



Business Un-interrupted: Ensuring Business Continuity

May 23, 2007, 1pm PDT

Regina Phelps – EMS Solutions

Karen Dye – Sun Microsystems

Jan Sysmans – WebEx

Agenda



Regina Phelps, Founder, Emergency Management & Safety Solutions

Overview and trends



Karen Dye, Manager, Global Crisis Management, Sun Microsystems

How telework & collaboration support resiliency



Jan Sysmans, Director, Marketing, WebEx

WebEx solutions for business continuity

Q&A with Panel – text questions



Download whitepaper for your chance to win a

Disaster Preparedness Kit from EarthShakes



Supports 2 persons for up to 3 days - a total of 103 items. Contains emergency food (2-3600 calorie foodbars), drinking water (24 servings), 2 emergency thermal blankets, 2 body warmers, AM/FM solar/crank radio (no batteries required), flashlight with batteries, 2 snap light-sticks, 2 pairs of work gloves, 2 dust masks, nylon utility cord, 13-function knife, waterproof matches, hygiene supplies, first aid kit with manual, notepad with pencil, playing cards and 2 whistles. Packaged in a padded nylon carrying case or back pack.

Whitepaper: Linking Disaster Recovery Time Objectives to Business Requirements

Regina Phelps





Regina Phelps



**Emergency
Management &
Safety
Solutions**

EMSS is an internationally recognized firm in the field of emergency management and continuity planning. Since 1982, they have provided consultation, training and speaking services to clients in four continents.

Areas of expertise include:

- Incident/crisis management teams development
- Emergency operations centers (EOC) design
- Design and facilitate emergency exercises
- Pandemic plan development
- Business impact analysis
- Business continuity plans

The Needs - Immediately Post Disaster

- Once the immediate life safety issues are addressed, business continuity becomes the pressing need for any company.
- Two urgent needs immediately surface:
 - Communication
 - Recover the business: Where are my employees going to work?
 - Work area recovery.





Recovery... the Old Way



- In the “old days”, hot sites were looked at as the primary solution for work area recovery during disaster outages.
- Numerous disadvantages:
 - Oversubscription
 - Often required travel to sites
 - Required time to recover
 - Expensive
 - Only used in a disaster
 - Required extensive, costly and infrequent testing



Telework: An Ideal Work Area Recovery Solution

- Why is telework an ideal work area recovery solution?
 - Ease of use
 - Can be used daily and used for activities other than disasters
 - Provides flexibility to “everyday” work
 - Connects remote/distant users together quickly and efficiently.
 - Allows for collaboration, sharing of work and communication to all users regardless of their location
 - Minimal training required
 - Reduces the time of recovery
 - In times when we don’t want to be sitting next to each other (disease outbreak - pandemic), we can continue to collaborate but not share germs!



Barriers to Success: Myths

- Supervisor myths of working from home
 - **“Staff aren’t working if they are home - they need constant supervision.”**
 - People are adults - you don’t supervise their every minute now.
 - Many office workers’ (knowledge workers) jobs translate easily to a work from home strategy.
 - **“I need to see my staff to know that they are working.”**
 - And you think because they are at their desk you are 100% sure that they are working?
 - **“How do I know my staff are working?”**
 - Workers are judged solely based on their output, so they tend to work harder.

Barriers to Success: Infrastructure Failures



- In the first few days following a major regional disaster, utilities are likely to be affected including loss of
 - Electricity
 - Telecommunications (landlines, high-speed connections)
- Plans must include processes to ensure that highly critical work groups with 72 hour or less recovery time objectives (RTO) are accommodated.
 - For highly critical departments with very short RTO's consider a blended approach of some "traditional" recovery along with a telework solution
 - Once utilities are restored, migrate work increasingly to a telework solution.



What do you need to make it work?

- Company issued equipment
 - If a laptop, worker must take it home nightly
- High speed connection (broadband, DSL)
- Any peripherals necessary to do the job
- Sufficient help desk staff to support remote users
- Practice!
 - If you don't work from home very often, the first few times are difficult.
- A culture that supports work from home options
- And lastly...utilities (electricity, connectivity)

Profile - Sun Microsystems

Provides network computing infrastructure solutions that include computer systems, software, storage, and services. Core brands include Java technology platform, Solaris operating system, Storage Tek and the UltraSPARC processor.

- \$13.1 billion in revenue (2006)
- Presence in over 100 countries
- 36,000 employees worldwide
- Products - 64% of revenue
- Services - 36% of revenue
- Research and Development is 15% of Sales
- Decentralized, distributed business processes



My Responsibilities

Karen Dye, Manager, Global Crisis Management



- Crisis Management
- Emergency Response
- Business Continuity
- Consult all business units worldwide
- Risk Management Division

Whitepaper: Linking Disaster Recovery Time Objectives to Business Requirements

(Respond to follow-up email after the session to get it)

Open Work at Sun



Started program to reduce costs, improve employee productivity and gain competitive advantage by deploying a flexible, mobile 21st century workforce.



- 19% that are "home assigned" out of 36,000 employees (including me)
- Additional 60% called "flexible" - no assigned office; can work at a Sun location, home, or hotel.
- Ingrained in culture - over 10 years old.
- Must have established policies, procedures, collaboration tools, training and education
- Enterprise use of WebEx – over 1600 meetings with 8500 attendees each month

“Today more than half of Sun employees no longer have permanent offices. WebEx provided the collaboration tool we needed to bridge distances and geographies, and effectively boost productivity.”

— Chris Saleh, Program Manager, Open Work Services Group

How Telework Culture Supports Resiliency



- Needs to be embedded in the culture **before** disaster strikes
- Communication breakdowns magnified in a crisis— some people panic and may not speak up; others dominate
- WebEx makes a difference because people learn and retain information in different ways. Visuals keep them focused.

Why a Phone Bridge is Not Enough

- Time is of the essence – Most people cannot give the level of detail needed over the phone when they are in a panic
- Sharing visuals is extremely difficult, every second counts
- Webex makes sharing visuals easy and fast
- Secure private network offers alternative if your company network goes down





Crisis Management

- 3-tiered crisis management - need for Corporate and Regional teams to communicate and share status
- Time zones, language and accents are sometimes an issue
- Physical EOC or command center works for local first responders and some regional teams.
 - Need virtual EOC capabilities to complement local physical EOC
- Local physical command center used for initial command and control.
- Business recovery at below normal operations and return to normal operations are managed by virtual command center.



Collaboration is Critical

- Level of functionality depends on the nature of the emergency
- Remote collaboration is critical for pandemic – you don't want everyone in the same room
- Whatever you use, it needs to be used day-to-day – so it will be second nature in the time of crisis

Jan Sysmans



Business Continuity / COOP is a Top Priority

“The Department of Defense announced today the release of its implementation plan for preparing, planning and responding to a potential pandemic influenza outbreak”

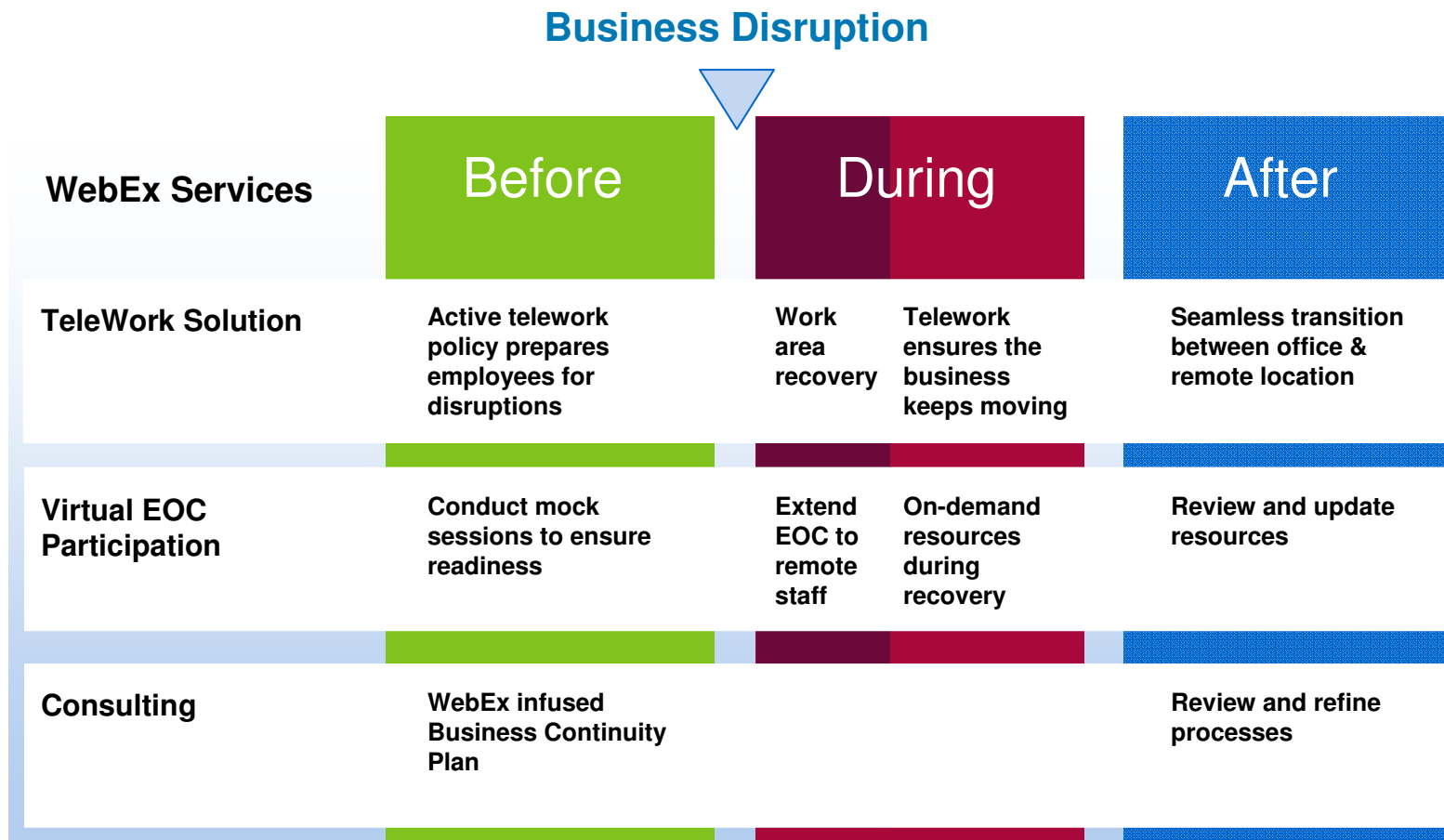
May 9, 2007



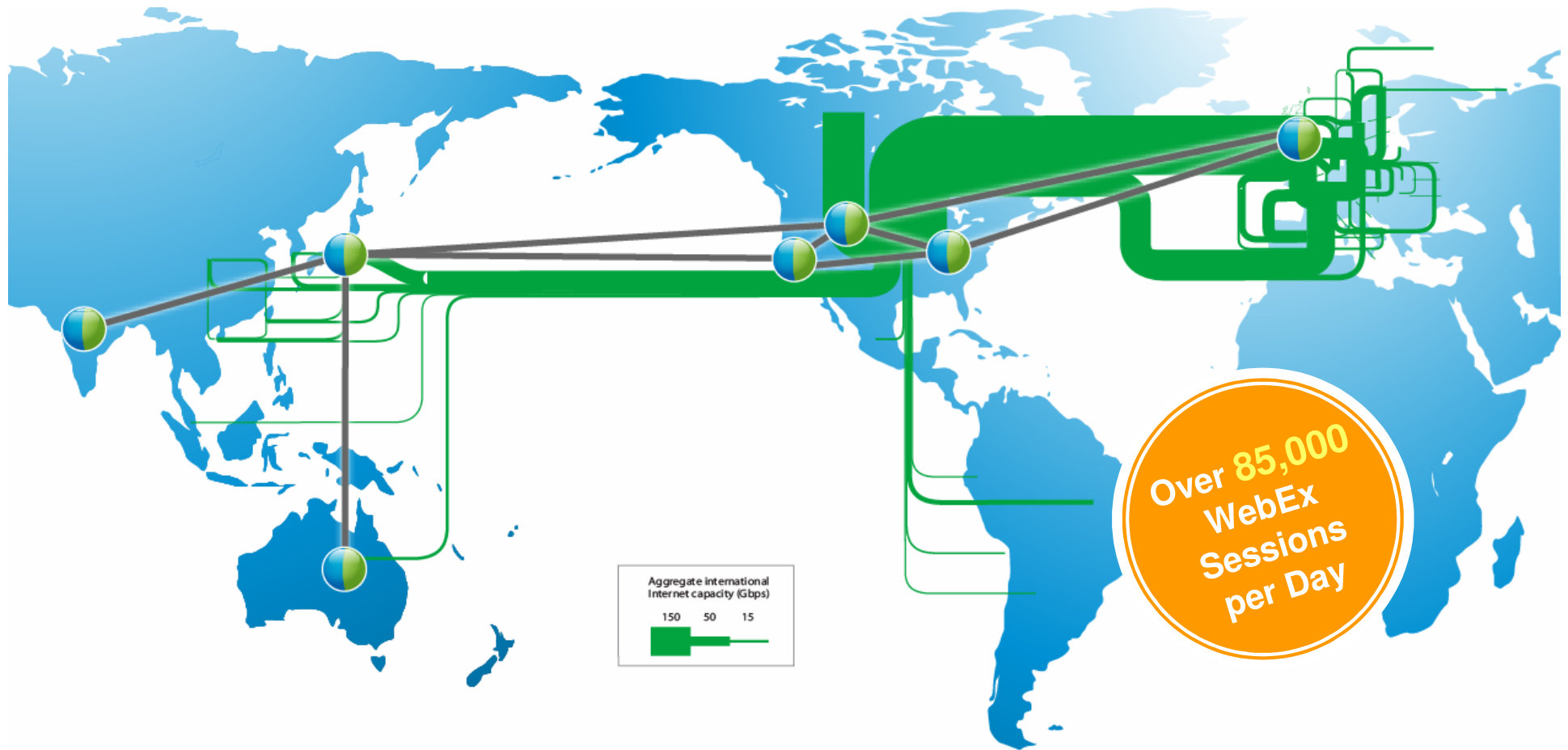
“White House Mandates COOP Planning”

May 9, 2007

WebEx Solutions for Business Continuity



WebEx is Ideally Suited for Business Continuity



Seamless Global Back-up
for Data, Audio & Video

Operating at Only 50%
Capacity


Sessions Held in Over 85
Countries



Summary

- Key Benefits
 - On-demand
 - Familiarity and smooth transition
 - Cost effective
- Pandemic Preparation
 - The catalyst to actively look at creating or updating your business continuity plan
 - There are many disruption events where having an active Telework plan in place will pay off

Q&A

- **Submit your typed questions** using this button →  in the lower right of your screen.

- **After the session**
 - Join the WebEx User Community (Popup)
 - Email - Get free whitepaper, be entered in Survival Kit drawing
 - Email - Get recording link to share with colleagues



Download whitepaper for your chance to win a

Disaster Preparedness Kit *from EarthShakes*



Supports 2 persons for up to 3 days - a total of 103 items. Contains emergency food (2-3600 calorie foodbars), drinking water (24 servings), 2 emergency thermal blankets, 2 body warmers, AM/FM solar/crank radio (no batteries required), flashlight with batteries, 2 snap light-sticks, 2 pairs of work gloves, 2 dust masks, nylon utility cord, 13-function knife, waterproof matches, hygiene supplies, first aid kit with manual, notepad with pencil, playing cards and 2 whistles. Packaged in a padded nylon carrying case or back pack.

Whitepaper: Linking Disaster Recovery Time Objectives to Business Requirements



Thank You

Regina@EMS-solutionsinc.com

Karen.Dye@Sun.com

Jan.Sysmans@Webex.com

