

CASE STUDY NORTHMARK BANK



OPERATIONS CONTINUE AFTER MAJOR COMMUNICATIONS INTERRUPTION



Photo credits: Associated Press

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Verizon Spokesperson

“Sooner or later....the bad thing is going to happen, and you’ll either be able to dial 877-364-9696, or you’ll wish you could.” These are the exact words of Robert A. Vachon, CFO for Northmark Bank in North Andover, Massachusetts, referring to Agility’s Disaster Declaration hotline after a major communications outage affected his bank.

“I know from our experience that they act quickly and efficiently, and I’d much rather face any future crises with Agility on my side.”

Robert A. Vachon, Northmark Bank

During what was otherwise an uneventful day in the area where Northmark Bank is located, a mattress fire, under a bridge where a small homeless population routinely congregated, caused a massive broadband Internet and phone outage for thousands of Verizon customers. “The work to restore service is complex, given that technicians are splicing thousands of individual copper and fiber optic connections,” Verizon said in a statement. In the end, the outage lasted over 3 days for some customers, interrupting communications access for thousands of businesses, homeowners, and even the Tewksbury, Massachusetts Police who lost their phone service for a day, and the North Andover Police whose 911 lines were down for more than 40 hours.

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Fortunately for Mr. Vachon, Northmark Bank was a member of Agility. Once the branch opened the following morning and staff discovered all communications lines were severed, they contacted the Agility Member Services teams for help. "The first person I spoke with took the basic information about the Bank and our core vendor, and said someone would call back within a half hour. About 15 minutes later, someone called back," said Mr. Vachon, "They had already contacted a cell phone provider in Lawrence, issued orders for two emergency cell modems and gave the vendor configuration information."

The Agility Member Services team then walked Northmark Bank personnel through the configuration process once the cell modems were on-site, allowing service to be restored within 3-4 hours of discovering the outage. As Mr. Vachon explained, "I was truly stunned. We were one of the very few local businesses that was up and running that day. Thanks to Agility!"

Mr. Vachon explained that during his initial call, he fully expected Agility to recommend a complicated satellite internet deployment that would require more time, and cost. However, the Member Services Team "...quickly, and correctly, assessed that would have been an overreaction. Since that day, I've never given my monthly Agility invoice a second thought," said Mr. Vachon.

Northmark Bank began their membership by initially comparing Agility to two other disaster recovery firms and finally signed up in June of 2010. While Northmark has put Agility on "Alert Status" several times over the years for weather-related events, this communications interruption disaster is fortunately the only recovery they have facilitated with Agility. However, Mr. Vachon remarked, that, "I know from our experience that they act quickly and efficiently, and I'd much rather face any future crises with Agility on my side."