



business continuity / disaster recovery planning

active insurance against the unexpected

maintain continuous business operations

What would happen to your business if:

- A pipe burst and your computer servers were completely flooded?
- A fire in an electrical cabinet gutted your offices?
- A new virus slipped past your anti-virus software and wiped out your accounts receivable files?
- A severe storm knocked out power to your offices for a prolonged period?

The effects of events like these can be considerable. In today's environment, most business processes have some type of IT component. Every minute that a vital component of your business is off-line can mean lost revenue and damaged credibility. Very quickly, customers start developing alternative plans that may not include your company. Recovering lost business after a serious disruption can be a tough, expensive task. More than ever, organizations of all sizes need a comprehensive, tested business continuity and disaster recovery plan.

Developing an effective plan is not a simple task. Your plan must be based on a complete understanding of both critical and non-critical systems, as well as the required technologies. And you need the resources to do it right. TELUS can help. We offer a complete Business Continuity / Disaster Recovery solution – from developing a highly detailed business impact analysis to providing off-site storage and managed services at one of our world-class Internet Data Centres. Your solution will be effective, economical and custom-fit – designed to meet your critical needs.

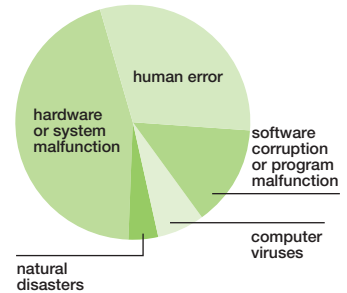
The TELUS Business Continuity and Disaster Recovery solution is part of our suite of Business Resiliency solutions, which can help your business plan for and defend against malicious attacks, and respond to disasters. Our Business Resiliency solutions form part of our comprehensive Infrastructure portfolio of end-to-end services designed to sustain core IT infrastructure and ensure business resiliency.

the best for your business

With TELUS Business Continuity / Disaster Recovery, your business benefits from having a single, reliable service provider to rely on in a critical disaster situation. You have guaranteed access to a dedicated technical consultant who will resolve any technical issues. By working closely with you, TELUS can help your organization gain real business value:

- **Minimize disruption of mission-critical functions.** With TELUS Business Continuity / Disaster Recovery, you gain increased flexibility in daily operations for handling both planned and unplanned downtime.
- **Minimize financial and operational exposures.** A comprehensive, tested business continuity and disaster recovery plan will speed up the restoration of critical hardware, software and other service elements needed to keep your business moving after a disaster.
- **Enhance customer confidence.** Your customers depend on you for products and services. Because downtime can erode their confidence in your business, investing in business continuity makes sense.

Leading causes of data loss



You need to be prepared for minor mishaps as well as for widespread disasters. In fact, natural disasters are the cause of only a very small number of data loss incidents. TELUS Business Continuity/Disaster Recovery is a comprehensive service that allows you to plan for the widest range of mishaps and disasters.

developing your business continuity plan

A business continuity plan details the processes and technologies needed to keep your business operating at a predetermined level, regardless of the situation. This detailed document is based on a thorough business impact analysis, which is an in-depth, structured process.

You will work closely with one of our skilled TELUS consultants to review all critical business processes and asks 'What would happen if...'. Upon completion, we will provide recommendations and cost options for various approaches to ensure business continuity and disaster recovery.

knowing what's important

An important part of developing a business continuity and disaster recovery strategy is recognizing that the right solution is a trade-off between the cost of ensuring business continuance and the cost of failure. Your company must identify which data elements and processes must be recovered immediately, and which can be delayed somewhat. As a general rule, the faster a system or database needs to be recovered, the more expensive the back-up/recovery strategy will be.

In many cases, the most reliable and cost-effective approach is to have a third-party data centre provide secure managed services, including co-location, storage and hosting. TELUS' world-class Internet Data Centres house secure, state-of-the-art hardware and software. Our centres are fully redundant, monitored around the clock and designed to be completely failsafe. They can give you peace of mind, knowing that your data and applications are fully available and protected.

work area recovery sites

While backing-up and recovering your computer systems are critical tasks, they are not the only tasks. If your primary business location is uninhabitable, or if you cannot access key business systems and services, it may be necessary to relocate key personnel to a work area recovery site. This secure facility is usually within a 100-kilometre radius of your primary office. It is equipped with standard office equipment and technologies, and usually includes LAN and WAN connectivity. A work recovery site will allow your team to re-establish basic business operations quickly.

testing is vital

A key component of your business continuity plan is regular testing. At minimum, most companies run bi-annual tests of their IT business continuity systems.

The best approach is to develop a structured test plan and then execute it. The results are audited and a post-test review is conducted. Finally, specific recommendations are developed to upgrade and improve the plan. By performing these tests, your organization can ensure that your plan is up-to-date and ready to be activated.

The TELUS Business Continuity Planning / Disaster Recovery solution will grow with your business. As you enter new markets or as your needs change, we will be there to adjust your plan accordingly. You can rely on the TELUS team to work closely with your organization to create a business continuity plan that is tailor-made for your requirements.

CONNECT WITH US TODAY

Contact your TELUS Account Executive or call 1-866-GO TELUS.
telus.com/hosting

