

# **A Case Study of Recent Disasters of Pakistan**

**&**

## **Scope of Business Continuity Solutions**





## Business Continuity Solutions and Their Need in Pakistan

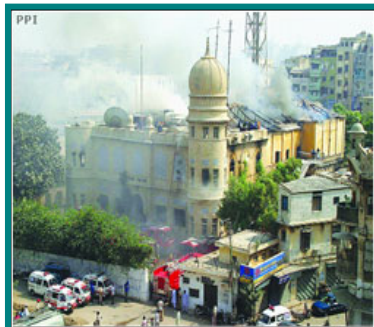


Events such as earth quakes, tsunamis, floods and massive fires have forced us to think what we consider as reliable and safe solution. There is an exponentially greater potential for disruption from a natural or human disaster in the developing world because of lower building-code standards, a general lack of preparedness endless mature business models.

Lets first see few disasters and their impacts which have occurred in recent times, Lets just consider problems that happened in Karachi.

### **PNSC Fire One**

PNSC building fire where offices on the top floor were gutted due to the fire, while offices at lower floors were prohibited from working due to security of building and security of people,



KARACHI: Smoke billows from the Radio Pakistan building as firemen try to put out the fire that erupted in the first floor of the building. —PPI

### **PNSC Fire Two**

Second fire on August 19<sup>th</sup> on PNSC building, many of the companies has been completely destroyed which includes Mega Group of Companies, Attock Cement, Engro Chemicals and National Engineering.

### **Radio Pakistan Fire**

Recently on October 28<sup>th</sup> a huge fire in the century-old Radio Pakistan Building gutted all the 14 studios and destroyed equipment and archival material worth millions of rupees.

Consider the fact, that organizations affected in these fires are usually large companies with millions in revenues and having multiple offices across Pakistan where they can easily start their operations without any loss to data or operations.



KARACHI: The switch room of Radio Pakistan ruined by the Sunday blaze. —Online

In Pakistan environment of shared offices you are never sure what is happening in other office, what are their safety measures, how safe is their internal infrastructure, whether they have some fire fighting or incident handling equipment in office. You are just never sure; even if you are sure still you can't make them implement anything due to lack of rules or non implementation of those rules. In end what happens, Due to someone else fault your business is affected.

If you think you are safe due to best insulation wiring and fire fighting equipment and all other measures then think twice, look at other offices near yours, and the building you are using.



## International Survey and Fact and Figures

According to latest definition of Disaster in IT  
“Anything that derives you out of business.”

### **International Survey**

Most of the businesses in areas affected by disaster were never able to resume their business, 40% went out of the business in one year and 54% never achieved their targets in next 5 years.

Unfortunately, according to a META Group article, only 20 percent of the Global 2000 currently claim to be prepared with some type of Business Continuity Solutions.

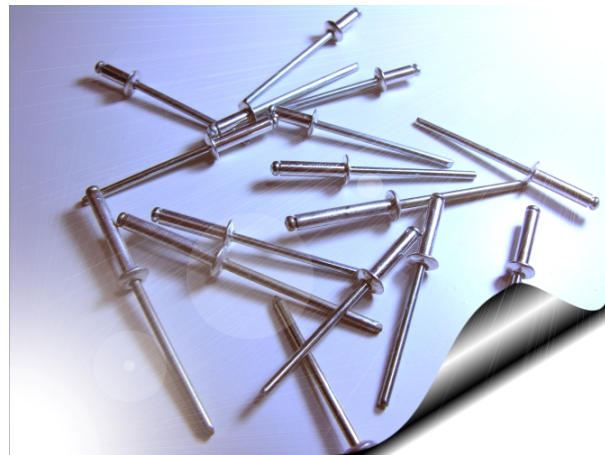
According to survey done by Booz Allen Hamilton, 9 out of 10 CEOs of companies with annual revenues of more than \$1 billion or more have personally reviewed disaster recovery and business continuity documents themselves and have personally checked backup sites and policies. Even after all that according to survey by IPA small business research board only 21% of the small companies have all those procedures in place.

*Do these facts still look promising, and you are thinking well that's not too bad; Well think again, these facts show international market only.*

### **Facts and Figures in Pakistan**

Let us have a look what is happening in Karachi. The city we live in.

According to latest news report there are 30,000 High rise buildings in Karachi, out of which 10,000 are of 5 or more floors. Out of these 10,000 buildings only 5% have any kind of fire fighting equipment and exit way in place.





## Points to Consider

Companies most affected during these disasters were SME (Small to Medium scale Enterprises) and cause being obvious that those companies never had procedures or plans to overcome these events, they thought that “we don’t need them; there is nothing important that we can’t get to”.

All organizations whether commercial or governmental rely on some form of technology to manage their operations. A disruption to the availability of any of these resources, if even for a few hours, can have serious consequences for their ability to function at normal capacity. For organizations that provide mission critical services such as power plants, telecommunications facilities, and national defense agencies, disruptions are just not acceptable.

In competitive world we live in, a small failure such as email or website can have adverse effect on your clientele and reputation as being a reliable service provider.

*There are still people who ask why would I need something which I might not use in next 10 years?*

Answer is very simple, if you don’t want to loose your company and with it your life and savings then you must have a business continuity strategy in place. A business continuity or contingency is an insurance policy; you pray that you’ll never need to use it but you’ll be glad you have it if you ever do.



**KEEP  
YOUR  
BUSINESS  
RUNNING**



If a Small or Medium enterprise is hit by the disaster what will they do???

- Will they be able to resume their operations???
- Can they allocate thousands of rupees in short period of time for backup and recovery???
- Can they tolerate down time or loss of customers???
- Will they ever be able to restore their data???
- Even if restored after sometime, will they ever be same???
- Can they achieve their targets???

The answer to most of these questions unfortunately is A BIG **NO**

- Does your company have multiple sites, or do you totally rely on your primary site?
- You need a backup site for continuity of businesses.
- You need a place where you can securely store your data.
- Your policies and procedures are not adequate when it comes to these issues

If answer to these questions is **YES**, then read on and we promise you that you will not have to worry about these thoughts again.



### **What should I do now?**

- The first step you can take to save your business is to have a backup site, from where you can work if disasters occur and your primary is not useable.
- Secondly you should have a good backup policy, store your backup data at some offsite storage away from your office so your data is safe in case of disaster.
- Develop teams to handle events in case of a disaster, and recovery of your primary site.

### **What will I get if I do all this?**

- You will surely get a greater sense of security as you know your business is safe.
- Ensures a certain level of system and resource stability and availability during a disaster.
- Minimizes system downtime and recovery time.
- Minimizes the risk of permanent loss of core assets or the entire organization.
- Minimizes confusion during a disaster.
- Minimizes the amount of decision-making during a high-stress time when Emotions will be running high





## Services By Elate IT

### IT Contingency and Office Space

Elate IT offers its perfect contingency solutions that could help our clients in the event of a disaster and fit their ever-changing needs. You can choose among our multiple state-of-the-art contingency sites equipped with all the obligatory resources of a backup site including desks, computers, telephone, fax, conference room etc.

- Multiple Contingency sites at different parts of Karachi
- State of art Data centre for online backup
- Locker storage area for cold backup
- Secure and controlled environment

For more information visit <http://www.elateit.com/it-contingency.html>

### Disaster Recovery Planning

**Elate IT** would provide the most modern and cost-effective IT Disaster Recovery solutions, enabling the clients to deliver IT Disaster Recovery at the right recovery times to meet the organization's needs. We help our clients in not only recovering from the disaster but also in the continuity during disaster and prevention. **Elate IT** Disaster Recovery, however, involves more than just a series of technology based system recovery procedures. We design and write a complete DRP documentation including plan, policies and procedures that help our customers to get prepared for the IT threats and manage and assess the risks.

For more information visit <http://www.elateit.com/disaster-recovery.html>

### Escrow Services

Elate IT offers reliable and legally protected escrow services for an increasingly complex technological market of Pakistan helping you to successfully complete intricate deals and secure your software-based assets. Whether your escrow needs are for mergers and acquisitions, private software buying, or regulatory requirements, we can provide the guidance you require for your escrow. As a leading service provider in Pakistan, we make sure that your critical application and support is there when you need it.

*When risk management is critical rely on best - the escrow professionals of Elate IT.*

For more information visit <http://www.elateit.com/what-is-escrow.html>



### IT Infrastructure Consultancy

IT infrastructure consultancy includes completely revolutionizing IT infrastructure of a company, ranging from Networks, System, Applications, and Hardware to Processes for all these areas. Elate IT Infrastructure Specialists provide knowledge, skills and experience of IT infrastructure consultancy irrespective of disparate technologies and associated complexity.

Elate IT specialists make a plan which incorporates Work Procedures, Work Instructions and Work Flows with preventive and corrective measures for all these areas to ensure high reliability, scalability, availability and security. Rather than just concentrating on Network services, Elate IT focuses on complete IT department infrastructure and processes thus making sure that not only your network but all IT related business processes run without any hassles.

For more information visit <http://www.elateit.com/it-infrastructure.html>

### Business Continuity Planning

Business continuity planning and disaster recovery planning are fundamental to the well being of an organization. Clearly, they are intended to ensure continuity in the face of unforeseen or difficult circumstances.

Business continuity plans and strategies vary by industry, company size, organizational culture and hundreds of other factors. While every company's needs are unique, there is one common goal – to ensure your organization prevails over whatever may come your way. We help companies like yours overcome challenges by providing the resources and experience to build successful business continuity plans. critical services in the event of a disruption and to survive a disastrous interruption to their information systems.

For more information visit <http://www.elateit.com/business-continuity.html>



# Benefits With Elate IT

## Improved Revenue Protection

A solid business continuity plan supported by the right resources helps you reduce revenue losses that may occur following a disaster. By working with Elate IT, you mitigate the risk of such losses, thus helping to ensure the ongoing viability of your business.

## Industry Leading Experience and Infrastructure

Elate IT has more than 20 years of experience in IT business and a 100% customer satisfaction success rate. With multiple different facilities provides most comprehensive recovery infrastructure.

## Reduced IT Capital Expenditures

Relying on Elate IT infrastructure eliminates, or substantially reduces, the need to build and maintain a redundant environment, dramatically reducing capital expenses. You can further reduce your business continuity costs by using Elate IT facilities and round-the clock support.

## A Dedicated Team of Professionals

When you partner with Elate IT to secure business continuity services, your IT and network staffs have more time to support your employees and focus on achieving strategic objectives.

## End-User/Work Group Recovery

Elate IT Recovery solutions empower you to provide fast, reliable, cost-effective recovery for your end-user environment, including call centers and trading applications

## Network Recovery

Our privately owned and managed network makes it possible for our clients to:

- Maintain a single point of contact when declaring a disaster
- Take advantage of a highly cost-effective network solution, with no additional usage fees for testing and lower usage fees during a disaster

## Systems Recovery

Elate IT supports many current and legacy platforms, as well as sophisticated storage environments. Elate IT continued investment in state of the art infrastructure and technology enables you to:

- Achieve the performance you require on the platforms you employ
- Leverage 24/7 support from our team of system and telecommunications experts
- Access computing and networking resources from our geographically-dispersed recovery facilities



## Useful Links

<http://www.elateit.com/about-the-group.html>

<http://www.elateit.com/clientele.html>

<http://www.elateit.com/services.html>

<http://www.elateit.com/tour.html>

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