

Protecting Content During Business Disruption: Are You Covered?

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The unfortunate rise in business disruptions from natural disasters, accidents, and human intervention increasingly proves how business continuity and disaster readiness planning is necessary to any responsible business operation. Whether it's something as ordinary as a fire, power outage, or computer virus, or a dramatic anomaly like a major hurricane or terrorist attack, more and more businesses—large and small—are facing the reality that the unexpected can happen at any time.

While the nature, degree, and consequences of a disruption will vary, well-thought planning and the right systems infrastructure can clearly make the difference between inconvenience and catastrophe in the event of sudden interruption.

One important facet of this preparation is a plan for the fast recovery of organizational content and the business-critical information it contains. Content is the lifeblood of the modern enterprise, integral not only to operational effectiveness but even to corporate viability. The reality is, without access to content, the majority of today's work just plain stops.

Given that, there are compelling reasons why an Enterprise Content Management (ECM) solution has become an important tool for ensuring that this high-value asset is well protected and easily recoverable should the unexpected occur.

Enterprise Content Management in Business Continuity Planning

First of all, paper documents are simply far less manageable and replaceable in the event of a loss. As too many companies discovered during Hurricane Katrina and 9/11, once a physical asset is gone, there's no getting it back. While these kinds of incidents are thankfully rare, there are other more mundane and common occurrences (fire, flood, mishandling) from which physical records disappear. Just digitizing content is a good first step, as the records are immediately safer. But an ECM system goes a big step further, offering a secure, highly manageable, and sharable repository that makes quick recovery of precious content possible.

Public Adjudication on the Cutting Edge of Technology— a Florida Court System Prepares

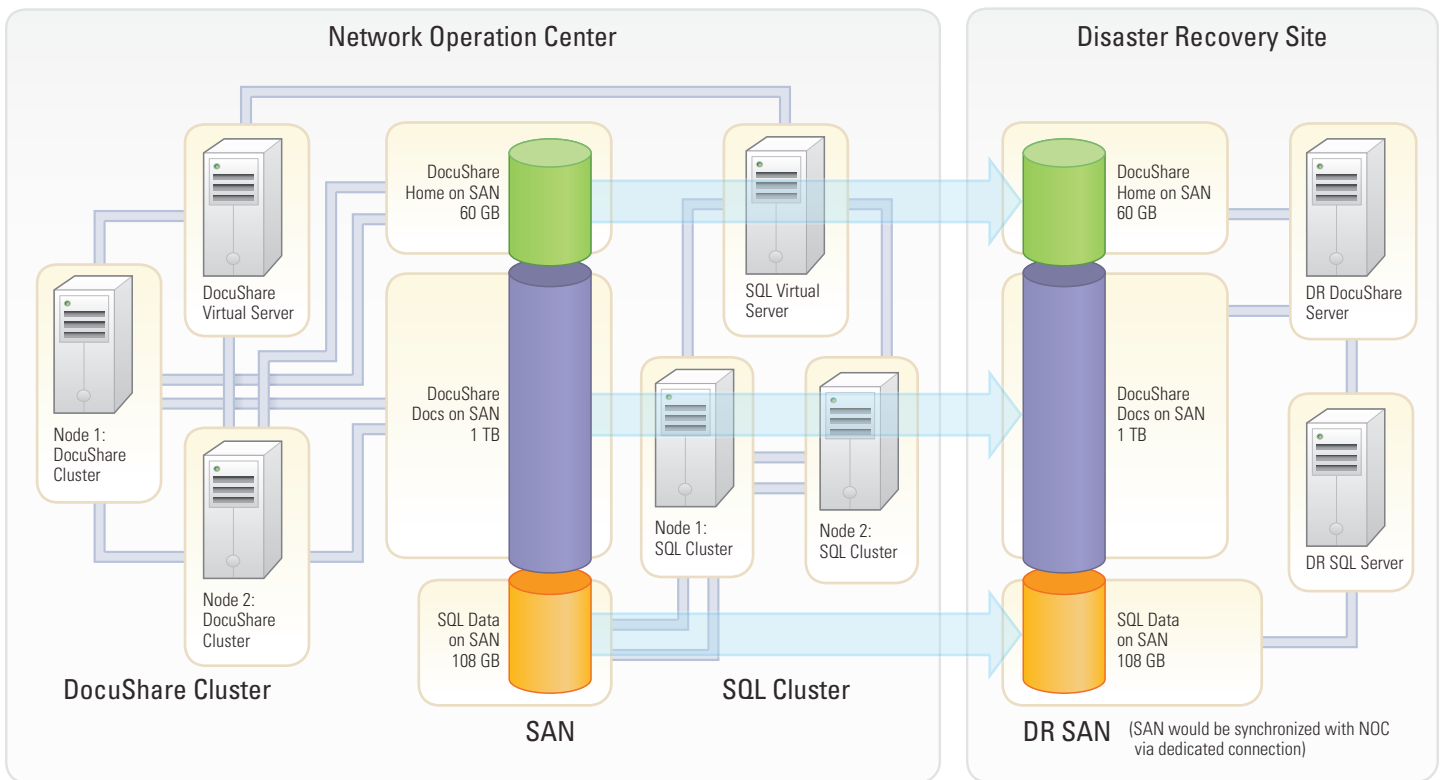
Preparedness enables a secure perspective in day-to-day operations

Florida's 13th Judicial Circuit Court has taken this reality to heart. Located in a hurricane-vulnerable area, and cognizant that many types of threats could potentially interrupt court proceedings for full days or even weeks, the Circuit has undertaken disaster planning initiatives that can assure legal procedures continue as normal in the event of unforeseen interruptions.

In the United States, over 40% of all companies that experience a disaster never reopen, and over 25% of remaining companies close within two years, per the Department of Labor Statistics.

First, the Judicial Circuit undertook a massive effort to digitize the copious documents that a broad court system generates. The Circuit has regularly imaged volumes of documents on Xerox multifunction devices for several years. Now, the digitized content is being integrated into an ECM system (in this case Xerox DocuShare), enabling it to be securely stored and more quickly retrieved. Recognizing the importance of keeping documents in one central location that can expand as needed, the Judicial Circuit has implemented a storage area network (SAN) that allocates a full terabyte of storage for documents managed in DocuShare, and an additional 500 gigabytes for legacy documents on a DocuShare archive server. A Windows clustered environment protects the services with hardware failover, with DocuShare servers running in a cluster and their SQL Server database in a separate cluster. The content management system is also integrated with Omtool's Accuroute middleware, which allows digitized documents to be faxed in as well as scanned.

Additionally, the judicial district is placing high priority on creating a duplicate system, at a remote location where not just DocuShare but other critical IT services will be able to roll over and continue in the event of not just storm damage but any circumstance that may close the court for more than one day.



As shown in the diagram above, the Circuit's failover system contains a duplicate SAN that supports regular backup of all critical court documentation and imaged documents in DocuShare. Should a hurricane strike and temporarily immobilize the district (or in the worst case destroy any IT infrastructure), the judicial court will not lose access to its critical documents and historical court records, and will be less likely to suffer

long-term interruptions in business. And with a duplicate SAN, once the central court location is up and running again, the two locations may be “synced” overnight and all processes switched back to the original location quickly. In addition to backing up documents in the remote location, the judicial district is looking into other IT services that will allow continuing legal processes even if the central location is down—including running court proceedings over the network with audio-visual technology, and re-directing phone and IP telephony to the remote system. All servers are under management of a security services provider, Presidio Network Solutions. Employees are being trained to operate systems virtually, showing the Circuit’s commitment to preparedness.

In short, the 13th Judicial Circuit’s disaster recovery plans acknowledge that everything in court systems is time-critical—and its provisions for full replication of the content system reflect an understanding that documents are at the heart of its day to day proceedings.

In the event of a disaster, preparedness can minimize time and productivity losses

Enterprise Content Management in Recovery and Rebuilding

A second compelling reason for incorporating an ECM solution into business continuity planning is time. Standard business processes can be instantly derailed in a business disruption when the content that drives them is gone or inaccessible. In such a situation, days or even hours can make a huge financial and customer experience difference that may take months or years to overcome. With an ECM solution, as soon as computing devices are again available, whether through physical recovery or via established failover systems, content is available too. With systems back online, operations can be more quickly restored, getting the business back up to speed.

There is another compelling reason for implementing ECM into business continuity planning that may in fact spring from the disruption itself. Whether natural or man-made, a disaster can potentially draw regulatory, insurance, or other third parties into the situation, imposing an additional set of administrative processes and associated documents that must be managed as part of the recovery effort. In a large-scale situation, just the volume of additional paperwork may justify implementing an ECM, or may warrant expanding an existing one.

Applying ECM to Organize and Fuel Rapid Recovery— Tulane University Responds

Post-disaster: ECM helps organize the recovery effort

Tulane University, which has multiple different locations in the New Orleans region, had about two thirds of its main campus flooded when Hurricane Katrina hit in August 2005. Aside from disruption in academic coursework and administration, the University experienced much infrastructure damage. As one of the largest private employers in Louisiana, it faced a significant task in getting its staff and facilities fully operational again and resuming its momentum as an academic leader.

Tulane University has since emerged from the event and is moving ahead. The campus is back in operation and growing (for example, the medical school has seen record enrollment in 2007). Indeed, Tulane is engaged in a rebuilding effort that will continue into the foreseeable future. Directly after the event, Tulane had to reorganize under diminished resources. The University needed a robust system to track all of the information related to their recovery efforts—including insurance documents, building plans, and compliance forms relating to environmental clean-up. By helping manage documentation related to Katrina, this archiving and tracking system would help the University to gain relief funding from the Federal Emergency Management Association (FEMA), and insurance carriers, both short- and long-term. The University turned to an expanded ECM installation of DocuShare as a Web-based system in which dispersed staff could store and manage the disaster-related content in a searchable, secure, and centrally controlled manner.

DocuShare could also be configured easily to meet the highly specialized requirements of FEMA for tracking information. DocuShare's metadata tags were tailored, without requiring extensive outside customization services, to organize the information around specific fields and categories tracked by FEMA known as "project worksheets." For example, the system can assign unique identifiers, or Bates numbers (known as "Bates Stamps") to scanned document images, useful for legal purposes. Recovery-related documents on every topic from contractors to evacuation expenses have the appropriate metadata categories assigned to them. The University's ability to later access information very quickly has helped it to gain reimbursements, and is expected to support an ongoing recovery effort that may last through the decade.

After disruption occurs, ECM can be instrumental in organizing and guiding recovery efforts

These examples clearly demonstrate the importance of effective content management in keeping business operations viable. Given the multiple aspects of creating and maintaining an infrastructure that enables continuity, how should the ECM solution be approached?

Best-in-Class Capabilities Protect Your Content

Business continuity and disaster readiness planning involve careful, thorough business impact analysis and considerable investment. Creating an ECM solution as part of that effort needs and deserves the same level of risk assessment as any other operational process, so that the true impact of a disruption on the availability of content is identified and, to the extent possible, quantified. This should include both direct impacts, such as lost revenue and productivity, and indirect impacts, such as customer inconvenience and damage to reputation. It's crucial that Senior Management understand the risks and benefits, actively support, and adequately fund the effort based on intelligent due diligence.

The challenge is to establish an ECM solution that balances best-in-class capabilities with a manageable price point to accommodate the other disaster readiness investments being made. That leading functionality must enable personal productivity and collaboration for individual users, while also supporting more advanced workflows and process management across the enterprise, all in a highly secure environment. Essential capabilities include:

- **Image capture.** Methods for digitizing content vary, from scanning to email to forms capture of paper documents. A best-in-class ECM solution will preserve the original image format while adding metadata to simplify management and extraction of the captured information. Digitized content is far more easily protected, recoverable, and actionable following a business disruption. Once content is stored and managed on a server (rather than in file cabinets) it can also be regularly backed up, for example to a remote server that will be available if the primary one is not.

As part of an initial push to disaster-ready mode, a business may escalate its digitizing of historical paper documents through backfile scanning, or high-volume imaging services that can rapidly transform sometimes millions of legacy documents into a searchable, online form.

- **Document management.** Copious and diverse content is created and handled daily across any organization. An ECM solution captures and manages that content, increasing knowledge worker efficiency and productivity during normal working conditions. After a disrupting event, having automated access to digitized content becomes even more critical to facilitating worker productivity and getting the business back up to speed.
- **Web-based systems.** Particularly for a document or content management system, which may house critical policies, procedures, HR documents, and even disaster action guidelines, being Web-based can allow the system to be available and accessible by a geographically distributed workforce, days or even weeks before the rest of an organization's IT applications are functional.

- **Collaboration.** ECM routing and workflow capabilities will facilitate stronger team performance and increase productivity, particularly for physically dispersed knowledge workers. Group access and collaboration, whether for a single document or a workspace collection, leads directly to benefits like more rapid product innovations, faster order fulfillment, and other improvements that directly affect customer satisfaction and revenue growth. After a business disruption, the ability to quickly work and produce together is even more important, driving the re-establishment of normal operations and facilitating focused attention and action around business-critical needs. This is particularly crucial if the disruption imposes geographic dislocation of the team.
- **Workflow and process management.** The manual flow of documents across a business process is slow and error-prone, even in the best of circumstances. Automating formal workflows ensures that documents move along at an appropriate pace to the right parties at the right steps in a process—whether it’s ad hoc or mission-critical. After a business disruption, it’s even more important that all users are able to initiate or participate in content routing and workflow approvals, so that critical business processes can again run as efficiently as possible, as quickly as possible.

Additional considerations in implementing ECM can deliver further benefit and protection

While the above capabilities are requisite, there are some additional features that should be considered when integrating an ECM solution into disaster recovery/business continuity plans.

- **Records management.** With the proliferation of corporate content, organizations are experiencing exponential growth in extraneous information and increased vulnerability in defining what content should be a formal record. Yet classifying, managing, and protecting formal records is ever more important with today’s litigious business climate and growing regulatory compliance demands. Given that, recovery of formal records can become a mission-critical step in overcoming a disaster or disruption. Further, the disruption itself can also introduce a new requirement for record-keeping if there is related legal documentation such as insurance or medical claims or environmental controls for site rebuilding.
- **Redundancy and failover/high availability configuration.** A final angle to consider is “protecting the protection” with redundancy. A quality ECM system will help keep content available, viable, and actionable under varying and adverse operating conditions. But that option can’t be enjoyed if the physical assets housing the content are themselves compromised in a disaster. For example, when an explosion occurred in Hemel Hempstead in the U.K. in late 2006, businesses in the area were suddenly impacted. In another example, much of leading IT services provider Northgate Information Solutions’ assets were suddenly destroyed. Because their business continuity and disaster readiness plans were built to include a remote backup system, they

As businesses successfully transition from paper systems to a digitized, online model in support of disaster recovery/business continuity, guaranteed access by employees to the electronic system can become increasingly important. An ECM system must be able to scale to hold and archive ever growing amounts of content, and be able to support redundancy and failover for rapid recovery.

were able to restart operations in just a few days rather than weeks, months, or never. For many businesses, it may well be worth factoring system redundancy into the cost/benefit analysis when designing and building an ECM solution.

Xerox DocuShare is a proven example of an ECM application that strikes the balance of best-in-class capabilities with one of the most affordable price points in the marketplace. DocuShare is a global leader in scalable, open-platform, and rapidly deployable ECM solutions, and an integral part of the complete Xerox document lifecycle management offering, which includes both Xerox office multifunction systems for office digitizing of documents, and Xerox Global Services high-volume imaging services. DocuShare provides end-to-end control and protection, from the moment of content creation or capture through final use and even into long-term storage and destruction. Throughout this continuum, information remains sharable, trackable, searchable, and secure, allowing control of this vital corporate asset even when the unexpected occurs.

Are you interested in learning more?

For more information on DocuShare, please call **1.800.735.7749** or visit **docushare.xerox.com**.

About DocuShare

Xerox DocuShare, a highly intuitive and secure Enterprise Content Management (ECM) application, enables document intensive organizations to dynamically capture, manage, retrieve and distribute information easily, regardless of skill level or location. Part of the Xerox DocuShare family of ECM products, DocuShare customers can significantly improve productivity, streamline business processes, and reduce the time and cost of managing routine business documents and information. Leading the industry in speed of deployment and ease of administration and use, DocuShare significantly reduces installation and complexity, and flexibly extends into an existing infrastructure, resulting in lower total cost of ownership and faster return on investments. Tightly integrated with Xerox Document Centre and WorkCentre Pro, DocuShare can manage both hard copy and electronic content with unsurpassed ease and convenience.

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