

A real business need or just another over hyped, never-will-happen to me concept?

Most companies have some form of a business continuity strategy in place. For example, critical data is backed up and stored off site. Possibly, they utilize remote hosting of email servers. However, many companies do not have a clear strategy of how they will protect and/or maintain revenue generation and customer service during a tragedy. This is an area that is often overlooked during the disaster recovery planning stage.



Have you considered the impact to your business if your customers could not reach you?

If a man-made or natural disaster struck your facility and disabled your communications system, what kind of impact would that disruption have on your ability to generate revenue and service customers? The fact is, recovery time to restore even partial service will take days, if not weeks.

For a medium size business, this revenue loss could be tens of thousands of dollars per day. Not to mention the stress it can lead to with your most critical customer and supplier relationships.



Our Experience with Unexpected Disaster

You may be wondering how we know this. Sadly, just before midnight on July 28, 2014, a water main pipe burst under our building. By the time the first responders arrived and the water was shut off, the entire space was flooded with 8 inches of water and mud. All of the office furniture was destroyed, all power to the building was lost and all services originating from the building were stopped. There was no way for us to conduct business in this state. Fortunately, we had an immediate

solution to this problem and within a few hours had enabled our voice services in the cloud and were taking calls from customers. So despite the tragedy and the loss of our building we were able to continue our business operations with limited interruption.

If your building was closed due to a tragedy, how would you maintain communications?

ICON Cloud Solutions has the Proven Solution!

Are you prepared for unexpected circumstances like these? If not, talk with us. ICON Cloud Solutions has over 30 years of experience in the telecommunications industry and can help you prepare for the unexpected. By leveraging our experience you can be sure a tragedy like this doesn't cripple your ability to communicate. We'll tailor a solution to meet your specific requirements based upon the level of survivability your business requires. **Call us for a complimentary communication continuity analysis!!**



“Over 70% of businesses involved in a major fire either do not reopen, or subsequently fail within 3 years of fire.”

