



Altēva

Consider a Hosted IP PBX for Disaster Recovery

David Cuthbert



Consider Hosted for Disaster Recovery

David Cuthbert, Alteva Chief Operations Officer

- 13 years of Operational Management and leadership experience.
- Former Naval Special Operations Officer
 - Officer-In-Charge (OIC) of underwater mine, land explosive and WMD disposal teams domestically and abroad
- Contributed to the development of the Navy's Nuclear Weapon Response Procedures.
- Responsible for the all daily operations of Alteva (joined Alteva in 2006)
 - Leader of process and team development
- Responsible for Alteva Business Development



What are We Trying to Accomplish?

Disaster Recovery- The ability to recover and re-establish normal business operations post a catastrophic disaster.

Business Continuity- The ability to continue your business operations (at some level of acceptance) throughout a disaster.

-According to a recent survey by Business Continuity Inc (BCI), in 65% of Business Continuity Plans telecommunications is the weakest element



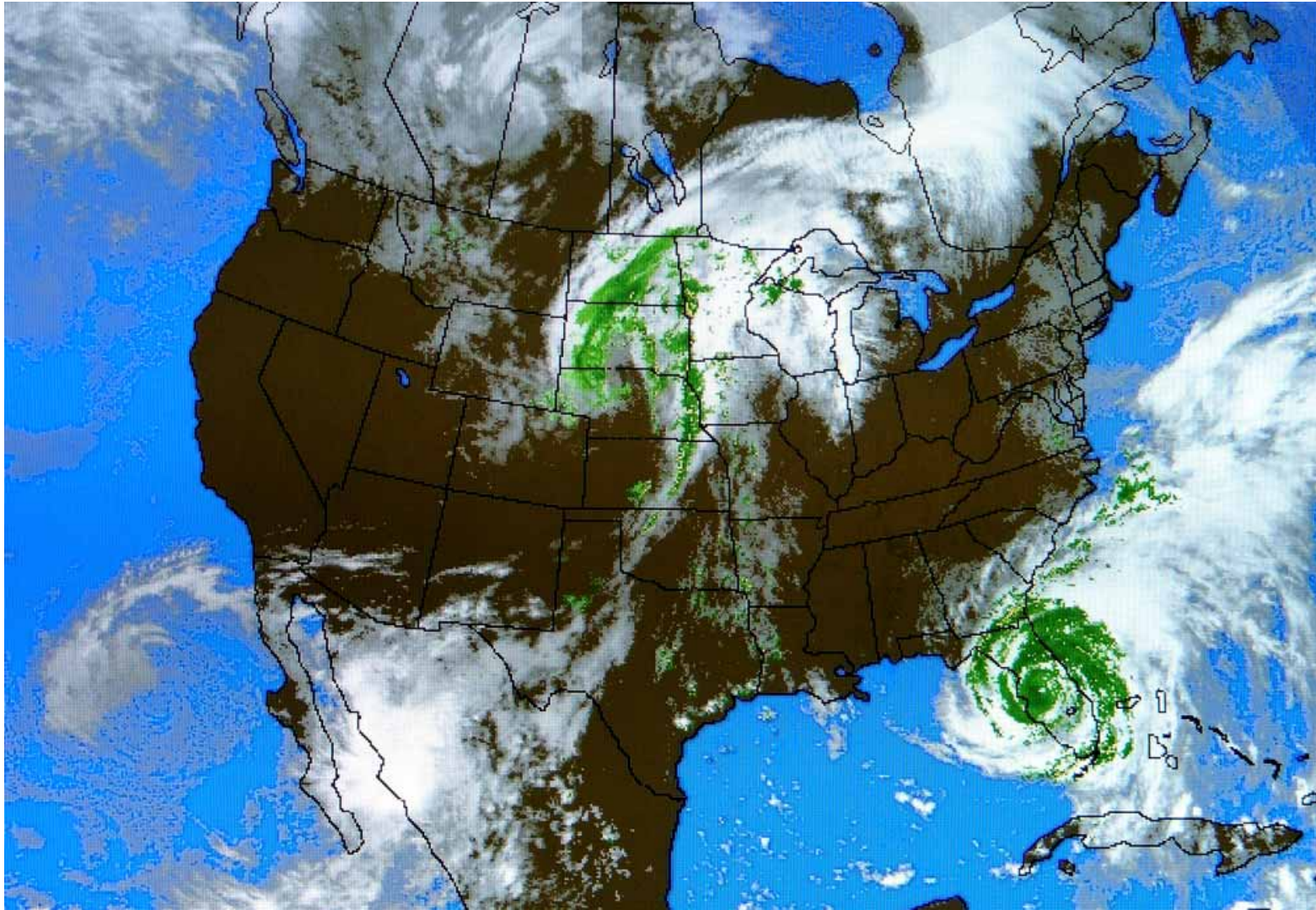
Consider Hosted Communications for Disaster Recovery

Disaster Recovery, Business Communications Continuity?

Why should we care?



What happens to communications when...?



The Katrina Impact...

- 2.5 million telephone lines were down in the aftermath of hurricane Katrina.
- 20 million telephone calls did not go through the day after Katrina struck.
- Katrina emergency preparation and planning was based on a Category 3 Hurricane.



What happens to communications when...?



What happens to communications when...?



What happens to communications when...?



Hosted IP PBX for Disaster Recovery

The Dreaded:

All Circuits Are Busy,
Please Try Your Call
Again Later



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Businesses/Relationships are damaged...



**HOW DO YOU STAY
IN CONTROL OF YOUR
CUSTOMER'S PERCEPTIONS?**



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The Landscape Has Changed

Communications disruptions are no longer acceptable

-Your customers' perspective?

-Increased Competition

-Increased Choices

-We are expected to be available 24/7. If we are not, *your competitors will be.*



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The Landscape Has Changed

Business owners are faced with increased threats:

- New Virus attacks
- Hackers
- SPAM
- Disgruntled employees
- Natural Disasters

WHAT IS THE COST?



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The Rules Have Changed

Business Owner Responsibilities

-Corporate Executives are often accountable to their investors, employees, clients and vendors.

FFIEC Continuity Hand Books

NASD 3510

NFPA 1600



Consider Hosted Communications For Disaster Recovery

Why are Hosted Communications a better choice?



Consider Hosted Communications For Disaster Recovery

Disaster Recovery using Hosted VOIP

Delivers telecommunications continuation and restoration solution opportunities

- Flexible***
- Scalable***
- Reliable***
- Accessible***
- Cost Effective***



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Hosted VOIP: Flexible

- Not Location Dependent
 - Recovery sites can be set up in advance

Trust the Experts

- Call routing and dialing plans can be scripted in case of emergency

- Service providers can assist in this call flow design



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Hosted VOIP: Scalable

Continuity and Recovery Plans are not limited by hard lines into a facility

-Overflow capacity can be handled at different locations and via automation



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Hosted VoIP: Reliable

Failover is Inherent

- Local Internet Connectivity can instantaneously failover if needed
- Dependable Hosted Providers are set-up on geographically diverse but completely redundant infrastructures



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Hosted VoIP: Accessible

IP is everywhere!

-Depending on set-up, phones can receive calls as long as there is internet connectivity



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Hosted VoIP: Cost Effective

Business Communications Continuity is already built into the technology

- Reduces need to purchase “More”**
- BC and DR are often built into daily operations**
 - FMC**
 - Multiple phones/offices**
 - Hosted Communications is location independent**



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Telecommunications is a function that transverses all business units.

Without communications your business continuity plan will fail.



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Business Continuity Plan Best Practices

Business Continuity and Recovery Plans should:

- Cover all Business Units**
- Be Documented (preferable on-line)**
- Be Tested, Certified and Well Exercised**



Keep Communications Flowing...

RECOVERY FROM ANYWHERE!



Questions

