ARE YOU PREPARED FOR THE WORST?

THE CLOUD KEEPS YOUR AGENCY IN BUSINESS WHEN DISASTER STRIKES
DISASTERS OCCUR EVERY DAY, EVERYWHERE IN THE WORLD

CYBER ATTACKS, THEFT AND DAMAGING WEATHER HAPPEN WITHOUT WARNING.

Consider this:
> Hurricane Sandy created business losses estimated at $8.3 billion
> U.S. Cyber Command says 6 million cyber probes/attacks occur each day
CAN YOUR BUSINESS WITHSTAND A CATASTROPHE?

DOWNTIME CAN BE DETRIMENTAL TO ANY BUSINESS:

> Small businesses can lose $3,000 a day, and larger companies up to $10,000 daily

> 60% of U.S. small businesses don’t have a formal emergency response plan

> 75% fail within three years if they don’t have a business continuity plan
KEEP YOUR BUSINESS RUNNING DURING A DISASTER

THE “ALWAYS-ON” NATURE OF CLOUD TECHNOLOGY ENABLES YOU TO:

► Provide customer service during any disaster
► Prevent downtime that leads to lost revenue
► Recover faster
WHY IS CLOUD TECHNOLOGY IMPERATIVE FOR YOUR BUSINESS?

DISASTERS ARE UNPREDICTABLE, BUT YOU CAN PREPARE. MORE IMPORTANTLY, YOU CAN BE THERE FOR YOUR CUSTOMERS WHEN THEY NEED YOU THE MOST.

"OUR JOB AS AGENTS is to protect the assets of our customers."

JOHN ROE
CEO, CITY UNDERWRITING AGENCY
YOU ONLY NEED AN INTERNET CONNECTION TO KEEP YOUR BUSINESS RUNNING

CLOUD TECHNOLOGY PROVIDES ACCESS TO INFORMATION USING INTERNET-ENABLED DEVICES.

- Employees can retrieve data and return customer calls, emails and social media posts
- Customer portals provide 24/7 access to policy and claims information

“WE CAN ACCESS OUR SYSTEM from anywhere with an Internet connection, using any mobile device.”

DEB SCHILZ
MANAGER, PRAIRIE STATES INSURANCE
OUTAGES HAPPEN, BUT NOT IN THE CLOUD

REDUCE LOSS AND MITIGATE RISK ASSOCIATED WITH POTENTIALLY CRIPPLING SITUATIONS.

Leverage cloud technology to provide continuous service to your customers with anytime access to your data.

“WE LOST POWER DURING HURRICANE SANDY for four days. With Applied CSR24, we were able to reach every single client on the same day.”

DEBORAH CLANCY
SYSTEMS ADMINISTRATOR, CITY UNDERWRITING AGENCY
COMMUNICATION IS CRITICAL DURING A DISASTER

PROACTIVELY COMMUNICATE WITH YOUR CUSTOMERS WHEN THEY NEED YOU THE MOST: BEFORE, DURING AND AFTER A DISASTER.

“APPLIED EPICONLINE ALLOWS US TO HAVE ACCESS to our customer base from anywhere, providing our clients with immediate service.”

ED HIGGINS
PRESIDENT, THOUSAND ISLAND AGENCY
STAY OPERATIONAL WHEN DISASTER OCCURS

CLOUD TECHNOLOGY ALLOWS YOU TO:

> Protect your business and maintain revenue
> Continue to service customers with claims processing

“IF WE WERE STILL IN A LAN ENVIRONMENT, the hardware required onsite would have been damaged. Recreating our IT from scratch? I have no idea how long it would take to get up and running.”

GILLIAN VAN KEMPEN
MANAGING DIRECTOR AND EVP, BEST BUY INSURANCE

WATCH THE BEST BUY INSURANCE SUCCESS STORY >
CLOUD TECHNOLOGY PROTECTS YOUR AGENCY

SAFEGUARD YOUR ASSETS AND OPERATIONS AGAINST ANY THREAT.

> Protect your data and your bottom line
> Mitigate risk to your core business operations

“I DON’T HAVE THAT WORRY ANYMORE that my people won’t be able to work. I know that the data is accessible, and it’s safe.”

MAURA MCMAHON PRIMUS CFO, MCMAHON AGENCY

WATCH THE MCMAHON AGENCY SUCCESS STORY >
BEST PRACTICE: LEVERAGE THE CLOUD

5 WAYS YOUR COMPANY CAN BENEFIT FROM CLOUD TECHNOLOGY:

> Constantly communicate with customers and staff
> Remain operational during a crisis
> Leverage advanced security against cyber and natural threats
> Increase productivity by streamlining operations
> Access account information online, 24/7
PREPARE YOUR AGENCY FOR THE UNEXPECTED

PLANNING FOR THE WORST CAN BE THE BEST THING FOR YOUR BUSINESS.

5 key steps for business continuity:

> Make a plan
> Consider mobility
> Assemble resources
> Pack essentials
> Leverage the cloud

VIEW DIASTER RECOVERY CHECKLIST >
4 Kevin Casey. 57% Of SMBs Have No Disaster Recovery Plan. InformationWeek. 2011.
6 Small Business Continuity Planning.