

## Voice Disaster Recovery On Every Business Owner's Mind in the Wake of Recent Natural Disasters



Small, medium, and large businesses are all rethinking their disaster recovery strategies in the wake of severe weather, wildfires and other unpredictable events that can disrupt business communications.

Many companies have focused on disaster recovery for their data. Yet, in the disaster surrounding New Orleans, it was the inability to communicate that hampered rescue efforts, disabled companies and cost lives, rather than whether people get to their computer applications or data.

To build a voice disaster recovery plan, you need to follow four simple steps:

- 1) Identify your communication risks
- 2) Create a plan to address the communication risks
- 3) Test the plan
- 4) Maintain the plan

Now that sounds simple, but in fact, it does take effort to properly plan and execute a disaster recovery plan of any kind. Knowledge is power. Tools that help sift through the vast amount of information available to us today are even better. Following are some tools to help your business create a disaster recovery plan:

### Planning

A professional consultant can assist you with creating a complete disaster recovery plan. We know that disaster recovery may not be in the budget or in the forefront of your business' needs. That is why we recommend that you start with the *Building a Comprehensive Disaster Recovery Plan Kit*. (Call us at **888-776-7777** to receive your free copy.) This tutorial takes the place of the expensive consultant and puts you in control of working on your disaster recovery on your schedule and within a reasonable budget.

### In This Issue:

- **Voice Disaster Recovery On Every Business Owner's Mind in the Wake of Recent Natural Disasters**
- **Businesses Urged to Make Emergency Plans for Avian Flu**
- **Nation's Cyber Security in Doubt**
- **Internet Search Engines Still Growing**
- **Cassie's Tip Corner**



### Communications News You Can Use!

### Does Your Business Have an Emergency Recovery Plan?

As the new year begins, many

Because so many disaster recovery plans focus on protecting data and neglect protecting the voice communications, we also recommend that you review and use the *Voice Disaster Recovery Planning Guide*. (Call us at **888-776-7777** to receive your free copy) as a supplement to any complete disaster recovery plan. This gives you a quick visual look at communication options for voice disaster recovery. The services discussed in this guide are available from King Communications.

## Execution

A voice disaster recovery plan is more than just forwarding a phone to a cell phone or taking a voicemail. A comprehensive plan identifies the business risks, the communication needs and helps create a system that includes all of the business logic and tools necessary to maintain critical communications in the event of a disaster.

## On-Going Information

Keep up-to-date on the world of communications with specific information relevant to your business from [www.kingcommunications.com](http://www.kingcommunications.com) and industry news from the free Voice and Data Convergence weekly report from [www.itbusinessedge.com](http://www.itbusinessedge.com).

For more information about voice disaster recovery solutions for your business, call King Communications at 888-776-7777 for more information or visit our web site at [www.kingcommunications.com](http://www.kingcommunications.com).

## Businesses Urged to Make Emergency Plans for Avian Flu

Following a World Health Organization report and projections issued in December by the US Congressional Budget Office, Gartner Group analyst Ken McGee recently recommended that enterprises should use the next year to prepare for a possible pandemic of avian influenza.



Citing World Health Organization (WHO) claims that a pandemic is "almost certain," Gartner analyst Ken McGee recommended that, "Enterprises should take the widespread agreement on the strong likelihood of a pandemic -- and the U.S. Congressional Budget Office (CBO) projections of the devastating economic consequences of such a pandemic -- as a signal to take immediate action."

In his recommendations, McGee recommended that enterprises have plans and processes in place to allow large numbers of employees to

businesses are thinking about what changes should be made in 2006 to improve operations. Has your company thought about contingency plans in the event of disasters? While many companies consider disaster recovery for their data, equally important is a disaster recovery plan for voice communications.

A voice communications disaster recovery plan is far more than just forwarding a phone to a cell phone or voicemail. A comprehensive communications recovery plan identifies the business risks and the communication needs of your business and helps create a system that will maintain your critical communications in the event of a disaster.

Give me a call at 888-776-7777 to find out more about how your business can prepare for disasters.

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom of the page.

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## About King Communications

King Communications, Inc. helps you select, implement and support

work from home for extended periods; ensure that communication can be maintained to suppliers, partners, and customers; and provide for backup communications in the event that conventional phone, wireless, DSL, and cable are overloaded.

The CBO report included projections on the likely economic impact of a pandemic on the United States, and concluded that in a "mild" scenario, 100,000 Americans would die and the gross domestic product (GDP) would drop 1.5 percent. To read the entire CBO report, [click here](#).

## **Nation's Cyber Security in Doubt**

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The Cyber Security Industry Alliance (CSIA), a group that includes security software firms such as Symantec, McAfee, RSA Security, Check Point, and Internet Security Systems, released a report in December criticizing the government's progress in keeping the U.S.

safe from cyber attacks.

The federal government received low marks in securing the nation's information infrastructure, with most of the blame falling at the feet of the Department of Homeland Security. The poor performance was reflected in the CSIA's report card on the twelve items from 2005 that it had recommended to the Bush administration and Congress. Seven of the twelve returned with failing grades of "D" or below, with only one "B" and four "C" grades.

Securing the country's information resources -- not just the Internet, but the power grid, financial services, health care data, and consumer data -- is the responsibility of the Department of Homeland Security (DHS).

Another CSIA survey put the overall consumer confidence in the country's information infrastructure -- dubbed the Digital Confidence Index (DCI) by the association -- at a failing score of 58 out of a possible 100. The responses show that while Americans mostly believe that the nation's infrastructure is working, they're far less optimistic about how safe its components are.

## **Internet Search Engines Still Growing**

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For more information about how King Communications can help your business, please contact Ron Bohm at 847/776-7777 or visit our website at [www.kingcommunications.com](http://www.kingcommunications.com)

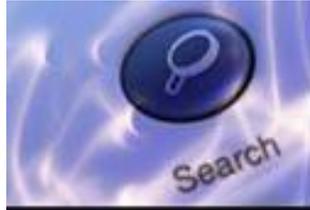
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### **Cassie's Tip Corner**

When placing a new Voice or Data order, be prepared to provide the following applicable information:

- Billing address, telephone number and contact name
- Service address, telephone number and contact name
- Technical contact
- Telco demarc location (for the building)
- Extended demarc location (in your suite)
- Complete listing of telephone numbers to be ported. (Copies of bills are also helpful)

According to a report from Nielsen/NetRatings issued recently, the number of search engine queries increased 15 percent in October, with the top three engines accounting for more than 80 percent of the market. Google maintained its leadership position during the five-month period, handling 2.4 billion requests, or 47.7 percent.



The biggest change was with Ask Jeeves, which increased search volume 77 percent and catapulted into the number five spot with 2.1 percent market share in August, edging out My Way Search.

Image searching was the fast growing request category in October, rising 36.6 percent to 328 million. Local, web and news searches, were up 19.2 percent, 14.2 percent and 12.7 percent, respectively.

Each type of order will require some additional information. However, providing this information from the beginning will streamline the order acceptance process resulting in a more timely cutover.

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