

1. Business Continuity

1.1 Introduction

The ability to be able to maintain communications, and specifically telecommunications, is the key to effective Business Continuity Management. In an era where the transfer of information around the world takes only seconds, waiting hours, or even days, to re-establish your telecommunication links, the ability to receive incoming calls – the lifeblood of any organization - will place the reputation of your business under serious threat. Remember....*nothing significant happens in business until the phone rings!*

GemaTech have addressed this problem by developing two unique products, BCM and BCM^{LITE} which have been specifically designed to enable any company, large or small, to *“instantaneously, and seamlessly, recover 100% of incoming calls directed to individual geographical DDIs by intelligently re-routing them to any other number, or series of numbers, literally anywhere in the world”* in a simple to use, cost effective manner.

1.2 Five Key Questions to ask yourself when considering the need for telecoms continuity.

- What would happen to *your* business if your customers and suppliers could not talk to you over the telephone?
- How much money would *your* business lose if your customers and suppliers could not talk to you over the telephone for an hour?... half a day?...a day?... or even a whole week?
- What impact would the loss of your incoming calls from *your* customers and suppliers have on *your* brand and perception of *your* company in the market place?
- If *your* existing customers could not talk to you on the telephone, would they approach your competitors and place orders with them? And if they did....would they return to your company once your telecommunications infrastructure had been restored?
- Have you *really* thought through the implications to *your* business of any or all of the above adversely effecting *your* company?

1.3 GemaTech’s BCM^{LITE} Product

GemaTech’s BCM^{LITE} product has been specifically designed for conventional businesses that are simply looking to divert any number of individual DDIs to any number of alternative individual locations and is capable of being invoked literally seconds after a communications failure has occurred. Any number of individual call plans can be established in advance using simple Excel spreadsheets with supervisors/managers simply selecting the most appropriate plan and literally “dragging and dropping” the selected plan onto the appropriate BCM^{LITE} icon located on a laptop/remote PC that has a data connection to the BCM^{LITE}. The operation of the system is simplicity itself.

1.4 Features include the ability to immediately transfer:-

- The recovery / transfer of individual voice, Fax, video conference and data calls can all be intelligently re-routed
- The ability to intelligently re-route both geographic and non-geographic numbers
- An individual number to individual number.
- Incoming calls to a consecutive range of DDIs to an alternative consecutive range of DDIs – creating a traditional “hunt group” scenario.
- Any specific DDI to any number of alternative DDIs.
- Calls to a specific DDI can be evenly “shared” between any number of alternative DDI numbers.
- Calls to a specific DDI can be re-routed to a number of alternative DDI numbers but prioritized as to the specific order the alternative numbers are contacted – with a variable ringing time able to be selected per individual number tried.
- Calls to specific DDIs can be played any one of up to 100 (approx.) company specific announcements per DDI before answer (max. recording time 10 minutes across all recordings).
- Any number of DDIs can be re-directed to a single DDI – with an announcement being played to the caller, whilst an announcement to the person being called advises who/which number is being redirected to them.
- Some or all incoming calls to specific DDIs can be terminated with the playing of any number of individual personalised messages prior to call termination
- Some or all incoming calls to an individual DDI can be immediately terminated (to reduce the number of Primary Rate ISDN 30 connections required in an invocation) delivering the caller Number Unobtainable (NU), or “Engaged” ring tone.
- *All re-routed calls can be call recorded – by adopting GemaTech’s SVR^{LITE} secure voice recording module.*