service (22%) and platform as a service (19%).
- Two-thirds (66%) are using or considering using cloud services to augment their business continuity recovery strategy.



Key Findings: Social Networking

Social Networking

- A majority (54%) of all companies provides employees with access to social networking tools.
- Three out of four (76%) executives are concerned about the increasing use of social networking capabilities and its impact on security threats.



Detailed Findings: IT Plans for 2012

IT Plans for 2012

- IT budgets for 2012 tend to be higher than those of the previous two years. A plurality (46%) of executives indicates that their IT budgets for 2012 are higher than the previous two years. Another four out of ten (42%) indicate the budget is remaining about the same, while only 11% indicate the budget is lower than in the previous two years.
- Investment in new technologies will continue in 2012. Two-thirds (68%) of New York area executives indicate that their companies are investing in new technologies in 2012.
- Executives most frequently mention that they will be investing in cloud computing (37%), mobile applications (36%), security solutions (29%), storage solutions (26%) and virtualization (25%).
- Investment in new technologies helps grow and expand the business and increases productivity. One out of five executives indicates that the primary motivation for investing in new technologies is to grow and expand the business (21%) and to increase productivity (19%).



Detailed Findings: IT Plans for 2012

IT Plans for 2012 Continued

- Hosting and management of IT infrastructure tend to be done in-house. A plurality (38%) indicates that management and hosting are both done in-house, while three out of ten (30%) indicate that hosting is outsourced but management is done by employees. Only one-fourth (26%) of these executives indicates that both hosting and management are outsourced.
- About half (49%) of all executives indicates that their IT infrastructure provider's business continuity plan was important in their decision to outsource.
- The complexity of network infrastructure is increasing. Most (84%) executives indicate that complexity is increasing. A majority (55%) feels it is increasing at a moderate rate, while three out of ten (29%) feel it is increasing at a rapid rate. One out of ten (12%) indicates complexity has remained static.
- Due to increasing network complexity, three out of four (75%) executives indicate evolving their security plan is a priority; 45% indicate it is becoming more of a priority, while 30% indicate evolving the plan is a top priority.



Detailed Findings: Business Continuity

Business Continuity Plans for 2012

- New York area companies are proactive in their approach to security. A majority (52%) of executives characterizes their organization's approach to security as very proactive; security is a priority and they have a strong strategy and execution plan in place. Another one-third (37%) describes their company's approach as somewhat proactive; they have a security strategy but require better execution.
- Business continuity planning is seen as a "priority" by most (87%) IT executives in the New York area. Almost half (45%) indicate it has always been a priority for their business, and another four out of ten (42%) indicate it has become a priority in recent years due to natural disasters, political unrest, security and terrorist threats.
- Almost all (87%) of these executives indicate their companies have a business continuity plan.
- Seven out of ten (72%) indicate their companies implement specific protective actions when the federal or state government issues an alert for an impending disaster.



Detailed Findings: Business Continuity

Business Continuity Plans for 2012 Continued

- Two-thirds (68%) of these companies have had their business continuity plans fully tested in the past 12 months. None indicate that their plans have never been tested.
- One-third (34%) of these executives indicates that their company has invoked its business continuity plan. Reasons for invoking the plan most frequently involve:
 - Extreme weather (21%)
 - Power outage at facilities (15%)
 - Virtual event (13%)
 - IT failures (12%)



Detailed Findings: Mobile Networks & Security

Mobile Networks & Security

- Wireless networks are included in business continuity plans. Six out of ten (63%) executives include their wireless network capabilities as part of the business continuity plan.
- Two-thirds (69%) indicate their business continuity plan accommodates the possibility of a “virtual event.”
- Most (81%) indicate that at least 20% of their company’s employees use mobile devices that are maintained by the IT department.
- Seven out of ten (72%) indicate that employees are allowed to access work emails on their personal smartphones.



Detailed Findings: Mobile Networks & Security

Mobile Networks & Security Continued

- Most (86%) are concerned about the increasing use of mobile networks and devices and its impact on security threats; three out of ten (30%) are very concerned.
- Two-thirds (66%) indicate that their company invests in mobile security services.
- A majority (52%) indicates that their organization's mobile security spend will increase in 2012.
- The most pressing security concern, ranked as number one for 2012, is potential security breaches impacting the organization (71% rank as number one; mean=1.3). Managing security requirements specific to mobile deployment (mean=2.3) and managing security requirements specific to cloud deployment (mean=2.4) are tied for second most pressing concern.



Detailed Findings: Cloud Computing

Cloud Computing

- The majority (57%) of New York area executives indicates cloud computing is currently part of their corporate infrastructure. One out of seven (15%) plans to invest in cloud computing in 2012.
- Services that executives plan to invest in are software as a service (35%), hosting as a service (29%), infrastructure as a service (22%) and platform as a service (19%).
- Two-thirds (66%) are using or considering using cloud services to augment their business continuity recovery strategy.
- Most frequently, cloud computing would be used for data storage (47%), Web servers (41%), application servers (39%) and database (39%).



Detailed Findings: Social Networking

Social Networking

- A majority (54%) of all companies provides employees with access to social networking tools.
- Most frequently, Facebook (39%), LinkedIn (33%) and Twitter (30%) are part of the business continuity plan.
- Social networking is typically used to proactively share news and content about the business with customers or other stakeholders (24%), directly communicating and engaging with customers or other stakeholders (23%) and for monitoring news and other chatter (20%).
- One out of ten (12%) is exploring the use of social media but is not yet active, and one out of five (21%) has no plans for social media activity in the near future.
- Three out of four (76%) executives are concerned about the increasing use of social networking capabilities and its impact on security threats.



Detailed Findings: Communicating During Disasters

Communicating During Disasters

- Most (86%) executives indicate that they have special arrangements for communicating with key executives in the event of a disaster.
- A similar proportion (89%) has email or text messaging capabilities to reach employees outside of work.
- Most (86%) also have systems in place that enable most employees to work from home or remote locations; two-thirds (66%) also have automated calling systems to reach employees by telephone or cell phone outside of work.

