

## CASE STUDY—EARTHQUAKE!!

The business escapes disaster from the July 29, 2008, Los Angeles Earthquake, and rapidly recovers from the delayed effects.

The consulting firm's offices were shaken badly when the earthquake took place, but found no damage or problems. Feeling they had dodged this bullet, their data and email servers failed two days later from the tremor's effects.



### THE CHALLENGE

Businesses based in Southern California must continually be prepared for earthquakes. Not only can the shocks harm property and life, but the least tremor or shock can have disastrous effects on electronics and computers causing sensitive hard drives and other sensitive electronic computing equipment to fail days or weeks after the latest shock. Every business must be prepared with a disaster recovery plan that allows rapid restoration of critical business data, regardless of the size of the disaster.

### STRATEGY

The business adopted the BulletProofData.Net Business Continuity and Disaster Recovery Services just two weeks prior to the disaster.

### RESULTS

BulletProofData.Net services and technology restored full functionality within two hours. Within six hours the production servers were restored and fully functional.



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The July 29, 2008, earthquake rattled Southern California with a 5.4 tremor. Relatively strict building codes ensured that most of the region's infrastructure -- homes, schools, freeways and rail systems -- rolled with the magnitude 5.4 punch, centered near Chino Hills, CA, and was felt as far as Las Vegas.



As aftershocks continued to reverberate, officials inspected airports, freeways and buildings, and reported little damage from the quake, which occurred at 11:42 a.m. and was the first significant temblor in more than a decade to be centered in an urban area of California. The biggest strains were felt in phone and Internet systems, which buckled due to overwhelming demand in the minutes after the jolt.

Unknown to one business owner, the damage to the organization's server hard-drives was already done and the drives were rushing toward total failure. Two days later, at 9:30 PM, the drives failed leaving the business without the critical data and communication it needed to continue.

Fortunately the owner had implemented BulletProof-DataTechnology & Services for Business Continuity and Disaster Recovery just two weeks before the earthquake.

Quickly the Business Continuity processes began in which the BulletProofData backup appliance was switched to Backup Server Mode. This restored the company's production servers in backup server mode on the appliance. Within three hours after beginning the Business Continuity processes, the business was fully operational.

Next, the production servers were restored to functionality and the data was restored from the backup appliance. Within 8 hours after the failure of all servers, the company was fully restored and ready for business.

The cost for data recovery services from forensic laboratories for this amount of data ranges from \$12,000 to \$20,000. The time and costs for data restoration from backup tapes would be about \$9,700 and 7 days. The cost for BulletProofData WITH recovery is included in the monthly service fee of \$355!

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