



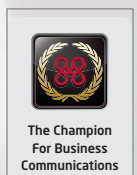
8x8, Inc.



## Executive Brief

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# How to Face Disaster Planning Paralysis for Your Small Business, and Win



## How to Face Disaster Planning Paralysis for Your Small Business, and Win

**“Entrepreneurs, small business owners, people working at startups—are often so focused on perfecting their customers’ everyday experience of their product or service, that they neglect the things that customers don’t normally see. But your customers will definitely notice if your communications are down and it appears that you’re not open for business,”**

**Mehdi Salour**

Vice President of Network Operations,  
8x8, Inc.

**Why entrepreneurs don’t always “just do it,” and how to take steps to keep your business from becoming a statistic.**

Are you in the endangered majority who don’t know how they’d recover from a disaster or major business interruption? More than 62 percent of business owners surveyed don’t have a formal plan in place in case of a disaster or emergency, according to a 2012 survey of more than 504 small businesses conducted by Sage, a business management and services company.

### **Is your firm at risk of becoming a congressional statistic?**

The results are even more alarming when one stops to consider how much is at stake: In studies cited by Congress when considering the Gulf Coast Back to Business Act of 2007, 43 percent of businesses that close following a natural disaster never reopen, and an additional 29 percent of businesses shut down permanently within two years.

### **Why don’t more companies plan for the worst?**

So why don’t more entrepreneurs “just do it”? It’s certainly not laziness—slackers don’t usually go into business for themselves—and it’s probably not for lack of understanding the importance of proper planning.

Still, many businesspeople have heard similar statistics, but don’t act. Why not?

### **The entrepreneurial spirit can sometimes hinder, too**

Sometimes, it’s actually the entrepreneurial spirit that trips people up. Beyond a greater-than-average share of “irrational exuberance,” businesspeople sometimes let the urgent simply crowd out the important.

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### **Places to go for free help**

The good news, though, is twofold. First, as Sage points out, just a little bit of planning can put you ahead of—on average—62 percent or more of your competitors.

And second, there are lots of free resources that can help you get started. These resources can help you with all aspects of business continuity and disaster recovery.

The Federal Emergency Management Agency (FEMA) devotes extensive sections of its site to achieving business continuity and disaster preparedness and recovery.



### Keep Your Business in Business with 8x8 Cloud Communications

8x8's flexible, cloud-based solutions can help you keep your business running even through a disaster with these features:

- **Virtual Office Mobile App.** 8x8's mobile app for iPhone, iPad, iPod or Android devices lets you make and receive calls, check messages, and manage call forwarding. The app works over your cellular or WiFi connection.
- **Virtual Meetings.** Meet with coworkers and customers using our 8x8 Virtual Meeting web conferencing feature available with Virtual Office Pro.
- **Log in anywhere.** You can use any computer with Internet access to login to your 8x8 extension and update call forwarding rules, make and take calls, and check messages.
- **Manage your account remotely.** With 8x8's web-based Account Manager, you can make real-time updates to your phone system. Record new greetings and prompts to let customers know office hours have changed, or forward extensions to cell phones, so your employees can work from home or another remote location.



Many have found [www.ready.gov/business/implementation/IT](http://www.ready.gov/business/implementation/IT) particularly helpful. Check out [FEMA.gov](http://FEMA.gov) and [Ready.gov](http://Ready.gov) for everything from how to make a plan to how to get back on your feet if the worst has already happened.

The Small Business Administration also offers a host of resources, including business continuity planning checklists. Go to [www.SBA.gov](http://www.SBA.gov) for more information.

8x8 Inc., a leading provider of cloud-based [business phone service](#), offers free papers and information on business continuity.

8x8 can also show you how you can achieve better business communications and phone service, 24x7, in good times and bad, with [hosted VoIP](#) phone service that lets you make and take calls no matter where you are, hold team teleconferences and collaborate effectively, despite what's going on around you.

We don't know when or where, but the next disaster is coming. It's time to get prepared.

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**To learn more, call 866-862-2811 or visit [www.8x8.com](http://www.8x8.com)**

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