

EXPECT THE UNEXPECTED:

How to prepare your business for natural disasters

Hurricanes, fires, tornados—oh my.

Natural disasters often strike with little to no warning, but their operational and economic impact on organizations end up being disastrous.

CATASTROPHE

/ kə-tās'trə-fē /

Merriam-Webster defines a catastrophe as, "a momentous tragic event ranging from extreme misfortune to utter overthrow or ruin."

When thinking about the most recent series of natural disasters—torrential flooding in the South, blazing wildfires in the West, and hurricanes destroying the Southeast—the word "catastrophe" undeniably describes the current climate and weather conditions that businesses must prepare for.

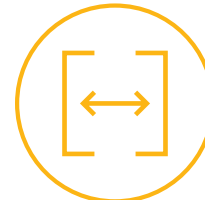
WHAT'S THE FORECAST FOR BUSINESS CONTINUITY?

In today's highly digital and connected world, organizations do not have the luxury of ignoring unexpected and uncontrollable occurrences that lead to the loss of critical IT services such as power and communications.

The effects of these external threats often result in:



INCREASED DOWNTIME



LIMITED BANDWIDTH



NETWORK + VOICE ISSUES

These issues chip away at employee productivity and collaboration, and will ultimately negatively impact the customer experience and a business' bottom line.

78%

of Americans reported being personally affected by extreme weather events in recent years¹

\$2.155

Trillion

the total approximate cost of weather and climate disasters in the U.S. recorded between 1980 and 2022²

\$742.1

Billion

the total cost of these weather disasters in the last five years alone—more than one-third of the disaster total for the last 42 years²

You can't stop floods from flowing in or earthquakes from shaking the ground beneath your feet. Yet now is not the time to take a raincheck on disaster preparedness.

During the calm of the storm is the best time to prepare a business continuity plan to efficiently protect your data, systems, customers and employees—while keeping your organization operational at all times.

WEATHER THE STORM WITH A CONTINUITY PLAN

A business continuity plan can make or break whether your organization survives serious disruption. It eliminates confusion that accompanies a real-time disaster and provides a clear blueprint for what everyone should do.

There are many crucial steps for building an effective continuity strategy that will ensure business operations can continue even during the most disruptive of events. But one important piece of information for business and IT leaders to consider is how their existing technology stack can help protect or expose their organization during moments of urgency.

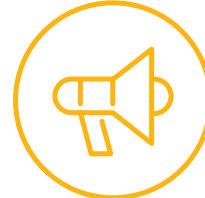
With the right IT foundation in place, a network disaster is much less likely to strike your organization.

Here are 4 areas of your infrastructure you should review as you build your business continuity plan:



Move away from legacy network infrastructures

Organizations that rely on outdated, on-premises network solutions are unprepared to deliver "always on" connectivity. Modern day, cloud-enabled services are critical to achieving continuity and keeping your businesses running at full speed.



Communicate through disaster with the right collaboration tools

A company's business continuity strategy must enable employees to stay productive and provide the means for team collaboration in times of crisis. These tools are also essential to ensuring that your customers' experience and ability to communicate are not negatively impacted.



Avoid cyberthreats during heightened vulnerability

Because natural disasters often result in power outages and network interruptions, cybercriminals often will see this as an opportunity to strike. Multi-layered, cloud-based security solutions provide better protection against a variety of external threats.



Add a first responder to your team

With a managed services partner like Windstream Enterprise, you can leave troubleshooting to a dedicated team of experts, freeing people within your organization to prioritize everything else that's going on. They also have far less capital expense and exposure to loss of technology investments in storm ravaged locations.

STAY PROTECTED AND CONNECTED FROM FORCES AGAINST YOUR CONTROL

At Windstream Enterprise, we believe in taking preventive measures over remedial efforts. By implementing modern networking, communications and security technology to support 24/7 continuity—and by building a comprehensive disaster plan around those solutions—any business can stay up and running, even when facing Mother Nature's worst.



SD-WAN

A resilient, high-capacity, application-aware managed network solution that ensures multiple access options to maximize bandwidth and optimize performance. Connect to regionally diverse data centers to avoid downtime and keep mission critical apps running.



SSE

Security Service Edge (SSE) is a cloud-native platform that instantly integrates next-generation security components into existing network environments without disruption—offering one view to manage it all. Eliminates on-premises devices vulnerable to outages.



SASE

Secure Access Service Edge (SASE) is a fully converged cloud-native networking and security architecture, combining SD-WAN and SSE into a full-stack business continuity solution.



OfficeSuite UC®

A cloud-based Unified Communications as a Service (UCaaS) solution that blends user-centric design with advanced voice and collaboration features for calls, chat, video conferencing and SMS text messaging via a secure, fully hosted system—all of which is accessible from anywhere and on any device.



Contact Center Solutions

Modern, omnichannel contact center capabilities maintain business operations by enabling employees to communicate with customers wherever, whenever and however they prefer.



Dynamic IP

SIP allowing the convergence of voice and data services seamlessly over a single, feature-rich SIP trunking connection. Secondary locations are easily set up for added continuity and network redundancy.

The benefit of choosing Windstream Enterprise is not just adding industry-leading solutions to your technology stack—it's the deep technical expertise and hands-on support via IT managed services that you'll receive that will proactively manage and maintain the integrity of your IT infrastructure.

WE | CONNECT

Windstream Enterprise makes it easy to gain real-time access into your account management functions, plus complete visibility and control over these network, unified communications and security solutions—all from one view via our award-winning portal, WE Connect.



Better yet, these products are backed by Windstream Enterprise's WE will Commitment, our promise to deliver a solutions that meets your business needs, resulting in an unmatched, fully supported experience.

About Windstream Enterprise

Windstream Enterprise is a managed communications services provider, delivering nationwide, cloud-optimized and industry-leading services—such as SD-WAN, SASE, SSE and UCaaS—through our award-winning portal, WE Connect.

To learn more about Windstream Enterprise, visit windstreamenterprise.com.

Citations
1. ABC News Network. 78% of adults in US report being affected by severe weather caused by climate change: Report. ABC News. June 21, 2022.

2. NCEI.Monitoring.Info@noaa.gov. Billion-dollar weather and climate disasters. National Centers for Environmental Information (NCEI). April 10, 2023.