Fact Sheet

Implementing a Holistic Business Continuity and Recovery Strategy

The associated costs of developing a business continuity plan and implementing a technology infrastructure to support the plan is minimal compared with the daily financial impact once disaster strikes. To help ensure the protection of critical assets, processes and services, management should develop and implement a holistic business continuity and recovery strategy, including:

- Identifying critical business components and dependencies: business services, processes/functions, employees, facilities, systems/applications, data, platforms and networks.
- Defining how long the corporation can afford to be inoperable in terms of financial and operational impacts, should one or more critical services/processes experience disruption.
- Developing and implementing a risk-mitigation strategy, based on business impacts and priorities.
- Negotiating vendor contracts and/or lease agreements that are necessary in order to acquire equipment and services in the event of a significant disruption or disaster.
- Developing, documenting and testing a comprehensive business continuity plan for facilities (including employees), processes, systems, data, platforms and networks.

AT&T offers a wide array of business continuity services designed to help ensure the continuous operation and availability of customers' critical business processes, applications, data, work centers and networks. Business continuity is embedded in AT&T's transport/connectivity services, virtual private network services, hosting services and high-availability services, which in many cases provide Service Level Agreements of up to 99.999 percent availability of a customer's networks, applications and data.

AT&T products and services such as Disaster Routing Service can help businesses continue to operate during natural disasters. In the event of tornadoes, electrical outages, PBX failures or fires, Disaster Routing Service can enable a company to automatically redirect incoming calls to anywhere in North America through the use of the AT&T Advanced Communications Network.

AT&T has also invested more than $200 million in an AT&T Labs-developed system (Integrated Global Enterprise Management System) that proactively monitors and manages the networks of some of our largest customers so that they don't have to worry about their networks going down.