“Superstorm Sandy Debriefing”

Brannon Williams
Continuity Planner

For more information, text “Agility” to 70626.
Agility Recovery

Prepare to Survive.

Agenda

1. Superstorm Sandy’s Records
2. Agility’s Involvement
3. Lessons Learned
   a. Get Ready for What’s Next
Superstorm Sandy

- Twice the size of Texas
- One of the strongest storms ever to hit U.S.
- 14-foot storm surge
- 33-foot wave in NY Harbor
- Impacted 15 states & DC
Superstorm Sandy’s Impacts

- 7.5 Million without Power
- Communication Network failures
- Economic Impact est. at $50 Billion
- Insured losses est. between $10-$20 Billion

A. Flood Damage
B. Wind Damage
Superstorm Sandy Ripple Effects

- Mass Transit Stopped
- Airports Shut Down
- School Closed
- Stock Market Shuts Down
- Fuel Shortages and Rations
Prepare to Survive.

Agility’s Response

Blue indicates Alerts - Green indicates Recoveries
Response to Members

• 1,200 Alerts
• 109 recoveries
• Timeline:
  A. First Alerts: October 25th – 28th
  B. Majority of Recoveries: October 29th – November 5th
  C. Lingering Effects/New Failures: November 6th – 7th
• Currently recovering 2 members
What to do Now?

• Set expectations for your staff
• Understand how to redirect your phones
• Understand how to add security to public Internet
• Understand who and how you’re going to connect with critical partners/vendors
• Make sure you have adequate support even in regional events
Prepare to Survive.

Lessons Learned

- Work From Home Strategy
- Brick and Mortar Recovery
- Communication Strategy
- Single Recovery Strategy or Backup
- Waiting Too Long to Act
- Personal Preparedness
Working From Home

• Important that you and your employees understand the support and expectation *prior* to using this strategy
• Generally requires at least: Power, Internet and a Phone
• Should be practiced in both ideal and adverse conditions
Brick and Mortar/Fixed Site Recovery Issues

- Exposure can be the same as yours
- Fixed amount of space available
- Over subscribe
- Backups Failed
  (generators, fuel providers, communication networks)
Effective Communication Strategy

- Text Messaging
- Multiple Cell Phone Providers
- Employee Hotline
- Updating most viable and used communication medium (Website, Facebook Page, etc.)
- Having a message for each audience
- myAgility Alert Notification
Plan for an Alternate Site

• Options:
  • Mobile Recovery
  • Hot site Recovery
  • Internal
  • Co-Location

• Who is it for?
  • Employees
  • Clients
  • Technology/Data
Most Common Mistake: Waiting Too Long

- Not understanding your recovery strategy/strategies
  - Educate Now

- Trying to defer spending money on recovery
  - Understand your insurance coverage

- Hoping for the best vs. expecting the worst
Having a Prepared Workforce

• Having a personal preparedness plan
• Stocking up on supplies for at least a week
• Refueling your car prior to the storm making landfall
• Understand ways to help employees:
  A. Consider car pooling
  B. Employee advancements
  C. Offering onsite day care
Get the Right Policy

- Assure you are insured for all potential risks.

- Consider business interruption insurance and extra expense insurance.

- Keep photos of your building, equipment lists and policy information stored in a safe and secure offsite location:
  - myAgility – Fixed Assets
  - myAgility Family – Document Management

- Maintain an up-to-date asset management program.
• Take this opportunity to talk about preparedness within your organization
  A. Involve your management team
  B. Prepare your supply chain
• Have a game-plan with defined goals
• Make sure everyone is receiving:
  A. Tips
  B. Update Emails
  C. Social Media: LinkedIn, Facebook, Twitter
  D. Blogs
Prepare to Survive.

QUESTIONS?

Brannon Williams
Continuity Planner, Agility Recovery
brannon.williams@agilityrecovery.com
704-697-4450

For more information, text “Agility” to 70626.