

How the Cloud Helps Companies Survive Natural Disasters



By SADA Says | [Cloud Computing Blog](#)

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In 1994, the notorious Northridge earthquake hit Los Angeles, causing \$40 billion in damage and bringing the city to its knees. It also taught the business world a lesson in preparedness. Twenty-five years later and now in the era of information technology, businesses need to ask themselves: *“How would we recover if a natural disaster destroyed or damaged our information systems?”*

The reality is that 75% of companies don't have a plan in place for when disaster hits.¹ Not surprisingly, as it has been 25 years since Northridge and one becomes lax and focus shifts away from prevention. With this anniversary it is important to understand how a disaster can impact operations and what steps a business should take to be prepared.

Business risks from not being in the cloud when a disaster strikes:

- Buildings, offices, and on-premise networks, storage, information etc., could be destroyed or be inaccessible
- Damaged roads make it hard or impossible for employees to access the office
- Communicating with and informing the workforce can be limited or zero
- Reduced operations will cause losses in revenue

The LA County Economic Development Corporation (LAEDC) has created a [preparedness guide](#) that provides recommendations for companies on how to prepare for a disaster like earthquakes, and ensure the best chances for business continuity. One major step is ensuring that information systems don't exist on-premise, but instead are migrated to the cloud.

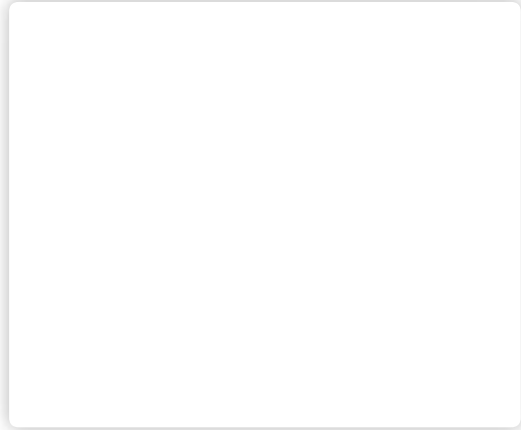
Highlighted recommendations from LAEDC as it relates to information systems:

- Engage experts to develop backup and disaster recovery strategies and test them
- Move your email system to the cloud
- Eliminate dependencies with on-premise servers and hardware
- Select out-of-region cloud hosting and backup
- Implement/develop smartphone apps that can support business operations
- Ensure critical customer information is backup to the cloud
- Increase the ability for your employees to access business systems via the internet
- Utilize other location(s) outside of the region
- Make electronic copies of important paper documents
- Eliminate single points-of-failure on information networks

Summary: Businesses that proactively migrate to the cloud can recover more easily and continue operating following a disaster. Files moved to the cloud can't be destroyed by earthquakes, floods, or other disasters. Integrating a mobile device strategy to migration plans means employees can still interact and be productive, even if offices and buildings become inaccessible.



How Cloud Migration Helps Companies Survive Amid Natural Disasters



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