

# *When Disaster Strikes Will Your Company Be Washed Up?*

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# About Surf Technologies, Inc.

## Surf Consulting

## Surf Staffing

- Independent
- Consulting and Advisory Services
  - Operational Risk Management
    - Vulnerability & Risk Assessment
    - Business Continuity
    - Crisis Management
    - Technology Availability
  - Strategic Management & Technology Consulting
  - Professional Staffing
- Industry Experience
  - Electric, Gas & Telecommunications Utilities
  - Manufacturing
  - Retail
  - Financial Services
  - Entertainment and Media
  - Nonprofit
  - Transportation & Logistics



# Case Study: <Your Company Name Here>

*The Increasing Impact of Information Technology*

## Business Yesterday



## Business Today



# The Numbers Say Gamble

*“That will never happen...”*

- Probability of a significant tornado in the downtown area of a major city
  - Approximately 0.001 or once in a thousand years for any given major city
- Three Safest Cities for Next 991 Years<sup>\*</sup>
  - Nashville 1998
  - Salt Lake City 1999
  - Atlanta 2008

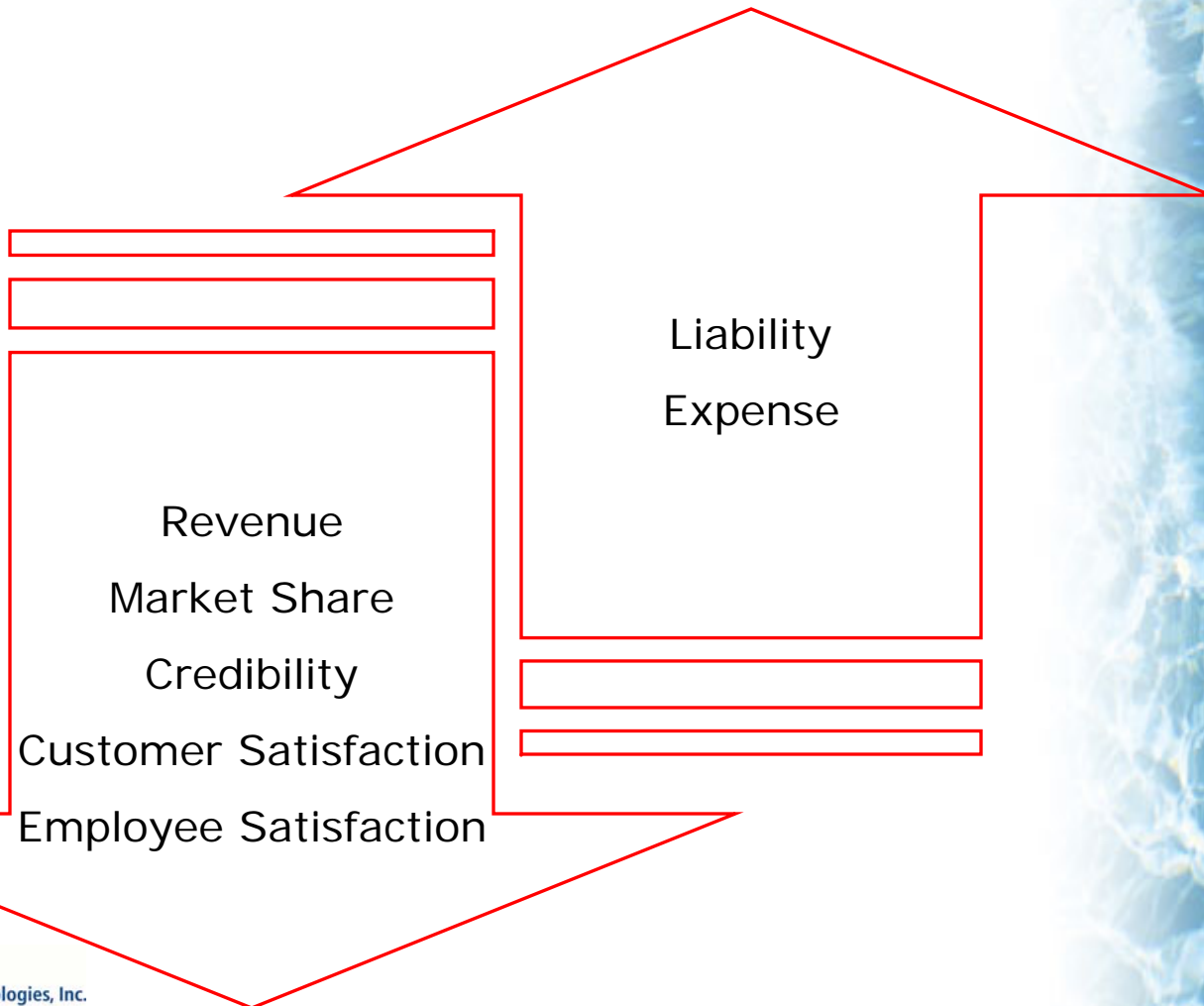
# Reality Says Don't Gamble

*“How much can you afford to lose?”*

- Stuff Happens
- It is Never What You Expect
- Customers Leave First
- Employees Leave Next
- Most Businesses Fail

# The Impact on Business

*Can You Swim Well Enough to Save Your Company?*



# Recognizing Vulnerability

- Do you have more than one?
- Can you replace what you have?
- Is it documented?
- Do you remember how you did it the first time?
- Does it rely on other components?
- Is there a backup copy?
- Who can do it besides you?
- Do you have a plan for the bad times?

# Protecting Your Business

- Recognize Mortality
- Understanding Bread & Butter
- Long Term Planning
- Building Vs. Renovating
- Continuity Planning
- Pedigree vs. Hunt – *Prove It*

# The Value of A Life Preserver

*Would you...*

- ...spend \$150,000 to reduce or eliminate the potential for unplanned technology downtime and insure continuity of operations?
- ...spend \$350,000 to increase annual sales by \$5M while reducing labor costs by 11%?
- ...spend \$200,000 to increase annual sales by \$5M while reducing labor costs by 11%?

# Questions

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