

# Business Continuity

Today's enterprises require business continuity planning to ensure operations are maintained during any data center, network or building incident. IT professionals spend months to ensure that continuity plans account for physical incidents such as catastrophic building failures, natural disasters or terrorist attacks.

With this array of business continuity tools available, Comporium has designed a disaster recovery plan that fits customer's business processes, rather than forcing users to adhere to a vendor's assumptions on best practices. This datasheet provides an overview of Comporium's business continuity solutions and real-world examples to help you decide which processes will best meet your needs.

## Problems with Traditional Business Continuity Solutions

Traditional business continuity solutions from PBX vendors and network equipment vendors – both in VoIP and TDM networks – typically suffer from the following deficiencies:

- **High Expense** — This includes both the product cost of Remote Survivability “licenses,” and CAPEX/OPEX associated with maintaining lines or routes between enterprise sites.
- **Vendor Lock-In** — Survivability solutions from IP PBX vendors typically only work if your entire network is sourced from one vendor.
- **Incomplete** — Often, PBX vendors offer disaster recovery solutions if there is an outage at the premise only, while service providers typically offer only network-based business continuity solutions.
- **Generic** — In the event of a disaster, some employees may be asked to remain home while others are sent to an alternate business site. Implementing this scenario on PBXs or IP-PBXs involves high-risk translations and routing changes and expensive professional services to implement and manage.

## Comporium Business Continuity Solutions

By supporting a “tiered” model of business continuity, Comporium allows enterprises to select a solution that works best for them. Hosted VoIP supports the following “tiers” of disaster recovery:

- **Data Center** — deployments are geographically redundant. The platform will maintain operations and self-heal even when there is a catastrophic outage at a central office or data center. Subscribers will “failover” to the geographically redundant server and then “rollback once the data center is restored. This occurs seamlessly, with no changes required to either the back office/OSS or the access equipment and network softswitches/gateways.

## BUSINESS CONTINUITY BENEFITS:

- **Continuity in the Network and at the Customer Premise** — Comporium supports business continuity **both in the network and at the enterprise**; PBX solutions only provide for premise-based outages.
- **Tiered Business Continuity Solutions** — Comporium supports business continuity **both in the network and at the enterprise**. Hosted VoIP supports disaster recovery policies for the **data center**, the **access network**, the enterprise **site**, and even the individual **end-user**.
- **Works with Heterogeneous Networks** — No specific hardware is required. Hosted VoIP is compatible with PBXs, IP-PBXs, session border controllers, access devices, and phones from all vendors. This reduces your capital and operational expense.
- **Design Your Own Disaster Recovery Policy** — CIOs and IT directors are able to use Hosted VoIP tools to ensure that their communications systems meet their business process requirements rather than having to build their processes around the limitations of their communications infrastructure. Hosted VoIP allows for multiple solutions.

Many companies have separate emergency policies and protocols for essential staff vs. non-essential staff: *Hosted VoIP allows enterprises to model their communications continuity protocols based on their existing business processes.*

- **Access Network/Site** — Multiple policies allow for continuity even when a fault or outage occurs at the site or on the access network.
  - If an incoming call is destined for a site, but there is a fault in the access network, the system can **auto-reroute to an alternate “trunk group” or phone number/SIP-URI**. This backup trunk group may go to the same site (via a different path) or to an alternate site/operator.
  - If an incoming call is destined for a site, but there is a fault in the customer premise device (e.g. an IAD/GW outage), the system can **auto-reroute to an alternate customer premise device**.
  - If an incoming call is destined for a site, but the site has reached its configured call capacity (per its purchase agreement with Comporium), **the system supports “Call Bursting” capability**. This allows an enterprise to receive additional calls even though it has reached its SLA limit. The system flags the CDRs for these calls so that the service provider can charge a premium for these bursting calls.

- If an incoming call is destined for a site, but the employees cannot reach that location (e.g. due to a flood), the system supports the ability for administrators to manually reroute traffic to an alternative “trunk group” or phone number/SIP-URI.
- For outgoing calls from the enterprise, if there is a network access outage to the “primary” server, **the network will auto-correct to send calls to the geographically redundant backup server.** Outgoing calls will continue to be sent to the redundant server until access to the primary network is restored.
- For outgoing calls from the enterprise, if *all* VoIP outbound links are interrupted, **the system supports premise-based devices that provide local survivability.** These devices can both send outbound calls to the PSTN via a direct TDM connection and auto-sync the dial-plan, allowing intra-site calls (and features) to continue to work correctly, even though outbound calls are not sent to the system.
- **User Solutions** — User-based continuity features are also supported. This is an *extremely* powerful feature, because it allows IT owners to customize their business continuity policies on a per-user or per-department basis. For example, in the event of an emergency, an enterprise might send non-essential personnel home and essential personnel to a restricted location. Examples of per-user continuity solutions include:
  - **Alternate Fixed and Mobile Devices** — The *Shared Call Appearance* and *Simultaneous Ring* features allow users to have multiple devices or phone numbers associated with their account, including alternate IP phones, analog phones, mobile devices or soft clients. Employees can make and receive calls on these alternate devices, while keeping their phone number, features and corporate dial plans.
  - **Hoteling** — “Hoteling” functionality is also supported (sometimes called “hot desking”) functionality. This allows employees to log-in to a guest phone. Once they have logged in, the phone acts exactly like their desk phone – all their network features, phone number(s), and dial plan capabilities “move” to the guest phone.
  - **Remote Office and Teleworker Features** — If employees do not have the *Shared Call Appearance* feature, they can still have the functionality to work from other phone numbers. For example, users can work from their home phone or use soft clients and USB headsets, and employ the *Remote Office* and *Teleworker* features to maintain their business number, dial plans (including click-to-dial and voice portal calling to avoid long-distance charges on the home account) and business functionality.

## Summary

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Every business – large or small, fixed or converged, single-site or multi-site – demands some degree of Business Continuity.

Comporium’s market-leading Hosted VoIP platform allows Enterprises to design continuity and recovery solutions that meet the specific needs of their business.