Disaster Recovery and Business Continuity:

Don't Forget The Paper

White Paper

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Disasters Are A Fact of Life

You don't have to be addicted to watching the evening news or **CNN** to see the impact of different disasters on people, their communities and their livelihoods. Disasters can appear with little or no warning, can negatively impact people in a variety of ways, and can come in a variety of forms:

- Extreme weather conditions (Hurricane Floyd, which brought the eastern United States to a standstill in September 1999; the flooding of the Danube across Eastern and Central Europe in 2002)
- A sudden failure in power or communications infrastructure (the 2003 blackout in the Northeastern United States and regions of Canada; the recent blackout in Italy)
- Robbery or other criminal activity (the theft of credit card numbers from **CDNOW** and other e-commerce sites)
- Major hacking events (the I Love You virus; the Klez virus)
- Civil unrest (the riots at the **World Trade Organization** conference in Seattle in 2000 and the **Group of Eight** summit in Genoa in 2001)
- Terrorist acts (New York World Trade Center attack on 9/11; the Oklahoma City bombing)

Businesses are constantly at risk for both natural and man-made interruptions to their operations, any of which can have devastating consequences. **Gartner,** a widely respected industry analyst group, has estimated that two out of five organizations that experience a disaster go out of business within five years. Making a speedy recovery from unforeseen interruption is imperative to staying solvent as a business. However, if a company does not develop and implement a disaster recovery and business continuity plan, one that is able to bring its systems back up in as short a time as possible, the potential for lost revenue can add up to millions of dollars within

several days. Having no recovery strategy means the actual time to be fully functional can stretch out across several weeks or months.

Unfortunately, just like people sometimes hesitate to spend money on insurance for their personal interests, many organizations ignore the basic tenets of disaster recovery. And even those organizations that think they are prepared sometimes overlook the need to protect one of the most hard-to-recover assets — paper documentation.

Seeing the Signs But Not Taking Action

In the winter of 2000, Gartner conducted a survey of IT managers and discovered that over 60% of the businesses surveyed did not have a basic plan to mitigate the effects of a disaster. Unfortunately, even after the events of 9/11, many organizations still had not made serious preparations for quick disaster recovery. Almost a full year later, Gartner issued another report, which indicated a continuation of this trend: many businesses may be closely evaluating their level of disaster preparedness, but most haven't fully identified plans to address the disaster recovery shortcomings within their organization.

Research by **KPMG** also helps illustrate the level of widespread avoidance of disaster contingency planning. This research found that 81% of U.S. companies believe their organizations are susceptible to attack by terrorists and/or other outside predators, and yet 47% of these organizations do NOT have a crisis plan in place or even a method to measure their readiness.

What is even more troubling is that the organizations that do develop disaster recovery and business continuity plans often do not have a recovery strategy for their paper-based documents in those plans. Some organizations may have records-management strategies in place for vital paper-based records stored off-site, but related documentation (such as faxes, paper in file cabinets, memos, reports and financial statements) is not backed up or stored securely off-site. Much of this additional paper is what feeds data-driven transactions and forms the paper trail that is a key component of any ongoing investigation or transaction adjudication. When this information is lost, complete data records cannot exist.

Paper Recovery Necessary, No Matter What Size the Disaster

In terms of information and data loss, any size disaster has significant consequences for your business. For example, in early December of 2002, the Old Town of Edinburgh, Scotland, was devastated by a fire, which ripped through the heart of the historic area. Council officials and property owners estimated that the cost of the damage ran into many millions of pounds. Almost every building affected by the fire had come down and many of the historic facades were affected. But the buildings were not the only great loss. *The School of Informatics at the University of Edinburgh* lost a major collection of books and journals. This collection, which included significant research papers on artificial intelligence, took years to accumulate and could not be replicated on the scale that it had existed before the fire. This paper had not been subject to a recovery plan, and now a great deal of globally important information is lost forever.

Another secondary but equally relevant issue when dealing with paper-based information relates to emergency management during the course of a disaster. Of primary importance is the ability to get quick access to appropriate municipal information, including maps, drawing, inventory data and blueprints. This information can help pinpoint the location of underground pipes, tanks, wiring systems, and known stockpiles of hazardous materials in the area. If this information is lost, misplaced, out-of-date or damaged, it becomes a problem that can stop an emergency response team in its tracks.

Being Prepared Is Not an Option—It's a Requirement

Gartner analyst French Caldwell says it best when he points out, "In this new kind of war,

business readiness and resilience are your most effective deterrents to terrorism. We are not going to return to business as usual, but we can get back to business." Getting back to business includes developing a business continuity strategy that takes into consideration all the different types of catastrophes that can occur to a business, such as fire, electrical outages, flooding, and so on. In addition, taking into account the backup strategies for your paper-based documents is a critical component to any strategic recovery plan.

To ensure your business continuity plans are complete, a paper scanning and archiving application is vital. The integration of imaging and scanning technologies, together with strong search and retrieval capabilities, will allow you to:

- Easily add paper-based documents to your backup schedule and media storage strategy
- Backup vital paper documents with fast and easy archiving to a variety of media types
- Provide quick remote access to your paper-based reference information

ZyLAB provides its clients with the technology alternative to help make their important paper-based documents accessible, in terms of both increased processing productivity and information recoverability in case of disaster. With ZyLAB's tools users get:

- A single point of access, through any computer, to all relevant information that has been gathered from a variety of sources, including scanned and imaged paper files, electronic documents and e-mails.
- Advanced searching techniques and optional web tools, which improve the efficiency of any business processes.
- Improved auditability and activity logging. These functions are very important for recovering paper-based and electronic documents when mixed batches of overlapping information are involved.
- Easy export or printing of all relevant information to share with clients or team members.
- A system that is easy to restore. This "restorability" means improved responsiveness to citizens, constituents and clients when a recovery situation arises. Those companies that can bounce back quickly from an emergency situation are most likely to survive over the long term.

And all this functionality comes from years of experience listening to clients and delivering the tools they need. Organizations and companies using ZyIMAGE include:

- ***The Conference Division of the International Maritime Organization (IMO)*** was able to assist The American Bureau of Shipping (ABS) - which lost all its paper in the World Trade Center attacks - in converting ABS's microfilmed documents (1958 - 1998) back to searchable archives with ZyLAB software.
- ***Akzo Nobel Chemicals***, which converted many of its Research & Development files after a small fire hit part of the library. Although the loss was not significant, the company heeded the warning and ordered the ZyLAB system several days later to protect against any similar problems in the future.
- Several government agencies, which use ZyLAB software to backup paper files as part of their HIPAA and/or DoD compliance efforts.

Some of these organizations learned the hard way the importance of being prepared for the worst. Ignoring the backup and recovery of paper-based reference information that permeates your organization is like playing Russian Roulette with your business. Maybe you will be lucky and won't become a victim of disastrous circumstances, but if disaster does strike, will you be prepared to put your entire business at risk?

About ZyLAB Technologies

Founded in 1983, ZyLAB is the leading provider of document imaging and paper filing software, which hundreds of Global 2000 companies and governmental organizations rely on to digitally file and manage millions of pages of paper and electronic documents.

ZyLAB's signature software package, ZyIMAGE, provides a full-range of sophisticated, yet easy to use, investigative capabilities. In particular, ZyIMAGE's high quality search and retrieval features, with support for over 200 languages, give users the ability to organize and share all their information online, quickly and securely. ZyIMAGE's comprehensive feature set makes it the preferred solution for intelligence agencies, law-enforcement organizations, prosecutors, law firms, courts, and in-house legal departments.

With over 7,000 installations worldwide and over 300,000 users — including ***INS/FBI/CIA Joint Terrorism Task Force, Amtrak OIG, New York Stock Exchange, Montgomery County (MD), PepsiCo, Lloyd's of London,*** and ***Philips*** — ZyLAB has a wide breadth of experience and knowledge across a variety of industries and business applications.

ZyLAB provides our clients prompt, global service from our main offices in McLean, Virginia, USA, and Amsterdam, the Netherlands. The company also has regional offices in the UK, Germany, Spain, France, Singapore and Australia.

About e-Nterprise Advisors

e-Nterprise Advisors provides market research, strategic planning and advisory services in the dynamic area of Enterprise Content Management (ECM) to both vendor and user organizations. Technology and market areas covered include Records Management, Electronic Document Management, Content Management, Knowledge Management, Electronic Imaging, Business Process Management and Search and Retrieval Technologies.

Priscilla Emery is President and founder of e-Nterprise Advisors. e-Nterprise Advisors provides market research, strategic planning and advisory services in Enterprise Content Management to both vendor and user organizations. Prior to establishing e-Nterprise Advisors, she was Senior VP of Information Products and Services for AIIM International where she was responsible for the development and delivery of publications and other information-oriented products and services to AIIM members and associates. Prior to her position at AIIM, Ms. Emery was VP and Director of Gartner's Electronic Workplace Technologies research center and New Science's Intelligent Document Management service. She has provided many Fortune 500 user and vendor organizations with strategic planning advice in the areas of document management and the assimilation of new and emerging technologies. Ms. Emery has also worked at Blue Cross & Blue Shield of Connecticut (now Anthem), Combustion Engineering (now ABB), Primerica Corp. (now Citicorp) and Bell Telephone Laboratories.

Ms. Emery has over 25 years experience in the information systems industry, has been a featured speaker at international industry events, has been quoted in business and industry publications such as *The Wall Street Journal, The Washington Post, Computerworld, InformationWeek, Software Magazine* and *PCWeek,* and has written numerous articles for publications, such as *Imaging and Document Solutions, e-doc, KMWorld,* and *DB2 Magazine*. She has also written *Knowledge Management: The Essentials*, an AIIM International publication, and *E-Mail Management Tools: Sorting Through the Options*. She has a B.A. in Mathematics from Lehman College (part of the City University of New York) and is listed in the 16th edition *of Who's Who of American Women* and the third edition of *Who's Who of Emerging Leaders*. Ms. Emery is an Advisory Board Member of the Electronic Document Systems Foundation and was also listed as one of the top 50 influencers of the document management industry in *KMWorld* magazine. She has recently been named conference chair for the 2004 AIIM Conference Program committee and one of the 20 Leaders to See in 2003 by CMSWatch. Ms Emery also holds the Masters of Information Technology and Laureate of Information Technology for Electronic Imaging designations from AIIM International and is a member of both ARMA International and Xplor International.