

Disaster recovery makes a comeback

By David Binning on Sep 5, 2013 8:48 AM
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Any solution provider struggling to have their customers understand the importance of disaster recovery need only remind them of last year's Hurricane Sandy in the US.

The Category 3 hurricane generated terrifying winds and a resulting surge in sea levels in the south as blizzards beat the north.

Power was out from Virginia to New England, crippling one of the most densely populated areas of the country as supply chains were thrown into disarray.

Dubbed 'Frankenstorm' by the US media, Sandy flooded businesses in downtown Manhattan and forced the New York Stock Exchange to close for the first time in 30 years.

United Airlines lost \$US90 million in flight cancellations. Pharmacy giant Walgreens had to close 1,400 stores. US telcos reported to the FCC a quarter of all mobile phone sites across 10 states went down while cable operators reported 25 percent broadband outages.

All up Sandy cost the US economy \$US70 billion.

Closer to home, the earthquakes that rocked the New Zealand city of Christchurch in 2010 and 2011 had a devastating impact, even for a country well accustomed to the vagaries of tectonic plates. Important businesses including one of the country's biggest TV stations were reduced to rubble, while significant parts of the city remain condemned and off limits.

Engineers and staff at NZ services provider CCL were as busy as one armed paper hangers trying to keep customers online during the event.

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