

# HOW PREPARED ARE YOUR COMMUNICATIONS?

Disaster Recovery with Jive Cloud



# MAKE BUSINESS CONTINUITY YOUR PRIORITY

43% of businesses never reopen after a disaster.

29% of businesses that do recover close down within two years.

With so much riding on business communications systems, it's no surprise that enterprise organizations are turning to detailed disaster recovery (DR) plans. These plans generally detail how to preserve and recover important data but often forget to include a mechanism to keep communications constant, especially during those crucial 24 to 72 hours after a catastrophic event.

**Think about how your business would deal with these issues after a disaster:**

## **STRATEGY AFTER THE FACT**

Can management officers communicate effectively in the wake of a major event?

## **NO OFFICE ACCESS**

What if all access to your office, and your office communications, are unavailable for the next 72 hours? Or longer?

## **LOST INFRASTRUCTURE**

What happens if all your IT equipment is flooded, burned, or otherwise damaged during a disaster?

## **EMPLOYEE COMMUNICATION**

How will you communicate with your employees?

## **CUSTOMER COMMUNICATION**

How will you communicate with customers and key suppliers?

## **NO SET SERVICE RESTORATION TIME**

How do you reassure customer concerns when there's no set times when communications will be restored?

At a basic level, Jive's collocation facilities are best-in-breed and offer extremely high resilience to and redundancy against natural and manmade disasters.



## YOUR PHONE SYSTEM— SAFE IN THE CLOUD

Truly uninterrupted communications—even in the aftermath of a disaster—can only be delivered from the cloud. Jive's cloud-based platform, Jive Cloud, can be accessed anywhere and is engineered for redundancy, achieving industry-leading uptime and reliability. Jive Cloud currently delivers mission-critical communications to thousands of companies across North America.

At a basic level, Jive's collocation facilities are best-in-breed and offer extremely high resilience to and redundancy against natural and manmade disasters. Within Jive Cloud itself, redundant equipment and network paths are maintained and deliver a highly available computing environment.

In addition to its highly resilient architecture, Jive Cloud also detects if a specific location is down and automatically reroutes calls/messages to a predetermined location. For example, calls can be forwarded to your cell or home phone, emailed as a voice message, or a variety of other customizable scenarios.



## BEFORE DISASTER STRIKES: STEPS YOU CAN TAKE NOW

There are advance measures you can take with Jive Cloud to make sure a disaster doesn't catch you flat-footed. To aid your disaster recovery efforts, make sure you:

### 1 ESTABLISH AN EMERGENCY RESPONSE NUMBER.

In the event of a disaster, have a conference bridge dedicated to executives or emergency response teams so they can discuss the emergency any next steps.

### 2 SET UP ALL FAILOVER OPTIONS.

Jive extensions come with failover options that automatically route calls to a pool of predetermined cell phone numbers or extensions. Make sure every employee has configured his or her emergency contact features.

### 3 DOWNLOAD A SOFTPHONE.

After a natural disaster, analog voice service might be available. However, data service is often the first to be restored. Using the Jive softphone, you can still make and receive calls over a data connection.

No matter the severity of the local situation, Jive keeps your communications safe and accessible across a range of mobile devices.



#### 4 CREATE A DESIGNATED STATUS LINE.

This will allow employees to call in and receive status and next-step updates. You can also create a line that will feed to a voicemail account where employees can report on their status, which can help the team on the emergency number to make decisions.

#### 5 RECORD MESSAGES IN ADVANCE OR ON THE FLY.

You can create generic emergency messages in advance or record ones that deal specifically with the disaster at hand. Using the online customer portal, you can then upload the messages so that they will play for anyone calling your standard business numbers.

## JIVE CLOUD KEEPS YOUR BUSINESS GOING

No matter the severity of the local situation, Jive keeps your communications safe and accessible across a range of mobile devices. Backed by a redundant network architecture, the Jive Hosted Solution is an ideal emergency communication solution for organizations of all sizes.