



PAVELCOMM


The Disaster Readiness Handbook



www.pavelcomm.com

The Disaster Readiness Handbook





Disaster can strike anywhere – at any time. These days, we hear so many horror stories on the news of unexpected disasters and simple mistakes costing businesses hundreds of thousands of dollars in damages. Some even end up going out of business altogether.

In the wake of the catastrophic flooding in Baton Rouge – that has destroyed 60,000 homes and left roads, schools, businesses, and government offices closed for several days – we’re reminded even more of the importance of disaster readiness.

Everything from major natural disasters to simple human error can cause your business to go under in a matter of seconds. According to **this year’s Verizon Data Breach Investigations Report**, 63% of confirmed data breaches were shown to be a result of weak, default, or stolen passwords. This goes to show how even simple mistakes like neglecting password strength and protection can lead to precious data being compromised and your business reputation getting tarnished.

If you’re not prepared to combat disaster with a disaster recovery plan, then now is the time to start.

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Get to Know the Team at Pavelcomm We Are Family

We opened our doors November 5, 1985 with the goal of setting ourselves apart from the competition through exceptional customer service. As a family-operated, woman-owned IT Support company, we pride ourselves on family values, and treat every one of our clients as part of the Pavelcomm family. We have clients who have been with us since the first day we opened. Our clients feel comfort knowing that when they call, they'll be speaking with someone who knows their name, year after year.

**We Are Family
Pavelcomm Team**

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Our company is based in Portland, Oregon, but we serve clients globally with our main focus being the Oregon and southwestern Washington region. Pavelcomm provides cutting-edge, world-class communications infrastructure, but our team is family, (in many cases literally). The spirit of dedication we have and our long-term vision is the cornerstone of our approach to your business.

Here at Pavelcomm, our engineers don't make simple, generic, cookie-cutter technology recommendations, because we didn't hire them to do that. They're a part of our family because they are dyed-in-the-wool problem solvers with a strong drive and passion for elegant implementation, because they create cost-effective solutions that deliver proven ROI to your business.

Today, our IT services department includes managed services that provide our clients with optimal technology solutions at a predictable and fair price. Our competitiveness along with our growth in this sector continues to this day to be a key focus of our business. Cultivating partnerships with our clients and the community is our biggest objective.

"There is great humanity in the Pavelcomm workplace, and it is obvious by how we as individuals are treated and supported when it comes to the things in our personal lives that we value the most. I love my coworkers and the quirks that they all possess — coming to work becomes a place of great empathy and wisdom."

Cayenne Rowton



"We all plan for unexpected events in some way or another..."

Start Your Disaster Recovery Planning Now

We all plan for unexpected events in some way or another, whether or not we realize it. Do you carry an umbrella in the car in case bad weather creeps up on you? Do you plan and prep your meals ahead of time to quit the old take-out routine? Or maybe you have an important event coming up, like a friend's wedding, that you want to shed a couple pounds for, so you start exercising and eating healthy weeks prior.

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We all plan our personal lives for the future, so why not do the same for the safety of our hard-earned business? Disaster recovery planning is a critical step in getting your business prepared for potential catastrophes – spanning everything from natural disasters to power outages to human error to server crashes.

Here are some need-to-know [disaster recovery planning statistics](#) from multinational technology company [IBM](#) that reinforce the importance of disaster preparedness and workforce continuity:



60%
of organizations surveyed do not have a fully documented disaster recovery plan in place



60%
of employers felt that their employees would know what to do in a disaster



48%
are using cloud computing for business continuity and disaster recovery



41%
of businesses in the US are prepared with an alternative workspace ●

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[Investing in Cloud Disaster Recovery](#)

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“Up to 71% of attempted tape restores fail.”

Tape Backup vs. Cloud Backup Methods

Before we get into one of the most important steps of a successful disaster readiness plan (hint, it involves backups), let's first talk about the importance of workforce education.

Human error is the root cause of malicious viruses like ransomware which lead to data loss, downtime, and operational discontinuity. That's why it's extremely important to educate employees on the consequences of reckless behavior, such as:

- Clicking on links embedded in emails from illegitimate sources
- Downloading attachments in emails without checking the authenticity of the email/email sender
- Holding off on system updates and patches
- Running on older legacy systems which are more susceptible to malware

Another big mistake in disaster recovery planning is not backing up your critical files and data. When it comes to backups, we have traditional in-house tape backups and, more recently, cloud backups.

Magnetic tape backups have been around since their release in 1952 by IBM for commercial data storage purposes. In today's times, however, tape backups can do more harm than good, especially in comparison to newer cloud backup alternatives. Tape backups require manual labor, and if you accidentally forget to make a copy of just one of your tapes, you've already messed up the whole process. On top of that, tape backups must be frequently tested in order to fully ensure they work properly. [According to Gartner](#), American research and advisory firm, up to 71% of attempted tape restores fail.

With cloud backup solutions, your data backups are carried out automatically and stored off-site, eliminating the risk of human error and encouraging quicker, timelier recovery with less chance of data loss. ●

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"40% of businesses do not reopen after a disaster."

Investing in Cloud Disaster Recovery

[According to the Federal Emergency Management Agency \(FEMA\)](#), 40% of businesses do not reopen after a disaster, and another 25% fail within one year. Don't let your business become a statistic. If you're looking to keep your operations running strong and smoothly, investing in the best disaster recovery solution is critical. When it comes to disaster recovery, you may want to consider cloud-based disaster recovery services. Discover the benefits of disaster recovery in the cloud:

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- Data backup is carried out automatically and seamlessly in the cloud in real-time by your cloud service provider.
- Because the cloud is in a remote location, your data can be easily recovered in spite of natural disasters or power outages.
- Forget unreliable modes of backup like tape drives, flash drives, disks, etc. With the cloud, you're ensured 99.9% uptime.

Cloud disaster recovery allows your business to keep all of your infrastructure on-premise while your cloud service provider replicates everything off-site to the cloud. The cloud also relieves you of the expenses of managing a secondary data center by taking care of upgrade expenses, maintenance expenses, and by reducing your hardware dependency. By implementing cloud-based disaster recovery for your business, you can minimize the impact of both minor and major disasters, and increase your organization's odds of survival against future threats with greater ease. ●

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"...communication can be kept in tact when an emergency occurs."

Formulating Your Disaster Preparedness Plan

We all understand the implications that unexpected disasters bring. Downtime is just one of the many major consequences. According to cloud software company [Infrascale](#), just one hour of downtime can cost:

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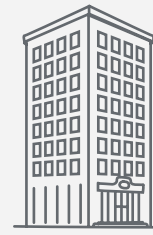
**Tape Backup vs. Cloud
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\$8,000
for a small
company



\$74,000
for a midsize
company



\$700,000
for a large
enterprise

By having a comprehensive disaster preparedness plan that every single one of your employees are well-aware of, you can significantly reduce the amount of downtime your company experiences after an unexpected blow.

People First

The first part of your disaster preparedness plan should focus on people. Make sure employees have access to an emergency contact list which includes phone numbers, email, and addresses of all members of your organization. That way, communication can be kept in tact when an emergency occurs. Next, be sure you have a secure channel of communication with your vendors and suppliers to let them know if you've suffered a disaster. Lastly, keep your customers informed of when you're closed, how long you'll be closed, and when you'll reopen.

Protect Your Assets

Because disasters take form in various shapes and sizes, having a plan for a backup workspace is key to keeping your business running. Prioritize which of your assets are the most important, and be sure to have backup methods in place to restore those assets in times of emergency. If need be, your company can also apply for disaster and relief [here](#).

Document Your Processes

It may take some time and effort, but documenting your business processes can double your chances of safe recovery. Document the step-by-step processes of your business ranked by criticality. Customer-facing processes are typically ranked higher than back-office operations, so arrange these procedures accordingly. Also be sure to document the responsibilities and skills of each person in the company, so you know exactly who to contact for the job you need accomplished. Lastly, make sure to test and communicate your disaster recovery plan with your team.

Our Partnership

We hope this disaster preparedness handbook guides you in developing a successful disaster recovery plan that protects your business from any and every disruption. At Pavelcomm, we'll analyze your existing systems and processes in place to help you implement the best disaster recovery solutions and craft a quality recovery plan that keeps your business protected against all odds. [Reach out to us today](#) for a free consultation. ●

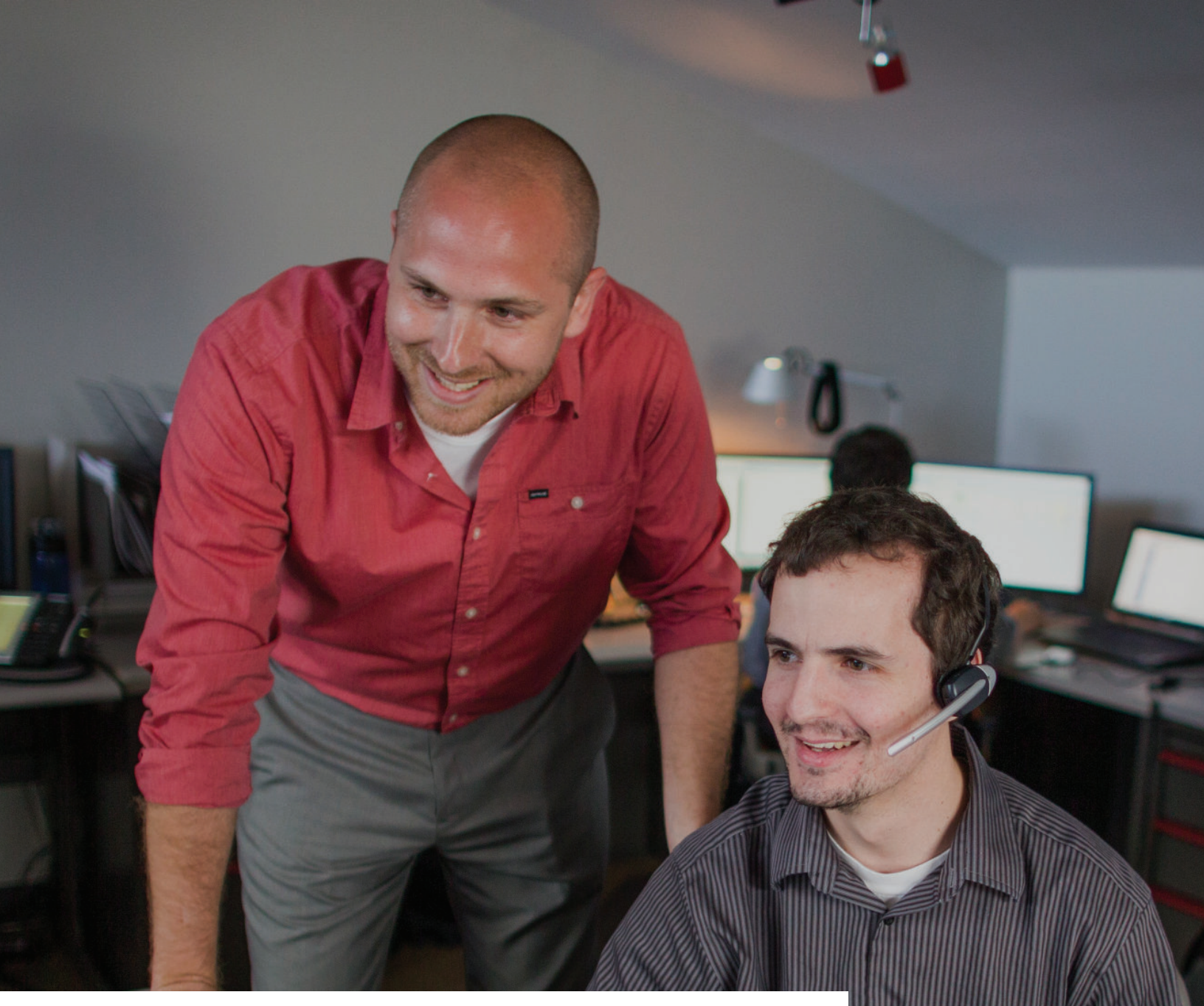
Technology partners that you can talk to for IT Support.

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