SEGRA®

When Nature Strikes, Will Your Business **Stand Strong?**

Effective disaster recovery planning starts now.

Natural disasters wait for no one and spare no business. The difference between resilience and catastrophe lies in preparation. SEGRA helps your business brace against the unpredictable. Our disaster recovery solutions, including Disaster Recovery as a Service (DRaaS), ensure continuity when and where it matters most.

The Cost of Unpreparedness: A Price Too High

The figures are stark – many organizations lack a documented disaster recovery plan, and the consequences of such unpreparedness can be dire.

From extended downtime to the permanent closure of doors, the impact stretches far beyond the immediate aftermath of a disaster.

With investments like our Ubiquity Project, Segra goes beyond recovery by proactively fortifying our network to ensure 400G+ capacity and establishing redundant paths from Georgia to Virginia. This infrastructure enhances resilience and provides seamless failover experiences – with Recovery Point Objectives (RPO) measured in seconds –so your connections stay strong, even through the fiercest storms.

Segra's comprehensive approach leverages continuous replication to our enterprise-class data centers and on-staff engineers ready to support rapid recovery with minimal data loss.

Our checklist, found on the next page, guides you through the essential steps to safeguard your operations, assets and, most importantly, your people in the face of natural disaster.

5X
increase in natural disasters in the last 50 years

Source: World Meteorological Organization

46%
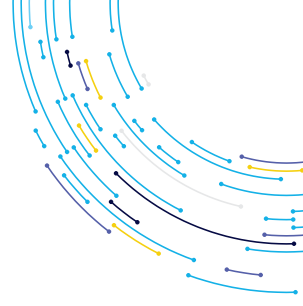of organizations have no documented disaster recovery plan in place

Source: FEMA

25%
of businesses never reopen after a natural disaster

Source: FEMA

Let's create winning connections together.

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10 Critical Steps for Disaster Recovery Preparedness

☐ **1. Define Your Recovery Time Objective (RTO):**
Understand the cost of every minute your operations are down.

☐ **2. Set Up Offsite Disaster Recovery Storage and Sites:**
Prepare for any scenario with hot, warm and cold sites ready to take over operations.

☐ **3. Assemble a Recovery Team:**
Designate roles across departments for a coordinated disaster response.

☐ **4. Document a Communications Plan:**
Maintain clarity and trust through a plan that helps guide communications with employees, vendors and customers.

☐ **5. Ensure Regular Data Backups:**
Protect your most critical business data with frequent and secure backups.

☐ **6. Secure Your Physical Facility:**
Safeguard your physical assets against damage, build redundancy where possible and comply with regulations.

☐ **7. Conduct Data Disaster Drills:**
Test and refine your plan with real-world scenarios.

☐ **8. Inventory Your Assets:**
Keep a current list of all hardware and software for quick insurance claims and replacement.

☐ **9. Establish the Recovery Point Objective (RPO):**
Determine how often to back up your data to minimize business interruptions.

☐ **10. Regularly Update Your Plan:**
To face new challenges head-on, keep your strategy agile.

Prepare Today. Prevail Tomorrow.

Proactive disaster preparation distinguishes the visionaries from the vulnerable.
Add readiness to your competitive advantages.

About SEGRA

Segra owns and operates one of the nation's largest fiber networks and provides best-in-class business connectivity, cybersecurity, cloud and voice solutions in our 28-state footprint. Our network engineers are ready to help you assess your network preparedness and IT disaster recovery plan.

Request your free network assessment and planning session today.

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