

# Continuity and Recovery Planning

**When a drop  
becomes a  
flood...**

Presented by  
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# Are you prepared?

According to the USGS Iowa Water Science Center, stream flow reached 149,500 cubic feet per second (previously estimating 500 year flood at 109,000 cfs). This was enough force to shatter the entry door at Iowa Title Company on June 11.



# Are you prepared?

The Flood of 2008 that devastated Cedar Rapids and other eastern Iowa towns should be a wake up call to all businesses.



# Are you prepared?



# Are you prepared?

Will you be able to recover AFTER the water recedes?



# 2008 Flood Impact

- 18,623 estimated persons impacted
- 10 square miles (14% of the city)
- 7,198 parcels
- 5,390 residential
- 1,049 commercial
- 84 industrial
- 51 agricultural
- 486 non-profit
- 138 other
- 72,428 tons of debris collected and removed as of 7/29/08

- Flood crested at over 32 feet
- 125 miles of Iowa highway damaged by flood
- Railroad damage
- Impacted City Facilities included
  - CityHall
  - Public Works
  - Library
  - Bus Barn
  - Parkades
  - Golf Courses
  - Transit buildings

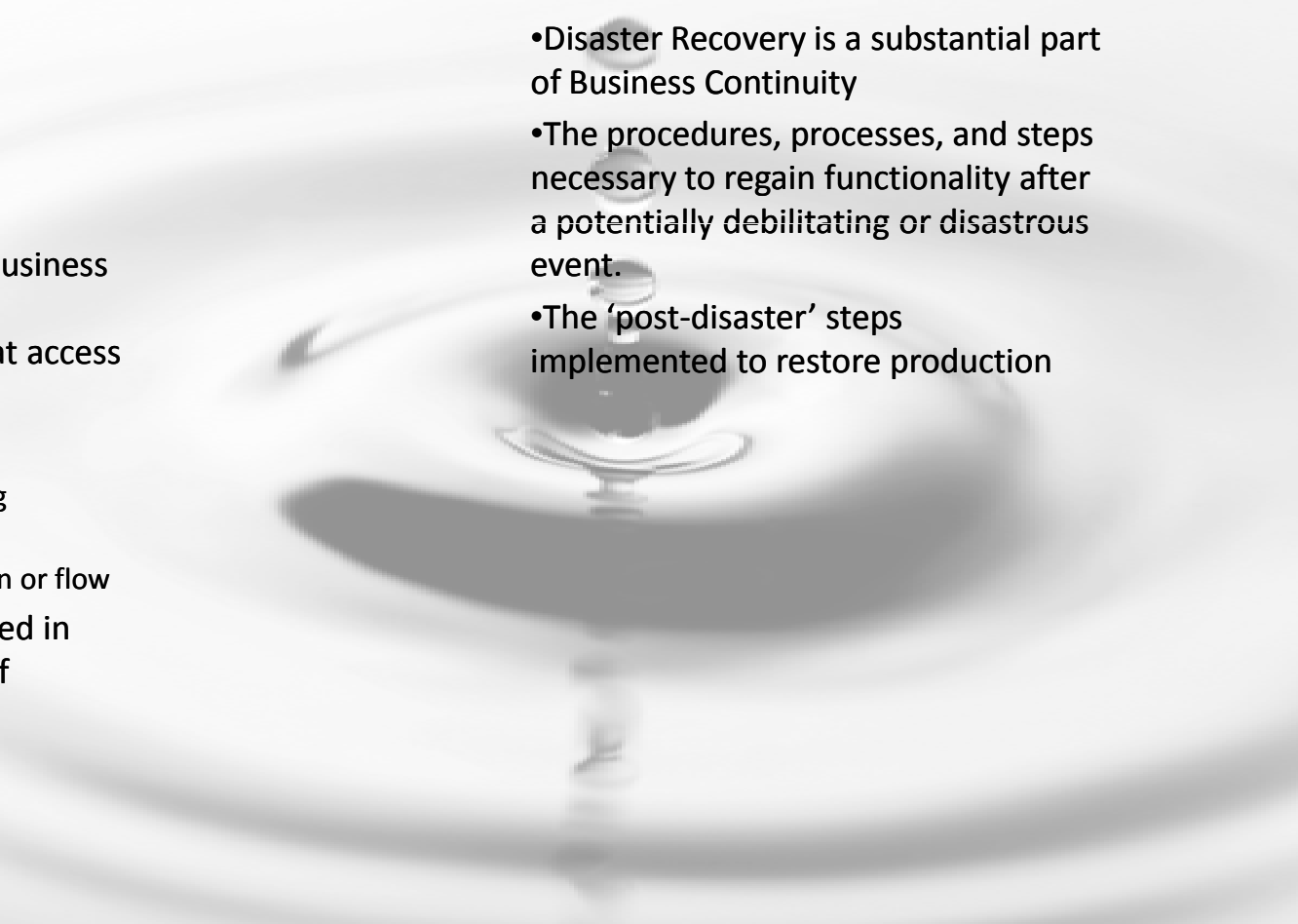
# Business Continuity

vs.

# Disaster Recovery

- The preparation that allows a business to maintain their functionality in the face of a potentially disruptive event.
- The planning and activity by a business that ensures critical business functions will be sustained for customers or other entities that access those functions.
- Continuity
  - The state or quality of being continuous
  - An uninterrupted succession or flow
- The pro-active steps established in order to avoid or reduce loss of production

- Disaster Recovery is a substantial part of Business Continuity
- The procedures, processes, and steps necessary to regain functionality after a potentially debilitating or disastrous event.
- The 'post-disaster' steps implemented to restore production



# What is the purposes?

- Maintain a level of service
- Restore the organization to regular business operations
- Minimize customer impact
- Minimize lost production
- Protect the customer base
- Protect integrity of records
- Protect work orders
- Protect production
- Protect Employment



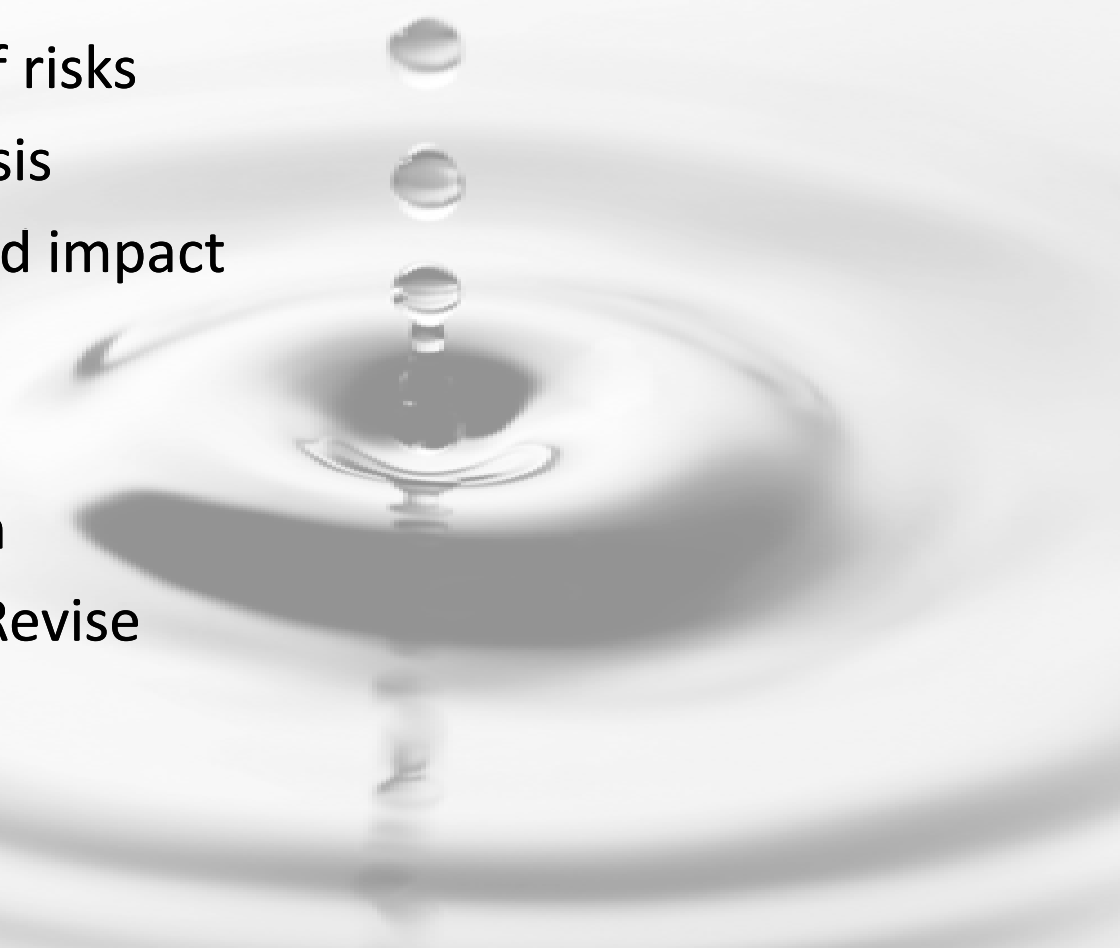
# Why is it important?

- Competitors may not be impacted – you need one or you may not be in business
- Money – planning will help minimize financial impact – cannot control loss of some, but can restore production so loss isn't compounded
- Minimizes stress during stressful times

# Steps to start...

## Basics...

- Identify risks
- Determine likelihood of risks
- Prioritize the risk analysis
- Rank the probability and impact
- Analysis of Risk
- Development of Plan
- Implementation of Plan
- Maintenance/Review/Revise



# Identify Risks

## Risks – what are the risks

- Technical
  - Example: Computer virus
- Natural
  - Flood/Tornado
- Human
  - Employee Turnover
  - Pandemic



# Identify: Examples of Risks

- Computer viruses or worms
- Hacking
- Electrical failure
- Internet interruption
- Intranet interruption
- Power outages
- Tornados
- Floods
- Epidemics
- Ice
- Snow
- Traffic Accident
- Vendor failure
- Legal
- Recession
- Reputation
- Personnel loss

# Determine Likelihood of Risk

## Likely

- Personnel
- Computer viruses or worms
- Legal
- Electrical failure
- Internet interruption
- Intranet interruption
- Power outages
- Tornados/Floods
- Epidemics/Pandemics

## Less Likely

- Earthquake
- Traffic Accident
- Terrorist Attack
- Massive Computer Failure
- Complete Governmental Shutdown

# Rate the Risk

## Probability & Impact

- Determine the probability of the risk impacting your business (likelihood)
- Determine the impact it would have on your company (financial/production; short/long term impact)
- After assessment, address accordingly

## Options

- Avoidance
  - Determine how risks could be avoided
  - Avoidance is typically effective, but the most expensive
- Extenuate
  - Determine how the seriousness of the risk could be lessened or mitigated
  - Less expensive than avoidance, but typically can reduce the impact of the inevitable
- Consumption
  - Determine if risks can be absorbed or consumed
  - Eliminating antiquated processes, products

# Analysis & Development

## Analysis

- After analyzing the risks, the likelihood of occurrence, and identifying the potential impact to the company, it is easier to address the risks, establish a budget, and further develop the planning element of Business Continuity, including Disaster Recovery Planning.

## Development

- Development of the Business Continuity Plan needs to address each potential risk, what specific steps are needed to address each risks, and assignments of tasks for implementation.

# Implementation/Maintenance/Review/Revise

## Implementation

- Educate key employees and share their role
- Educate general staff
- Take steps to avoid, extenuate, or consume the risk

## Maintenance/Review/Revise

- Revisit your action plan annually (or more often if needed)
- Make changes as needed
- Continually explore alternative solutions to reduce risks, and act accordingly



# Business Continuity Plan

## Iowa Title Company Example ( Continuity Plan includes, in part)

- Flood – Employee and facility preparation and post flood plan for operations (onsite and new facility)
- Fire – Employee Evacuation Plan, Manager Sequence List, new facility establishment
- Inclement Weather – plan for notification to employee and customers
- Tornado – Employee Safety Plan and post tornado re-establishment plan
- IT Action Plan – Title Plant Security, Restore and Re-establishment of Production
- Medical Emergency Action Plan
- Manager Sequence Lists include names, phone numbers, email addresses, media, vendor, client and employee contact information
- Task Assignment Sheets are included on flash drive
- Photo documentation of facility and equipment
- Detailed inventories of equipment, software, technical needs, supply lists
- System Backup Plan
- Title Plant Backup Plan

# Disaster Planning

## Things to Include in Development...

- Inventories
- Phone Tree of Employees
- Vender Contact Information
- Customer/Client Information
- Facility Contingencies
- Responsibility Checklists
- Statement of FAQ
- Press Release Form
- Media Contact List
- Backup Availability

## Helpful Tips

- Communication and Organization is key
- Be specific
- Be detailed
- Photo documentation is helpful for insurance, replacement assessment
- Save your plan on flash drive OFF-SITE
- Be prepared to implement action NOW
- Re-assess your plan of action regularly

# Example... Iowa Title Company

## Manager Sequence List for Disaster Recovery

- Notify Senior Management
- Notify Board of Directors
- Prepare Statement for Internal and External Release regarding disaster and general plan of action (publish on website as well)
- Contact contingency facility to secure site for operations
- Contact Phone Vendor to install new lines and temporarily post message or forward calls
- Contact IT to meet at site to establish network and work stations
- Make arrangements to restore backups if necessary
- Contact Supervisors and plan meeting to distribute task assignments
- Distribute task assignment lists and begin contacting employees with prepared statement
- Prioritize title work needed with core supervisory group
- Establish call center for notification to customers
- Notify media
- Post communication on website regularly
- Re-assess

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# **Business Continuity and Recovery Planning**

**So...When a drop becomes a flood  
make sure you have an ark!**

**Thank You and Good Luck!**

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# Citations

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