

MARKET BRIEF

Assuring Business as Usual for Higher Education

Just like any for-profit business, institutions of higher education have a responsibility to their stakeholders to continue operating even in the event of natural or man-made damage to their physical infrastructure. This infrastructure includes the information technology required to keep the institution functional, as well as the data stored within its applications and the physical hardware that runs them. This information ranges from student records to academic research, budget plans to personnel records and course schedules to dorm assignments.

AT&T has years of experience creating, maintaining and operating disaster recovery services and facilities for some of the largest corporations and government agencies in the world. Colleges and universities can trust AT&T to help them prepare for almost any eventuality, so they can return to their primary role of teaching and education as quickly as possible after an emergency.

Steps to Recovery

Disaster recovery experts agree that the road to recovery begins long before disaster strikes, in the conference rooms where the leaders of the organization gather to plan their response to a fire, flood or other loss. This planning must include everything from identifying and restoring critical applications to having contracts in place with emergency services vendors.

When disaster strikes, key decision makers need reliable voice and data communications to assess the scope of the emergency and to coordinate the institution's response.

Once communications have been restored, the institution needs to recover critical applications, such as payroll, so that its faculty and staff can meet their day-to-day needs and be available as soon as possible to return to work.

Another critical requirement is recovering the information on which the institution runs. This ranges from day-to-day financial transactions to historical data about student performance, the lengthy reports needed to prove compliance with government mandates and the giant databases containing the results of years of research work.



The more quickly the institution can recover this data in the wake of a disaster the more quickly it can resume normal operations, ranging from billing to research to seeking support from alumni and other supporters.

Getting back to business requires more than just data. It requires access to the servers, networks and other IT infrastructure required to conduct normal operations. In the wake of physical disasters, colleges and universities may even need access to alternative locations from which their faculty and staff can work.

Summary

Colleges and universities face the same physical and information security risks as every other institution. In the wake of an emergency, their ability to quickly resume operations and recover critical data helps determine whether and how quickly they can resume operations and fulfill their missions. AT&T brings decades of experience to the complex job of protecting critical data and restoring information services as quickly as possible.

AT&T's audio, video and Web conferencing services make it easier for academic and public officials to create, practice and update emergency response plans.



Risks Hit Higher Education

Institution:	Damage Caused By:
William Jewel College	Tornado
University of Missouri	Tornado
Colorado State University	Flood
University of North Dakota	Flood
California State University-Northridge	Earthquake

AT&T Enterprise Hosting Services offer a rich portfolio of flexible hosting solutions to help ensure uninterrupted access to, and improved performance of, critical data and applications.

AT&T's Enterprise Recovery Service offers customers flexible, subscription-based recovery solutions – from hot sites to mobile recovery units – that address businesses' most critical operations and assets. These include call centers, mainframes, operating systems, storage systems, PCs and local area networks.

AT&T StorageConnect ServiceSM provides a storage transport service for vital data protection functions such as networked storage replication, tape pipelining, tape backup and data recovery. AT&T StorageConnect

Service is a fully managed, flexible, multi-location solution that allows academic institutions to balance risk, cost and performance.

AT&T's Remote Vault Service is an easy-to-use service that backs up data from PCs and servers using a school's broadband Internet connection. After the data has been securely transmitted to an offsite location, it can be recovered from any Web-enabled PC, speeding data recovery from locations not affected by the disaster.

Key Benefits:

AT&T can help colleges and universities recover from disasters with:

- **Web, audio and video conferencing services that facilitate the planning, updating and practicing of disaster plans**
- **Data protection services that allow institutions to quickly recover critical data**
- **Recovery services that provide alternate sites to run critical applications and systems, and to accommodate faculty and staff**

For more information contact your AT&T Representative or visit us at www.att.com/edu.



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