

WHAT CAN COLOCATION DO FOR YOUR BUSINESS CONTINUITY PLAN?

How Can Your Bank Prepare for a Disaster?

The most useful thing your bank should do in preparing for a disaster is protecting your infrastructure. By keeping them in separate locations, server and application redundancy is ensured. So how does adopting colocation come in?

BITS Colocation Solution Offers:

- Redundancy
- High Availability
- Equipment Protection
- Regulatory Compliance
 - Facility is SSAE 16 Compliant
 - Improves your requirements for Business Continuity with an always-on datacenter option
- Facility Security
- Versatility
 - Leveraging the BITS Network, connectivity options can be customized based on your unique requirements

"We were an early adopter of an advanced technology Disaster Recovery approach. We built a hot site at BITS Datacenter in Newark and created a disk-to-disk replication and server virtualization model several years ago. Fortunately, we did not have to initiate DR during Sandy, but it was reassuring to know that we were fully equipped and prepared to do so if needed."

- Howard Bruck, Hudson Valley Bank, CIO

Why is a Business Continuity Plan Important?

As a NJ based company, we at BITS were affected by Superstorm Sandy like countless other businesses in the area in October 2012. With far-reaching and devastating damage along the East Coast, Sandy was the second costliest natural disaster in American history. Few banks expected such widespread consequences, be it extensive power outages or complications with fuel shortages. Affecting countless individuals, Sandy is just one example of a natural disaster that can have immense ramifications on those you serve, your community. Does your community bank have a plan in place if any of these occur?

In the immediate aftermath of natural disasters, the damage is often worse than anticipated, meaning it is imperative to get your bank back up and running as quickly as possible, with a steadfast plan, to continue serving your customers' needs. However, it goes without

saying that 'Big Name' vendors' and carriers' first priorities do not include getting community banks back to optimum operation. Instead, their main focuses include larger customers, hospitals, big banks, and universities. So- where does that leave your bank and the community you serve? And - how can you make sure your Business Continuity Plan will pass your strict regulators' standards?

- Hurricanes
- Power Outages
- Earthquakes
- Winter Storms
- Tornadoes
- System Outages
- Man Made Disasters

BITS helped to both create and test our DR program. We look forward to continue working with BITS as we move our advanced technology plans forward.

- Howard Bruck, Hudson Valley Bank, CIO



Are You a Candidate for Colocation?

- Looking to improve your business continuity plan?
- Proximity of your operations center and disaster recovery location too close?
- Moving from tape or local disk backups to a more scalable and robust solution?

Value Add of Colocation:

- Newark Datacenter has HIGH priority in Newark power outages
- Dedicated engineers and facility managers
- Looks like another branch on your network
- Connectivity to your third party providers (Core Processors, ATM, etc.)
- Enhanced Rollover for your other locations and applications
- "On-Net" with your private data network



How did BITS Respond to Customers Affected by Superstorm Sandy?

- Proactive notification
 - Periodic updates in the weeks leading up to Sandy
- Reliable datacenter
 - Remained fully operational while the city of Newark was without power
- On-site visits for extreme cases
 - Ex., extensive damage for our Jersey Shore-area customers
- Dedicating 24/7 Customer Service resources for expedited recovery
 - Our entire team of CSC engineers



Contact BITS today to see how your bank can prepare itself for anything by signing up for Colocation.