



INTELLIGENT COMMUNICATIONS

Learn the Facts About IP Telephony

How can my organisation avoid a communications breakdown during a disruption or outage?

When an emergency occurs—whether you lose one key individual, one strategic system, an entire building, or a whole network—communications is the most critical element for enabling people to effectively manage and recover from the disruption. Most organizations have at least a semblance of a business recovery plan, but the Business Continuity Institute reports that only 2% of companies' plans actually consider the value of their telephony systems. Even more sobering, according to FEMA, 60% of companies without a communications continuity plan would not survive a disaster and would be out of business within two years of the event.

Communications is the key to managing and recovering from a crisis. Think small: a co-worker falls very ill and you need help fast. Think larger: the office building is heavily damaged in a fire and employees must be set up to work elsewhere. Larger still: a natural disaster hits your community and you can't get to work—if the office is even functioning. The primary way to exchange information, define and assign actions, and ultimately resolve a situation is through communications, much of it via telephony applications.

Avaya counsels expanding your business continuity plan to highlight communications continuity. Your communications continuity plan should go beyond traditional back-up and redundancy capabilities. It's essential to rethink your communications strategy, establishing alternate methods for reacting to a myriad of crisis scenarios, and putting in place communications recovery options that will operate before, during, and after an event.

Planning and implementation of a communications continuity solution is critical. A comprehensive, tested, and practiced plan will help avoid communications breakdowns and minimize disruptions during an emergency. When you begin planning, think about:

- What will happen to operations in the event of different types of emergencies?
- How will we notify staff, clients, suppliers, etc.?
- How should people respond? Who will do what?
- How will we communicate with emergency responders?
- What needs to be done to ensure the systems remain connected?
- How will we test and practice the plan?

The right communications continuity solution aligns with your business strategy, gleans value from your existing as well as new technologies, and makes your communications environment secure and manageable, ensuring success now and if a disruption occurs. Look for these capabilities, which enable you to react real-time during an emergency and protect business interests, employees, and stakeholders:

- **Crisis Communications:** Your communications continuity plan can use Crisis Alert, Malicious Call Trace, Emergency Access to the Attendant, Group Listen, Multiple Paging and Intercom Intrusion, Meet-me Conference, Whisper Page, Enhanced 911, and many other features.
- **Notification:** An emergency notification application can provide critical information to emergency and safety personnel as well as to a large group of individuals. Modular Messaging, Voice Portal, and mass notification applications can alert users.



INTELLIGENT COMMUNICATIONS

Learn the Facts About IP Telephony

- **Emergency Location:** Whether an organization is in one building, spread across a campus, or global, the challenge is to keep track of mobile employees. Applications that precisely identify the origin location of an emergency call are critical for sending accurate information to the appropriate local Public Safety Answering Point.

Avaya communications continuity solutions can help you quickly understand and evaluate evolving circumstances at the time of a disruption. You'll be ready to react swiftly and appropriately, using communications and other tools to alert and locate all employees. You'll be able to rapidly mobilize response resources, and maintain command and control of the situation.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com/uk.