

Is Your Technology Ready for Storm Season?



Here we go again! We're all tired of hearing it but severe weather season is upon us. It is time to review your data loss prevention strategy and disaster recovery plan.

Disaster can strike at any time. Severe weather threats include hurricanes but also everyday thunderstorms that produce lightning and flood waters and that can also spawn tornadoes. Then, there are plenty of other, non-weather related disasters that threaten your business such as fire and theft.

If you can prepare against a total loss of your computer equipment, you will be much better prepared for any impending disasters and you will be in much better position to get back to business in the event of an actual catastrophe.

It is our pleasure to provide you with the following tips to protect your technology systems and data from severe weather (lightning, thunder storms and hurricanes) as well as fire, flood or theft. Also included is information about our secure, off-site data backup and media storage services.

How to Prepare Your Systems for Severe Weather Season:

Now is the time to prepare your computer systems for severe weather including thunderstorms, lightning and hurricanes. Prevention can avoid untold hours of frustration replacing destroyed systems, drying out soaked equipment, attempting to replace missing software or reconstructing lost data files.

Data Backup

The #1 most important thing you can do to protect your business is to have a copy of your critical business data stored off-site.

Computers, equipment and office furniture can all be replaced but the costs of recreating data are *staggering* without a reliable backup to restore your data from.

In fact, 90% of businesses that lose their vital media records are out of business within one year!

Make – **and verify** – a full data backup **NOW!**

And, if you haven't already, implement a regular (daily), reliable data backup regiment. For a home office PC, this can be as simple as a CD or DVD burner packaged with software that will backup up your critical files regularly.



For a business, ideally you have a file server that provides a central location for you to store all of your data files. This is not only best practice, but also makes it easier to back up these files. Tape backup is fast, reliable and stores vast amounts of data. It is also *removable* so tapes can be taken and stored off site. A backup will not do you any good if it is sitting in the same location that was burned to the ground or flooded in a storm.

Store your backup media off-site. The survival of your business could be as simple as having a copy of your data stored off-site away from a local disaster including non-weather related events such as fire or theft. Store your backups off-site in a secure location **OR** call Genesis and we can pick up your media and store it in our secure facility (see details below).

Also, periodically test and verify that you can restore your data from the backup.

Collect your manuals, original software disks and software licensing documentation and keep them in a safe location such as a filing cabinet or fireproof safe. This also makes them easily available to take off-site in case of an impending hurricane.

Call Genesis ASAP to review your backup systems, and test to verify your data backup tapes and media – before they become your last hope.

Power Protection

Here in Florida, lightning and power problems cause significant computer damage and downtime. The most common power problems are **brownouts** (low-voltage) and **spikes** due to lightning. Every summer we see dozens of cases where expensive equipment and costly data is lost simply due to a lack of proper power protection.

Be sure that all of your electronic network equipment, including your PC's, servers, printers and network switches, is protected against power surges, spikes and low-voltage situations. There are many different types of protection available on the market.

An uninterruptible power supply (UPS) or "battery backup" protects against all of the major power problems including surges (high-voltage), spikes (most commonly caused by lightning), brownouts (low voltage) and black-outs. In a black-out, a UPS provides battery power so you can avoid losing your work by closing your open files and shutting down your PC in an orderly fashion. UPS software is available that will close your open files and shut down your PC or network file server even if you are not in the office at the time!

A surge protector keeps your computers and electronics safe from power surges and spikes. These devices are designed to "fail" and prevent high-voltage from passing through to your equipment but they will not keep you from losing work when the power goes out.

Many UPS and Surge Protector manufacturers offer equipment protection (up to \$100,000 in some cases) should the device fail and result in damage to your equipment.

Also, be sure that you protect network and telephone connections as well as your electrical connections!

Don't confuse a power-strip from a surge protector! Power strips are no more than glorified extension cords and offer no power protection.

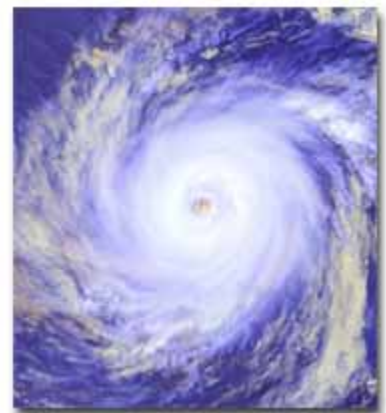
Call Genesis Global Technologies for the appropriate recommendations to protect your network.

[Preparing for an Impending Hurricane](#)

Equipment

Most damage to computer hardware and software is from rain and wind. Broken doors and windows allow wind, rain and debris through buildings.

- Move computer equipment (i.e. monitors, CPUs, printers, keyboards) to protected locations and wrap them in plastic. Move equipment in the corner of a room, out of the path of possible wind drafts, or to a closet or small, windowless room.
- Double wrap equipment in plastic garbage bags to reduce rain/water damage.
- A collapsing roof can damage your equipment. Move your equipment under a sturdy desk or piece of furniture that could possibly withstand the effects of falling debris.
- If equipment is located directly on the floor, consider the possibility of flooding. Place equipment on or in water resistant objects, such as garbage cans.



- **Unplug your computer equipment.** As a major storm begins to pummel the area, the chances of severe power fluctuations are very high as electrical transmission lines and power plants are affected. These power fluctuations can have extremely serious consequences for any equipment left plugged in or turned on.
- As a last resort before you evacuate: Grab your server hard drive(s) – only if practical.
- *Call Genesis Global Technologies to schedule a pickup of your backup tapes for storage in our hurricane proof facility.*

Software

- Rain and wind can completely destroy books and disks – collect your manuals and original software disks and keep them in a safe location.
- Make – and verify – a full data backup. Store your backup in a secure location OR *call Genesis ASAP to pick up your media and store it in our hurricane-proof facility (see details below).*
- If you must evacuate, consider taking your server (or server hard drive) with you.

After the Storm

- Protect any valuable equipment or software from looters.
- Do not plug in any equipment that may be water damaged.
- Before powering up undamaged computers, be very careful of power spikes and surges that can take place during the cleanup process. Caution should also be used when running a computer on power supplied by a generator -- this "unclean" power source can be riddled with power spikes, voltage drops, and surges.

Summary

In the best of circumstances an ounce of prevention will result in countless returns. A little foresight can make the difference between having usable equipment and a pile of water-soaked junk. As the devastation of the storm becomes more apparent, and people begin to recover from the trauma, the working computer equipment may be a real salvation in recording experiences, writing claim letters, and communicating with the outside world.

Hope for the best...and prepare for the worst.

Need help preparing? Not sure about your backup? Give Genesis a call. You'll be glad you did!

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GenesisGlobal
 • T E C H N O L O G I E S •

Off-Site Media Storage

Genesis provides off-site storage services starting at \$32.50 per month. (Pricing will vary based on the number of backup sets you have.)

Our off-site backup storage services include:

- Pickup and delivery of your backup media.
- Off-site media storage at our secure, environmentally controlled facilities.
- Available 3rd-floor, hurricane proof, flood proof media storage.

Custom services are available to address your individual needs.

Please don't wait until it's too late to ensure the safety of your business and your data! Contact us today.

The Genesis Global Technologies Team

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Genesis can also help protect your data and your business in the following ways:

- Affordable, 24 X 7 remote network monitoring and administration
- Disaster Prevention and Recovery Planning
- Network Security Audit
- Power Protection Audit
- Redundancy Check
- Antivirus Assessment
- Backup Engineering Support
- Regular Maintenance Visits
- Network Documentation

