Welcome to today's webinar, recover from the most likely disaster: Power outages. My name is Scott Teel with Agility, and I will be your moderator.
And as always before we get started I have to cover the typical housekeeping item. Today's webinar should last about 30 minutes, including time at the end for questions. And we encourage you to use the go to webinar control panel on the right side of your screen to submit those questions.

We do have a large audience today so we may or may not get to all of the questions, but rest assured any question you submit we will answer even if we have to answer those individually offline after today's webinar.

Also this webinar is being recorded and a link to the recording as well as a link to download the slides will be emailed out to all of our registrants tomorrow afternoon. That same link to download the slides you can see on the screen there now. Please do pay special attention to that link, however, you must enter the HTTP portion of that link in order for it to function correctly. And also it is case sensitive. So you will want to enter all lower case letters.

Now, as we turn our attention to today's topic, I would like to remind you this is the second webinar in a special series of four sessions that are presented as part of national preparedness month. For access to the other webinars in this series, you can visit a new website called NPM2005.com. Today's topic addresses the most common disruption to businesses nationwide, and that
is power outages. Now, we all know that most of these are short term disruptions but that doesn't mean that we can afford to ignore them or be unprepared for longer outages. The good news is that this doesn't necessarily mean you have to spend a lot of tremendous time or money getting prepared and so we're going to share a lot of best practices with you today.

We're honored to have with us today Mark Norton, Agility director of continuity planning. And every day he works with the members to help them plan for and recover from disasters including assisting those members during actual real world disasters. He's a bit of a first responder in this regard and he's dealt with hundreds if not thousands of actual boots on the ground recoveries from large scale disasters like Hurricane Sandy to the one-off isolated event.

So that experience is going to lend itself as well to today's topic since about 70 percent of our recoveries here deal with power recovery. So welcome to the stage.

>> Thanks, everyone, for joining us this afternoon I love talking about this topic because I think it helps the majority ever organizations prepare for something they're very likely to face, as Scott was mentioning at Agility, this is our most common response is to power outages, and 70% of organizations will face a power
outage within the next 12 months, occasionally in there there is going to be the long term outage spreading over a couple of days or weeks if it's weather related. So I wanted to talk about how to prepare for a power outage, but also share tips and best practices to help you recover from an outage if one occurs in the near future. As with any recovery strategy, the main goal is safety, that safety first, certainly applies to power outages and one of the things that any organization can do to really best prepare your staff to survive this type of disruption is to have an evacuation drill.

Some of you are required to have those, others of you are not required. Regardless of the regulation, I encourage everybody to reach out to their local fire department and get this training. They're more than happy to come by, not only check your office, you have proper monitors and times, money, those types of things which will should be the case, they can help you map on evacuation strategy or plan and observe that with your staff. I know it's not ton of fun, not as fun as it was when we were in school and we got to do it and get out of class. However, it is a very important thing. The biggest element of confusion in any type of outage is the loss of lighting. You can't see as well as you can in normal business operation. For that reason you have a lot of people getting confused and not necessarily doing
what they would do in a normal situation. So definitely be prepared for that. Another key factor is just understanding the roles and responsibilities people have. And what you're supposed to be doing ideally in this situation. Something I wanted to draw attention to, in the middle of the bullet points, remain indoors. I think that may be surprising to a lot of people. Power outage, I need to get outside of the property, but sometimes the thing that's causing the outage is far more dangerous than what could be in the building even in the absence of light.

So have this conversation, understand certainly what your local fire department can recommend but also knowing your general risk, what makes sense in terms of the location or the meeting place that you should have for employee. And considering roles and responsibilities, designate a person to have a role call for either the entire office or maybe just a department if you're a large organization, and so you can make sure in the event of a power outage you know where your people are that if it had to be evacuate that they could do that safely.

It's also a couple of things around facilities that we wanted to share with you. These will really help mitigate the impacts of a power outage. Simple thing like having battery back-ups, thinking about where you are in your geography, what are you exposed to. And then
certainly, certainly is, certainly, never try to run a generator indoor or do anything dangerous with electricity that you're bringing in to get you back up and running. This is really something that oftentimes PM fall victim of the hero complex and they try to do things that they're really not in the best position to do, certainly in the time that they're asked to do it and people make simple mistakes they would never make on a regular day.

>> Mark, one thing to add, especially as it comes to facilities in the area of facility access, a lot of buildings these days use the RF ID cards in order to gain access to and from buildings. And while most of those systems do operate with I battery back up, if the power outage lasts long enough, those battery backups may fail. So you want to make sure you have keyed access to at least one door to your facility and that someone always has that key, either on their person or in a safe location off site.

>> It's a really good point. We have that here at Agility, and we've had to use that system before getting back into this office of the definitely a good thing to invest in. It's one of the ways that you can mitigate the risk of a of a power outage. You can't eliminate the risk. And that's a take away I hope we all take home with us, is there's no way to prevent these things from
happening. This is a reality of our world. And we have to learn to live with it. There's some really neat things you can do, simple, cost effective thing you can do that can help reduce the impacts of an outage. One of those things is in today's era a lot of people have a digital phone system, so if the power goes out they also have lost their phones. You may lose your website if that's hosted locally as well. So your organization can literally disappear electronically from something as simple as a power outage. So you want to understand the impacts of an outage to your organization and if that is the case, if you do use a digital phone system, if you do have your website hosted, how can you get back up and going. And Scott, you and I were talking about this before the presentation, even if you have a fax machine, that's an analog signal coming into your building, and if you have an old analog phone you can connect to it --

>> Touch tone, yes.

>> Touch tone phone, some people have the fax machines that can be can be used as a phone, that can be a substantial back up for people.

>> Most people are sending emails, and scanning documents, but, yes, fax machines do exist believe it or not still in some offices. Make sure you keep that in mind if you need a landline. VOIP networks and a lot of phones operate on systems that must have power, they're
operating over the internet, so it's nice to have that landline telephone as a back up. From an IT perspective you may already have this in the organization but a great place to start if you do have local equipment there is just making sure you have that uninterruptible power supply or UPS system, for especially critical devices. We'll talk a little bit about this in the upcoming slide.

But even very short term outage like 30 seconds can be enough to knock a server off line and you lose all that information and data. And it can be hours before that system comes back online.

You don't want to take a 30-second outage and turning it into a three-hour disaster. So simple things like that can prevent you from getting long term consequence consequences. We'll walk through best practices on inside generator but in terms of mitigating risk, the biggest thing with the generate are to understand is that it's a machine. It consumes fuel, it has moving parts. So your responsibility for owning that machine is to make sure you can continue to supply fuel to that generator and that it's regularly main taged. Just like driving a vehicle, you don't drive that off the lot and have maintenance free very long. We all have to put fuel in our cars and get this oil changed and everything else. Same thing applied to a generator, have to be serviced and of course you want to test that, you
don't want it sitting there for multiple months or multiple years and trying to start it first time in quite a long time when you actually need it.

>> This reminds me of a story from Hurricane Sandy, Mark, I think you know this story as well as I do, there was a hospital, I believe somewhere on Long Island, I'm not sure exactly where, but I read this story about how their fuel supply was located in their basement, which was flooded. So unfortunately, even though the generators, which were located many, many floors above, were safe from the effects of the storm surge, the fuel system was compromised. They ended up having to use National Guard soldiers to carry fuel up many, many flights of stairs in five-gallon jugs to continually refuel the generators in the hospital. Certainly not a great situation. And granted they're trying to have the right back up systems and we understand that, but you have to think through those things. Are we in a flood zone? Is the generator in the basement? Is it outside our building? Could a tree fall on it? These are all things having an onsite generator require you to ask yourself before using that as your end all be all solution to this risk.

>> That's a really good point. That's the fallacy that we see a lot of organizations make is they'll do something like install a UPS system or they'll install
back up generator and they will cross this risk off their list. And unfortunately, there's a lot of things that can happen even if you've invested in back up technology that can still render you powerless. So it is important to think through these things. That's part of what we see in mature business continuity programs.

You take an initial stab, if you will, at mitigating the risk or eliminating the risk and you put strategy in place. The next time that subject comes up you want to look at it more critically and think a little bit more long term or worst case scenario, do we have the appropriate back ups in place.

This is a great list to consider when going through that type of exercise. And a lot of these you'll see are short-term strategies. And that's appropriate. Again, the majority of power outages are short-term in duration. We're not saying you have to prepare for the two-week outage every time, start with, you know, the two-hour outage. And making sure that you are resilient to that after you have a got strategy there, then you can gradually roll out that clock and be prepared for something that's multiple days or multiple weeks if your location warrants that type of diligence.

One of the things I wanted to remind people of here is on that fourth point around powering down equipment and appliances to protect from subsequent surges in
power, often what we see, especially in a community-wide event or regional event, if power is out and then power comes back on, that grid is still very unstable. And even though power may come back on, you may still have a couple of glitches or short outages or spikes over the next 12, 24 hours, depending on the scale of the event.

A lot of people don't understand that if they've never experienced it before. So when the lights come back on they immediately go 100% full scale back into production and then 20 minutes later they're down again. So just be mindful of that when you're making decisions and you have that initial restoration of power, consider what's going on in your community and the fact you still may have some rolling blackouts, if you will through that period.

Another thing to pay attention to is insurance. There are insurance products out there that can reimburse you for expenses that you go out and spend in the event of a power outage. Like a service interruption or utility services insurance is something that some members of Agility use to reimburse are their organization for the cost they spent procuring that generator when it was actually needed.

>> Or the financial losses that they encounter when that power does go out.

>> Another good point. Any lost revenue, you can
have policies for that as well, whether it's in these categories or like a business interruption claim. There are those types of things as well to mitigate financial impact as much as you can from a power outage.

So in getting you ready for mobile generator recovery, that's obviously something Agility deals a lot with, and we get a lot of questions every day from potential members wondering about this program, because it's really cost effective to subscribe to somebody can get you a generator versus buying a generator yourself. I love having friends that have dogs versus actually owning a dog, without me having owning the dog, I don't have to get the food, the vet, shots, I don't have to do the walking, I get to play with it and get the immediate return on investment. Sometimes getting access to a generator is like that analogy, better return by not having to invest in the huge asset and the maintenance and fuel and all the other things that come with that.

>> Depends on your type of organization. There is a term in the disaster recovery industry, called RTO, which is recovery time objective. What that means is you have to determine how long can you be down. Now, if you can be down for a day or a few hours, you can certainly come up with a system where you can restore, you know, power generation during that time frame. But if it's a couple minutes or a couple seconds, you're going to have to have
that generator on site. This slide here, Mark, I think is going to give you some input on if you're going to have that generator delivered after the fact, not necessarily if you're going to install permanently, is that right?

>> That's correct. You can use the same process specifically the four questions to understand had size generator you need, whether for permanent or temporary, whether or not, generally speaking if it's temporary, people are looking to scale back operations, they don't have to be in production with everything running. We'll talk about that more in a couple of slides. But you want to see what you can get by with, so to speak. These are great questions to ask of an electrician and it's great to have multiple electricians, especially if you're in an area that will can see regional or community-wide power outage, we see that happen time and time again, everyone has an electrician but they have problems connecting with them in a regional power outages, sometimes because of demand, other times because they may be down as well. So you have you want to have some redundancy of that very important contact.

And then the last question speaks to how do you install a generator, because there's multiple options there. There's no right or wrong answer, you just have to choose the one that's best for you. Sometimes you can
use a generator and basically turn it into a power source or glorified extension cord set up and you run cords in the building and it's great for powering technology. Other times you want to bring it in and connect it to a panel that powers all or some functions of the building. And there's still yet other options for doing everything kind of ad hoc, at time of need, and working with professionals to get that done. However, keep in mind you want to understand as Scott was mentioning your recovery time objectives to what's critical to your organization and making sure you have a strategy that helps you meet those objectives. And certainly make sure you're picking a strategy that ensures safety. We see a lot of people trying to take risk unnecessarily so, and in the middle of disasters so running cords up a stairwell or across a floor when you have employees come in causing tripping hazards, you don't want to be investing in those type of strategies, how far, if you never thought about this before and plan for it, you can make some of those innocent mistake at time of event that can lead to more severe consequences.

So keep in mind the safety when the you're thinking about the connection and the size generator that you need. A couple other things that we wanted to bring to light for you really involves around just planning where this thing is going to go, how it's going to be
connected, what's going to turn on when it turns on, and all those types of questions that anyone would have if you never have done this before.

The goal for all of suspect to try to answer as many if not all of these questions before you actually have a power outage, you never want to try to put together the recovery strategy with the lights off and the clock's ticking, it's just a very untimely and scenario to be in and try to get your organization back up and running.

So just a glance at a couple of these, I want to think about placement, you want to think about the connection and how that's going to be maintained. And then you want to think about even with this generator on site what type of down time could we expect with that. For example, most generators that you get have to have maintenance after every 240 hours, almost a week worth of running there.

Certainly only takes 15 to 30 minutes, but it can take an hour, how to prepare for something like that. These are things you can answer before you have a that power outage.

>> That last bullet point addresses security issues, and with most cases with the generator outside you will have to run cabling unless you have some sort of quick disconnect box that provides immediate -- or excuse me, direct access to your electrical system.
So in this case you maybe end up leaving windows and doors open and a bank or any other financial institution, that's a major risk. Also, you know, obviously you don't want to leave doors open 24 hours a day. So make sure you look into that. You may end up having to have onsite security personnel, you may have to have an electrician come in and install some sort of docking panel. But, you know, having security measures in place, proper lighting, you know, there's a lot of things to think about when it comes to where to place that generator so it cannot be stolen. In a regional outage a lot of people have reported having these small, portable generators, they've gotten at Home Depot or Lowe's stolen because they're not chained to anything, they're in high demand, people want to provide heat and cool and that type of thing. Think this through, where are you going to put it, how you are going to secure it and how you're going to secure your buildings.

>> Those are really good examples of thinking in a worst case scenario. In a blue sky environment, if you will, when it's nice outside, security may not be an issue that comes across your mind. We can think we don't have any security problems here, we live in a good area of town, I can't see us having any issues. But in regional disasters we've seen, a lot of people are the surprised as how popular that generator becomes to the
extent people want to go to get their hands on that. Just as a side note, the cables being provided with a generator, while heavy, they are copper, and that's another valuable resource. We have people call us because people have stolen copper feeds in in their building and they've lost power as a result of that. So certainly it's something you want to take into consideration, think about the appropriate response your organization should have.

One of the more overlooked aspects of a generator recovery, I think it's because it's almost the after math, once you get the generator, is how are you going to fuel it. Sometimes it's an assumption that we hear people have made that oh, I just thought there would have been enough fuel for the entire outage or geez I didn't even think about it, I thought it was going to be a plug and play solution, and I didn't have it think about fuel. Whether getting a generator from a vendor or a permanently-installed generator, make sure that you have back up fuel providers preferably outside of the immediate area. Anyone super storm Sandy for Agility we delivered over 20,000 gallons of fuel and almost none was local fuel. That's obviously our goal, coast effective solution, however, the ports were closed t wasn't necessarily logistic that was the problem, it was just because the way the storm came in, those ports were
closed, and we see that in hurricane prone areas along the gulf and the east coast where that local supply is inaccessible for us. So you want to think about maybe regional providers, yes, they're more expensive, and you don't necessarily have to put a contract in place with them, although that may be a good idea, even if you have their contact information, you know who to reach out to that can be a life safer in some type of big regional event.

So we want to shift gears a little bit and talk about some lessons learned and best practices that you can instill in your organization to get you prepared for a power outage. And again, going back to the fuel, just wanted to hit these points for everybody. Never want to have a single point of failure in business continuity that's always the goal, specifically in a power type recovery, think about your fuel providers and not having a single fuel provider there. The other thing to think about a lot of these things if you think worst case scenario or long-term recoveries is your employees and what they need. We saw pictures like what is seen below, they were commonplace after Sandy. And I think it's safe to bet a lot of those people standing in that line had a job or worked for somebody and they didn't think about what those employees could need at home. I can't remember the number now, but millions upon millions of
people in the northeast were without power after Sandy. Majority of those obviously residential people. Those are your employees. I don't think anybody can do their work if they don't have power, if they don't have internet access. So if there are thing that you can invest in as an organization to help your employees become more resilient, that's another good mark of a mature business continuity strategy.

>> What we mean on Number 5 on this slide, power and communications interruptions, if you have, for example, small generator and you think, okay, I'm going to rundown to the corner convenience store and fill up a 5-gallon jug of fuel to keep my server running, the problem is if they're out of power too, they can't pump gas without power. And also if the communications lines are down, you can't swipe a credit card to buy that gas. So make sure you realize those complicating factors. For example, the power may still be up but you can't swipe a credit card, so you need to have cash on hand to buy fuel. And if the power is up -- excuse me, if the communications are up but the power is the off they can't pump fuel. So just a couple nuances to this fuel planning cycle that we're discussing here.

>> And as we mentioned a couple of times in today's presentation, if you have a permanently installed generator, so glad you're listening because you get the
fact that that doesn't solve your problem with power. If you're thinking about going down that route, remember, it doesn't solve all your problems with power. There are problems that come with any recovery strategy, there's always holes and gaps, there's no permanent -- excuse me, perfect solution. Specifically well power we wanted to remind you of these things with permanently installed generator, thing like the exposure to the elements, the requirement for maintenance, the requirement for fuel, making sure it can be tested. Things of that nature.

Story Scott was sharing earlier about the fuel supply for the hospital and things of that nature, these are all things that you want to think about with your existing generator. If you think about them and you have contingencies for these things, it only makes your resiliency to these types of events better. So ask these questions if you have a permanently installed generator, don't just assume because you invested in this nice asset that you mitigate or eliminated all of your problems. The other thing to remind people of is if you're in a building, specifically in a building that you don't own or if it's a multi-tenant building, make sure that your strategy or plan or way of thinking correlates to the building's plan at the end of day, because the building plan is going to dictate what course of action is going to be taken after a disaster. Are you going to be
permitted back in? Can you connect a generator in that fashion? How much is the building willing to invest in this versus you having to finance on your own? That's all questions that honestly can only be answered before an event. In the middle of an event the answer is probably just going to be no. It's just too much to think about, it can be overwhelming in the middle of a crisis. And there's a lot of exposure. There's a lot of liability on the table for these property managers to ad hoc put something together. So these are conversations that as a tenant I would make sure I'm having these conversations today for a power outage, understand what the strategy could be. Understand what's already being done about that. Maybe you would be surprised that there's certain battery back ups for things you didn't know about, like the key cards you were talking about, Scott, here in this building we know that, we've had these conversations, however, if you haven't had the conversations it's really good to ask these types of questions. Hopefully what you're trying to get at is what should we do in the event of a power outage. Should we try to bring power here? Should we go work from home? Do we need another office location available to us? What is the best answer and a lot of times that can be dictated to a certain degree by whoever owns that exact property.
So in summary before we take a look at a couple of resource the upcoming webinars a part of this series, the number one lesson we wanted to share with you is understand your power requirements before you have power outage. So if you're going to bring a generator into your environment, what size generator do you need? How does it get connected in do you have access to fuel? Has it been maintained? Is it tested? Permanently installed generator, you can ask questions around your fuel and maintenance and testing. If you're just getting into this conversation and you haven't really thought about whether or not a generator is the right answer, start with how long can you go without power? What can you do short term that makes sense and is a generator ultimately the best answer out there? Again, it's not a right or wrong choice, each organization has to ask this of themselves and come to that conclusion uniquely. But make sure that you do have a strategy and a plan that you can commit to that you've tested, that you've trained. To you never want to go into an event like a power outage and just rely on external information to make your decisions. If you call the utility company and they tell you power is going to be back in 12 hours, most people if they don't have a plan will wait 12 hours and then they will call the utility provider for the next update. If the next update in 12 hours is actually we were wrong,
it's much worse, it was 36 hours, now you've lost 12 hours or you weren't arguably doing much of anything at all, you were kind of waiting for good news. That can cost your organization all types of money because all that time is being lost. So definitely have a strategy, don't make it reliant solely on third party information.

So a couple of resources to share with you. Agility has a joint website obviously with the SBA, at preparemybusiness dot organize. We have some that are good to use in the power outage, you can see earthquake, hurricane checklists, you see a lot of these very same checklists but also more templates and forms for you to create a document at ready.gov, recently revamped website, readyrating.org is a great measuring stick to see where your organization is at in terms of preparedness. It's third part, it's unbiased, there isn't an incentive or a push by the Red Cross to give you a certain rating or reading based off that survey. So definitely encourage you to go out there if you're just curious or just getting started with this continuity planning and let you know where you're at. All fan it is tick resources available to you for free. So we're in the middle of America's Prepare-athon, kind of leading up to the national Prepare-athon day on September 30th. All the things we talked about today there's one action I can take a away. I would try plug a phone into the fax line,
that just sounds the most exciting, but there could be something in there that spoke to you, we hope it did. Definitely just take one action if it's part of being part of this movement, ultimately, but better preparing your organization, your community and ultimately this country and there's more resources object the next slide at ready.gov/prepare.

>> The entire event is geared around trying to help both citizens and organizations become better prepared. So a number of resources are available at the website you see above. America's Prepare-athon is the campaign, the date is September 30th, and all of the things you need in order to create some sort of event or workshop or retreat of some sort, it could be even be everybody sit around the table and share coffee and doughnuts one morning and talk about how you will prepare your family at home. It can be very simple or elaborate as you would like it to be. But that's where you can find the information in order to register.

Now, as I mentioned before, this is the second webinar you attended today in a series of four. The next two upcoming webinars occur on each of the subsequent Wednesdays in the month of September. Next week is a great webinar for anyone who has employees, which I imagine is 99% of the folks on the phone today. But really it doesn't matter whether you have generators and
you can restore your power and you can restore your systems and you can communicate well, the problem is if your employees aren't prepared at home, there's they're simply not going to come to work. Their priority is always going to be their family and this webinar next week is intended to help you as a leader within your organization help your employees to become better prepared.

And then finally we're going to wrap up the month with a best of edition of business preparedness. It's called if you do nothing else this year. And essentially it's going to boil down the most important elements of a solid business preparedness plan into a few actionable steps hopefully some of those things you can do that day, literally, in a few minutes, but also some things that are going to really put you in a -- in the best position to recover from the next disaster. You can register for those upcoming events if you haven't done so already at NPM2015.com.

So now we will turn our attention to any questions that have come in and, Mark, the first question that came in, this person asked so regarding generators, you reference different types of fuel. Do you have a particular type of generator you recommend, a propane generator or liquid natural gas versus diesel and that sort of thing?
I think from our experience we're bringing temporary generators versus permanently installed, and we recommend diesel because of the ability to transport and the cost effectiveness of that solution. Oftentimes if it's permanently installed, we'll see natural gas. Again that's for reasons of economy. However it's important to the note in the certain communities the national gas could be cut off, especially if you're on the West coast and exposed to something like hurricanes -- or earthquakes, that infrastructure can get literally fractured, obviously natural gas is going to be shut off. I think it depends on where you're at. Our experience is in providing diesel. Not only do you want to the think about the type of fuel source like the storage of that, and depending on where you're at you can have a slew of environmental issues there to think through in terms of selecting that appropriate fuel source.

All right, Mark, we had a few questions submitted that were around the similar topic, so I'm going to paraphrase, but a lot of people requesting how do I determine what elements of my business are critical that I should therefore power in a disaster situation? You mentioned earlier you don't have to power everything, right.

Right.

So what are some of the questions they should be
asking or some of the considerations they should discover in the process of deciding what size generator to get?

>> I think the answers to those questions fall out of the whole process of really documenting and understanding your most critical functions as an organization. And to answer that I think you go to each leader of a department or team and ask them what's the most critical thing that they do. And I'll just use an example that we all have, payroll. We have to run payroll. And if you're running payroll yourself, then what does that entail? You know, does it run on a server? Does it run on a computer? Does it require an internet connection? And once you start to get an understanding of the tangible resources required to fulfill a specific function, you'll suddenly have the scope of what you need to power. You'll know, okay, we have to run payroll, that email -- excuse me, that server has to have power. So we need to make sure that's on the list for things that have power. We will have to have an internet connection as well, so however our internet is done and comes to the building that device is going to have to have power as well. That's how I would go through this exercise, again, starting with each team or business unit or department or however you phrase it, understanding what processes they do that are most critical and by most critical we're saying have to be up
and running the fastest. And then understanding with each of those what are the physical resources required for that that, which ones are going to demand power.

>> All right, thank you, Mark. Now, this question may be a little tough to answer, but based on your experience, Mark, when we respond to regional events, what's the average time frame that an entire community is down in the case of a hurricane or tornado?

>> That is tough to answer because the answers are all over the board. But I would say the majority of the responses that we are involved in it's anywhere from four to eight days. That numbers are calling us and unfortunately a lot of them don't have the best plans, so they waited already a day before they call us on day two to ultimately get in there and help them. But in terms of people that are actually bringing in generators and suddenly makes sense financially to bring in a temporary generator and pay those costs or some of the costs off to an insurance firm, it's typically anywhere from a four to eight-day outage.

>> Thank you, Mark. As we mentioned earlier on in today's session, we do have a very large audience and we have already gone over our time by about five minutes, so we will cut off the Q and A tip at this point. If you have submitted questions we will get back to you with an individual answer off line. So at this time, we will
change gears, this will concludes the educational portion of today's broadcast, however, for our Agility members on the line or anyone else interested in learning a few details about the Agility solution we will now change gears and Mark is going to suggest what the Agility solution is and how it can be utilized to help recover your business.

>> That's right, Scott. Just want to get everybody's perspective, so this is an interesting topic in terms of how Agility is involved in so many power recoveries. And ultimately our story began back in 1989 where General Electric had a challenge of what do we do to recover our organization at or near our place of business. Because they realize the disruption it would cause if they tried to move an entire office, even an hour away. You know, we have people in schools and people taking care of their family, and that's a major commitment to ask of employees, so they found out that the best answer to that question was to bring the recovery to that location. Wherever that disaster occurred. And ultimately the kind of foundation that will be needed as the office itself, power for that office, telecommunications access, internet access, and then the stuff that you see pictured. The desk and chairs and computers, telephones and things that you need and if you had all these things that you could get back
And what was really nice about our beginning with General Electric is they have this culture of success, and so they've been doing this for 25 years and have 100% success rate whenever there's been a call we've been able to respond appropriately.

And 2004 we decided this was the product for everybody. Not only for the Fortune 500, which General Electric thought it was a good fit for, but really any and all size organizations need to have access to these type of resources so they can recover themselves no matter what. We have a membership model today, typically around 500 bucks a month. You can protect your organization from any kind of event and we'll help you out with power, with space, with technologies, with communications.

When you sign up and you're a member of Agility, a team will work with you to understand what specifically you need to recover your organization, you can answer all of these questions in an online portal called my Agility, that allows you to have a merchant identification system and document repository and planning and tools to prepare you for the day that we hope never comes, the day of the disaster, however, when this day comes, I want to give you some perspective as to what that looks like from Agility, we ever all these assets that you need to
recover and we're going to send those to you, again, at or near your location. That's our whole concept of recovery. What's unique about our business model, we don't make a profit, when you're most vulnerable to being overcharged and underserved, we have a 0-dollar financial impact in that transaction. So we pass through whatever costs we incur getting your business up and running and there's a couple of example there on the slide..

But in summary, they're the same type of costs you would see in your own organization try to do this yourself. What's important about partnering with Agility it we're using that revenue every month from your membership to make sure we have all the assets that you need to recover, position them in the right places so hopefully not only are we doing it faster, but more cost effectively as well. The most important thing is that we're going to get it done 100% of the time.

So the regardless if you have a small outage or regional-wide outage, we know that your organization is going to be impacted. And there's an opportunity to grow your business, there's an opportunity for your business to go out of business depending on how you handle and respond to that type of event.

So in that very critical juncture, in the timeline of your organization you ultimately have to understand who can you trust? Who can you look out to to make sure
your organization continues through that challenging time and that you come out of that on the other side stronger, more resilient organization.

We often ask people right before they sign up if they understand the risk of disasters, the impacts that they have, and that they understand the credibility of Agility, we can be there and deliver the thing we know every organization regardless of the industry you're in, the size that you're at needs. You have to have power. You have to have internet access to run your business. You have to have a physical space. You wouldn't have an office today if that weren't the case. You have to have a computer.

These are all things that Agility can provide to you no matter what, no matter how small or large of the event.

So that being said, there's my contact information, up on the screen. If we have any questions about Agility from the educational portion, we're happy to answer those. We don't zero get to your question as Scott was mentioning early, be happy to follow up with you individually.

>> Now, during today's session we did have a couple questions come in specifically related to the power recovery capability of Agility. One person asked do we actually provide fuel. We talked about buying the fuel
vendor, can you discuss how we do that.

>> Agility does contract with regional in North America to provide fuel to our members. The reason we go to that grand scale, we've seen the big events, the 9/11s, Katrinas, Sandys, and we know working with a local supplier can be futile in those type of events. So Agility provides fuels and maintenance for the generator that we send our members when needed: Next question this person ask was what about cabling, we have to discuss this ahead of time in do we need to have certain types of cables, the length of cable and does Agility provide those when they provide a generator?

>> I think yes, yes, and yes. You definitely need to talk about this, and generally in the generator rental industry there's a standard size cable called a four aught cable, just describing the width of the cable, and that's more or less what you're going to get regardless of how big the generator is, you're get more cabling or less depending on how much you're trying to power. But it's heavy cable. And you definitely need to understand the length of it, where it's going to go in terms of being secure for you, obviously you don't want somebody tripping over it or car running over it, so it's definitely something that you want to plan through. And if you're a member of agility, we provide you with appropriate length of cable, type, all you have to do is
tell us the size of the generator you need and what it's getting connected to and we'll take care of the rest. The next question had to deal with how Agility responds to the large calcium events and the person ask how do you prioritize your response to multiple clients in a single location.

>> I think what's great to our members is that there isn't a privileged or tiered access that you can buy. Every member Agility has the same rights, if you will, as a member. So we respond to everybody as quickly as we possibly can. Results in a first come, first serve basis. The first we're going to respond to, the 100th we're going to respond to that as well as we can. And that's ultimately what we do in any type of event. Super storm sandy, there was 109 members that simultaneously reached out to Agility wanting help and we responded to all of them, I think all but one within a 48-hour window, which is our goal for recovery. We want to be able to help you as quickly as possible. Obviously where we positioned or assets we feel like we're within a 48 hour's reach of you barring the road between you and I is serviceable. So that's a little bit in terms of how Agility responds to certain things and the timeline there.

>> All right, the next question, this person asked does the size of our organization make a difference for
the monthly cost of an Agility membership?

>> It does in terms of how many people you want to recover. So not necessarily does the size automatically qualify you for a larger package, but typically the larger you are the more people that you have to recover. And we do have almost a per person or per seat, if you will, pricing model. We do have some specific tiers already lined up for like 50 or 100 people, things of that nature. So the more people you're looking to recover, the more the monthly membership is to recover all those folks.

>> All right, ladies and gentlemen, well, that's all the questions we've had submitted on the topic of Agility today. Just as a reminder, if you'd like us to answer any questions related to today's topic, please feel free to reach out, either respond to the emails that you received from me outlining the log-in procedures for today's webinar or you can contact Mark directly, we welcome either option much as a reminder we hope we will be able to host you once again next week during the employee preparedness webinar and we thank you for your interest today. Have a great day and be safe!

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