Room Alert
We've got this.

Enhance Your Business Continuity Plan And Protect Your IT Facilities With Proactive Environment Monitoring From Room Alert

Business Continuity Plans are critical to protecting organizations against costly downtime and data loss. Data centers, server rooms, telecom closets and other IT facilities are particularly vulnerable to downtime caused by factors such as temperature, humidity, power loss and more. Environment monitoring should be a key factor in your Business Continuity Plan.



Establishing Complete Business Continuity

Business Continuity is a term that, hopefully, by now sounds familiar. It means exactly what it says. Business Continuity aims to maintain the continuity of a business's operations. So, Business Continuity Planning is the act of preparing and planning for how a business will continue operations, especially when faced with unforeseen circumstances. Unforeseen circumstances can range dramatically from minor interruptions or massive disasters. Regardless of the kinds of situations you may be faced with, your Business Continuity Planning needs to be prepared for all of it because disaster strikes unexpectedly and usually without any warning. You need to be proactively prepared beforehand to ensure the continuity of your business operations. The topic of Business Continuity Management is a vast one that includes Emergency Response, Disaster Avoidance, Business Resilience, Risk Management and Crisis Management.

The main goal of Business Continuity is to prevent, minimize and manage any unexpected event that otherwise could lead to costly downtime, damage or even bankruptcy and business closure. Downtime is the biggest threat to a business's success because it leads to spending money and resources on costly repairs, closing your business's doors, being unable to service customers as usual, tarnishing your reputation and worse. A strong Business Continuity Plan prepares for tackling unexpected issues by identifying any potential threats to an organization's operations, and detailing how those threats should be addressed.

For example, one particularly detrimental form of data center or IT downtime is overheating servers. Servers are often stored in an IT closet or other small room, which means drastic overheating can happen very quickly when cooling systems fail. Unlike other equipment that is likely stored in a more open environment, servers usually do not experience that consistent air flow. Overheated servers lead to the server shutting down and therefore data loss. Data loss is a very serious issue.

About AVTECH

- In business since 1988
- Found in 187 of 196 countries worldwide
- Distribution in Rhode Island, USA and Shannon, Ireland

Room Alert Basics

- Multiple monitor models
- Pricing begins at $195
- Full range of sensor options and types
- Solutions for every industry, type & size organization

Room Alert Monitoring

- Online Room Alert Account dashboard
- Local software provided
- Monitor with any third-party SNMP & JSON platforms

AVTECH

It is a top reason why businesses, facilities and organizations lose irreplaceable, confidential and vital data. Data center downtime will leave an IT manager with a plethora of problems. High heat and humidity can fry your server's hardware and cause irreversible damage. According to ERS IT Solutions, on average a company will lose 545 hours of employee productivity because of IT downtime. Here, the goal is to stop disasters and downtime in their tracks so your business can return to normal operations with as little interruption as possible.

The secondary objective that comes from a very complete and comprehensive Business Continuity Plan is to actively work to increase uptime, business resilience, employee safety, customer satisfaction, business reputation and all other factors that will help increase revenue. Not only will effective Business Continuity save your business money from avoiding downtime, but it can also make your business more money by helping you streamline and improve aspects of your routine operations. So proactive Business Continuity Planning serves to identify any and all elements of an organization that can be negatively impacted during an emergency or other unforeseen circumstances by creating comprehensive solutions for how to tackle those events. Business Continuity takes the approach of preparation and preparedness to help you keep your businesses open and running as much as possible.

Perhaps the most powerful and relevant example to express the importance of Business Continuity Management is the COVID-19 pandemic. Though Business Continuity Planning has been around quite some time, not many- if any- businesses were fully prepared for a virus significantly impacting the entire world in 2020. A Gartner Business Continuity survey from March 2020 showed that only **12%** of organizations felt highly prepared for the impact of Coronavirus as part of their preexisting Business Continuity Plan.

Additionally, a mere 2% of respondents believed that their organization would be able to continue as normal. ***That means 88% of businesses took a less-effective reactive approach to COVID, versus the efficient proactive approach.*** The key is what we've been preaching at AVTECH for decades, protect your facilities now to have peace of mind tonight. Costly disasters strike expectedly, so the time to prepare was yesterday. Don't Wait Until It's Too Late!

Proactive Planning and Preparedness

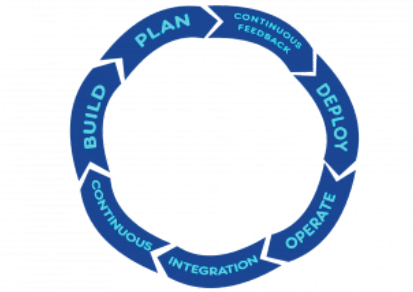
The best approach businesses can take for ensuring longevity and success is by planning for unforeseen events before disasters occur through comprehensive Business Continuity Planning (BCP). Effective BCP is actively preparing for unexpected situations that can lead to costly and irreparable downtime. Continuing with the COVID-19 pandemic as an example, businesses can strengthen their Business Continuity Planning by learning from past experiences to improve future situations. This means accounting for all possibility of unexpected issues, potential threats of downtime and everything in between that can spell disaster for your business.

The reactive approach that we talked about earlier, as many took who were unprepared for COVID, is known as Disaster Recovery (DR). The key difference between this and Business Continuity is timing. Timing is everything. Business Continuity aims to continue operations as usual, even when there are potential threats for disruption. Disaster Recovery focuses on responding to an unexpected event by evaluating how to return operations to normal as quickly as possible. Without a clear understanding of BCP among you and your entire team, your business will likely have to pause operations or temporarily close its doors to some degree in the face of any adversity. While you cannot see into the future, take 2020 as a life lesson to attest to the importance and value in preparing beforehand, because eventually the unexpected does occur.



So now that we understand the importance of Business Continuity Planning, where should you start? There are so many aspects to tackle from employee and customer safety, to data loss, to inclement weather and the list goes on and on. Well, the best way to start attacking the massive task of Business Continuity Management is with a clear and concise Business Continuity Plan.

A Business Continuity Plan is a written document that details all procedures and protocol an organization will follow when faced with any unexpected situation. This can range from a cybersecurity attack, to an environment-related issue like a fire, or essentially anything in between that, left unaddressed, will interrupt operations as normal. It clearly outlines all of the steps that everyone on your team should take before, during and after any form of disruption. Having a written Business Continuity Plan is important because it helps strengthen communication across your departments, protect confidential employee and customer information, prevent data loss, secure inventory, and overall mitigate risks associated with threats of downtime.



To get started, find a general Business Continuity Checklist (BCC) to use as a template. Then, personalize it for your specific business, facility or organization. Ensure that it accounts for all parts of the business that need to be protected during unexpected downtime. Get as detailed as possible so that nothing is ambiguous or confusing for your employees. Develop an all-encompassing, complete Business Continuity Checklist that details the who, what, when, where, why and how protocol for before, during and after an event. Distribute this BCC to everyone on your team so they fully understand the responsibilities they share in the event of an emergency or unexpected event.

Even after you've completed this step, there is still work to do. A massive component to Business Continuity that lots of people neglect is the follow-up. Make sure you review and revise your Business Continuity Plan at least quarterly, but especially after any forms of downtime occur. Be sure to spend time reflecting to perform an effective retrospective review of how your Business Continuity Plan worked. Ask yourself what worked? What didn't? Is there anything that you forgot to include?

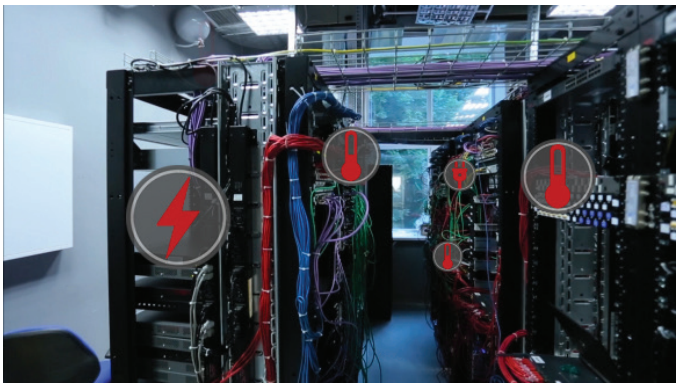
59% of businesses claim that IT downtime in their data centers and server rooms lasts a half day or more, while 27% of data centers say downtime lasts 1-3 days. Especially compared to other departments, IT facilities heavily contribute to the success of the entire organization by allowing people to service customers, communicate efficiently and more. By following up on how your BCP stood up in a real-life emergency situation, you can learn and grow as a business.

Again, the key to everything mentioned previously is preventing all forms of costly downtime and damage by means of proactively preparing. For example, COVID-19 has taught many businesses that certain aspects need to be revised and updated as now many facilities are understaffed or completely unmanned. These are conditions that likely weren't considered prior to 2020. If you choose to ignore changes in the BC world, especially in light of Coronavirus, your business will inevitably experience downtime, damage, expenses, bankruptcy and more that likely could have been entirely avoided or at least somewhat minimized. Until and unless your business reaches a point where you never experience any forms of downtime, there are always improvements to be made.

Prevent, Minimize & Manage Threats Of Potential Downtime

Here at AVTECH, one new feature we're developing for our customers is a "Downtime Calculator". We see this as a tool to help businesses better understand the immense value in planning and implementing preventative measures. Our Downtime Calculator will allow businesses to input some basic information, such as number of employees, to help determine a rough estimate of how much money is being lost for each minute of downtime. This is intended to illustrate how costly downtime can be, even in a short period of time. Our "Downtime Calculator" will also emphasize the importance of tools and services that work to minimize and prevent downtime. Chances are, regardless of the specifics of your business or organization, preventative downtime tools will essentially pay for themselves after just one event of downtime was prevented.





Whether you're a small startup or a large business, downtime harms a business's ability to service customers, maintain routine operations and so on. The more facilities, employees, customers, data and equipment you're responsible for- the more harmful downtime will be, even for only a few minutes. In today's online world, downtime for even a few minutes can mean life or death to the entire organization. According to a survey done by The Ponemon Institute, the average downtime across industries costs a company $5,600 per minute or $336,000 per hour!

When you look at shocking statistics such as this, you begin to understand the importance of investing in tools, services and equipment that will strengthen your Business Continuity Plan by means of Risk Management; preventing, minimizing and managing downtime.

Business Preparedness is crucial to successful and efficient Business Continuity. In the same thought, being proactive and taking preventative measures is important to understanding how to prevent downtime. By understanding the causes of downtime, you can better understand how they can be managed through tools that monitor for potential threats of downtime. An astonishing 30% of downtime is caused by environment-related factors. So no matter what kind of business you are, environmental downtime needs to be an essential part of your Business Continuity Planning. Temperature, humidity, power, water, fire, motion, and room entry are just some of the factors that contribute to environment downtime and lead to the costly downtime we discussed earlier.

Environment-related Downtime & Damage

Environment-related downtime comes from various kinds of environment conditions. These conditions include temperature, humidity, power, water, smoke, fire, motion, room entry, air flow and more. The kinds of downtime that can come from environment conditions include data loss, hardware failure, mold and water damage, security vulnerabilities, decreased employee cognition, power loss and more.

Temperature and humidity monitoring are the single most important factors to monitor within your facility because half of all environment-related downtime is due to damage caused by temperature and humidity conditions! That means that with temperature and humidity monitoring alone, you're already proactively protecting your assets against 50% of all environmental downtime.

Temperature monitoring is beneficial because it provides you with the tools to improve your Business Continuity efforts and therefore improve your Risk Management skills as well. This includes but is not limited to increasing employee productivity and customer satisfaction, keeping inventory safe, and preventing data loss and overheating in technology spaces. Temperature monitoring can be customized to fit your unique facility's needs. Perhaps temperatures too low will negatively impact your inventory or maybe temperatures that are too high will damage your sensitive equipment.

Power monitoring is another environmental factor that impacts temperature and humidity and can lead to environment-related downtime. You cannot always control if someone hits a power line outside your office building, and leaves your facility without any power for an extended period of time. You do however have the ability to be proactive and install tools beforehand that will notify you of any power outages, during the event of an unexpected emergency. Power monitoring means you can know anytime your equipment loses power. This allows you to stop costly downtime in its tracks by immediately responding to your HVAC units, refrigerated items, and such before disaster strikes.

Power monitoring can usually tie back to the 50% of downtime caused by temperature related issues. If your building loses power, and your supplemental AC unit turns off, temperatures in your data center will rise. Having environmental monitoring in place means you and your team will be notified so you can address the potential threat of downtime before it leads to overheated and ruined computer hardware.

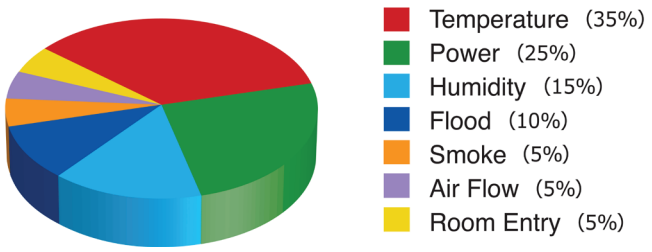
Monitoring for water damage is another key player in the causes of major environment-related downtime. Did you know that water damage is 10 times more likely to occur than fire damage? Monitoring for the presence of water or other liquids, where they should not be, also helps identify small leaks sooner. You'll want to catch a small leak in its tracks before the problem worsens and leads to employee injury from someone slipping due to a puddle, or mold and mildew forming on the walls and floors of a building that can quickly cause extensive structural damage.

Flooding is another concern to look out for, as it can also irreversibly damage any nearby equipment and lead to important data loss. Another issue that can arise from water damage which is often overlooked is damage due to pipes above. We recommend you look up, especially in your data centers, serve rooms, and other spaces where expensive IT equipment is stored. Ask yourself, do you have any kinds of pipes in the ceiling above this equipment? Furthermore do you have the protocol in your Business Continuity Plan to handle a problem if these pipes were to burst or leak? If not, you have a big weakness in your Business Continuity efforts.

Smoke and fire monitoring helps you identify problems quickly and resolve them swiftly before severe damage, injuries and worse occur. Monitoring for smoke means your environmental monitoring will catch the detection of smoke in the air. Most building smoke detectors are designed for the safety of its occupants. However, additional monitoring for smoke and fire can notify IT staff of an emerging issue so they can immediately begin backups and safe shutdowns of sensitive equipment, or even begin the process of rolling over to a backup operations site. Smoke can also quickly lead to structural damage to your facility's walls and floors, which is a completely different issue than any damage caused by the fire itself. Smoke damage coats objects in soot and odor, which is bad for customers, employees, inventory, equipment etc.

Though this specific kind of damage is often overlooked, it is critical to factor into your Business Continuity Planning because it can be very deadly. Fire damage is property that is physically damaged as a result of the burning in a fire. For obvious reasons, this is also extremely dangerous. It is crucial that businesses invest in the wellbeing of their people and assets by incorporating environment monitoring for smoke and fire.

Motion and room entry monitoring increase employee and building safety and security by letting you know who is accessing what, when, and where. Environment monitoring for motion typically includes motion sensors. Motion sensors work to monitor for movement and help facilities identify who is moving where and when. Motion sensors increase security, especially areas concerned with confidential information, employee records, etc. Room Entry sensors work in the same way and add more layers of security and protection. Room Entry sensors help secure your stock, data center racks, safes & vaults, and overall Risk Management. With Motion and Room Entry monitoring in place, you're helping to prevent unanticipated downtime and security concerns in server rooms, data centers, filing cabinets, racks, and cold storage doors and rooms and more.



Environmental Causes Of Data Center Downtime

These are just a few examples of the kinds of environment concerns that your organization should be monitoring for, and the kinds of damage and downtime that can occur if you're not proactively monitoring the conditions in your environment.

How Room Alert Can Help

Needless to say, just like with Business Continuity, any successful business needs to stay proactive and prepared with environment monitoring. If the conditions in your environment are being monitored, you're already taking a major step towards preventing 30% of downtime that causes businesses to lose money, resources, and potentially declare bankruptcy as a result. Our superior Room Alert proactive environment monitoring products are the best choice you can make for your business, facility, or organization. Recently, Room Alert was awarded the Corporate Vision Magazine "Best In Environment Monitoring Solutions" 2020 Award. As the market leader in Business Continuity and IT & Facilities Environment Monitoring since 1988, we're proud to provide our customers with superior monitors, sensors, accessories, and online services to prevent all kinds of environment-related downtime and damage. That is why Room Alert is currently used in 187 of 196 countries, in Antarctica, and in space, by organizations ranging from small to mid-sized businesses to the majority of the Fortune 500 and every branch of the US military.

Never has our Room Alert environment monitoring offered more layers of advanced technology, security and encryption as it is now with our Room Alert PRO Line. The Room Alert PRO Line was created to support higher security organizations such as banks, higher education institutions, government (military), telecom facilities and all other organizations that need to protect and secure sensitive information. The Room Alert 32S and Room Alert 12S offer HTTPS/SSL web interface, SSL/TLS email notifications, SNMP versions 1, 2c and 3 and 2048-bit encryption.

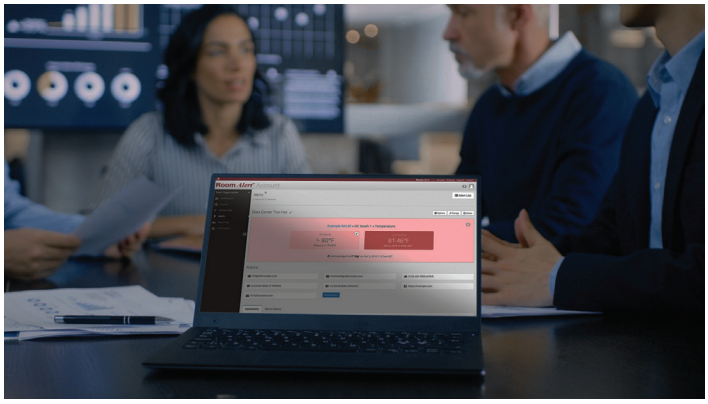
Don't let your business join the statistics of 75% of small to medium businesses that do not have a strong Business Continuity Plan to help prepare for all forms of costly downtime. Have peace of mind tonight knowing your assets are safe and secure.

Why Is Environment Monitoring Critical For All Business Continuity Plans?

We know that effective Business Continuity takes into account all potential forms of downtime and completely addresses how to handle such situations, if and when they do arise. Business Continuity Plans ensure that a business will be able to continue operations as normal, and minimize downtime even in the face of unexpected circumstances. Environment monitoring is the best and most proactive way to address environment-related situations that can, left untreated, unfold to costly disasters. Environment monitoring will protect your people, resources and facilities from problems such as flooding, to mold damage, equipment failure, employee injury, data loss and more. Any business that has employees, customers, data, inventory and a reputation to protect will benefit from secure environment monitoring. Environment monitoring should be a critical part of every organization's Business Continuity Planning and Room Alert is the best solution for proactive monitoring and sending alerts for all kinds of environment conditions. If you want success and longevity for your businesses, facilities and organizations, then it only makes sense to protect your assets with the best environment monitoring available...Room Alert!

Room Alert protects people, property, and productivity to provide Peace of Mind.





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