

Business Continuity Solutions from Segra

One of the challenges of developing a comprehensive business continuity strategy is the need to plan for what you can't imagine. A year ago, not many people would have felt the need to plan for a viral pandemic, a global economic downturn, and entire workforces locked out of their offices and working from home for months. However, business continuity strategies need to take into account all possible contingencies.

Segra is here to help. We offer a suite of cloud, communication, connectivity, security and collaboration solutions that can help you establish a comprehensive business continuity strategy to ensure that your business is ready and resilient when the next big disruption happens.

Planning for the unexpected

Business continuity is an organization's ability to ensure operations and core business functions are not severely impacted by a disaster or an unplanned incident that takes critical systems offline. These incidents can take many forms.

Natural disasters are perhaps the most pervasive threat to business continuity, as tornados, floods and other forms of extreme weather are increasingly common. Hurricanes are another natural event that must be planned for in areas prone to hurricane activity. Lightning strikes can ignite fires that can spread for days, burning all in its path, as businesses in California and Australia can attest.

Nature isn't the only potential disruptor. Human-instigated events such as ransomware or attacks and other forms of cyber espionage can bring down IT networks and make essential data and systems unavailable. Terrorist attacks are thankfully not common but have the potential for enormous disruption to business connectivity and IT infrastructure; in fact, these networks can be the target of bad actors.

Unintentional human activity or error, much of it on the part of employees, such as accidental data deletion, damage to hardware or software, or poor security habits, can also imperil your company's standard workflows. Even malfunctioning office utilities, such as a broken water pipe or power surge, can halt operations and cause damage to vital equipment and servers.

The cost of being unprepared for disruption is much greater than the inconvenience of losing some data. Unintended downtime can be disastrous to a company in terms of lost productivity, revenue and opportunity; violation of service level agreements and compliance; and damage to reputation. Forty to Sixty percent of small businesses never reopen after a disaster, according to FEMA , and another 25 percent fail within the first year.

Preparing for disruption

Segra's solutions for business continuity can help ensure that your essential business functions and processes continue to operate during and after a disaster with minimal or no downtime, and without a significant loss of data and revenue. Segra's suite of solutions can be tailored to your organization and its core business functions, offering choice and flexibility in the design and operations of your business continuity infrastructure.

Business continuity is an organization's ability to ensure operations and core business functions are not severely impacted by a disaster or an unplanned incident that takes critical systems offline.

Segra Solutions for Cloud Services

Segra's cloud solutions are housed in our enterprise grade data centers and supported by our dedicated solution architects and support teams. In combination with our expansive on-net fiber network, Segra's cloud solutions provide end-to-end security and reliability.



Disaster Recovery as a Service (DRaaS)

Protecting business data as part of a well-designed business continuity plan has never been more complex or important. Segra's robust DRaaS solution provides a remotely hosted disaster recovery service to protect businesses' data and applications in the case of unplanned disruptions, with the ability to enable rapid recovery through continuous replication of critical applications, infrastructure, data and systems.

Segra's DRaaS solution provides a robust feature set, long-term retention and continuous replication at the virtualization/hypervisor layer, resulting in a high-performance disaster recovery and archival solution. In addition, the solution is storage agnostic, supporting mixed hypervisors and ensuring replication of any data center or site including private cloud, public cloud, service provider or branch office. Segra's DRaaS solution has been specifically designed to promote and assure compliance of industry standards including Continuity of Government (COG), the Resiliency Maturity Model and HIPAA's "Security Guidelines."

Segra DRaaS key attributes:

- Expansive on-net fiber infrastructure
- Competitive price points
- Turnkey solution

- Experienced data center team adept at solving business continuity issues and ensuring compliance
- Aggressive standard service levels with recovery point objectives (RPO) of seconds and recovery time objectives (RTO) of minutes
- Easy management with simplified UI (3 click fail-over)
- 99.99% solution availability
- Enterprise grade data center with flash storage and dedicated development and support team

Backup as a Service (BaaS)

Data created and managed by today's organizations is a critical corporate asset requiring protection against system failures and external threats. Further complicating this task is the growing complexity of the data, the number of systems involved, and amount of data requiring protection. Segra's BaaS solution supports both physical and virtual servers with a flexible protection plan that allows our clients to create a protection plan that aligns with the business value of their data. Our solution provides capabilities such as data retention, data protection, monitoring and reporting, and centralized management.

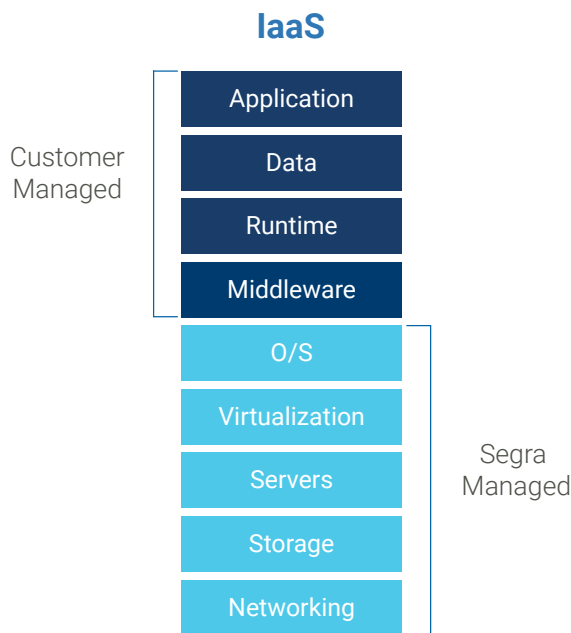
Segra BaaS key attributes:

- Enterprise class data protection that ensures alignment to your business strategy as well as your security and compliance requirements

- Consumption-based pricing, so you only pay for what you use
- 99.99% solution availability
- Client-side de-duplication means data is backed up only if it is unique, for faster backups, less data to store and greater cost savings
- All stored data is encrypted with advanced authentication and encryption protocols
- Data privacy and security is enabled by default, so Segra administrators cannot view customer data in any way

Infrastructure as a Service (IaaS)

Owning and maintaining a local data center has physical and security requirements that are becoming increasingly complex to manage. In addition, in terms of business continuity, having data stored locally can be problematic in the event of a natural disaster or a power outage at your business. Segra's IaaS platform allows businesses to house their data in a secondary location where it isn't affected if a natural disaster or other event strikes where the business is located.



Segra's IaaS platform enables your business to connect to Segra's remote, highly available data centers via our private fiber network to leverage all the compute and storage resources you need to run your most critical applications. In essence, our customers' IT infrastructures are replaced by the Segra cloud equivalent, where Segra secures and maintains the underlying infrastructure and operating systems. Our IaaS solution removes customers' IT infrastructure headaches and reduces

the need for costly hardware and technology refreshes. It also shifts spending from a capital expenditure (CapEx) to operating expenditure (OpEx), allowing companies to focus their capital spending more strategically.

Segra's IaaS offering comes in two forms, a multi-tenant cloud offering for our clients requiring minimal resources, and a private cloud offering for customers requiring more dedicated resources. Segra's team will work with you to understand your requirements and design a solution that meets your specific business needs.

Segra's IaaS key attributes:

- Lower initial and ongoing IT costs than on-premises data centers
- Multi-site replication options
- Solution is simple to deploy, and can enable a diverse set of enterprise applications
- Our cloud platform offers virtualization, hardware, storage and networking - always on and always available
- Customer retains control of their environment with full access to powerful troubleshooting and analytics tools
- Segra's IaaS solution is massively scalable with the ability to scale performance and capacity without disruption

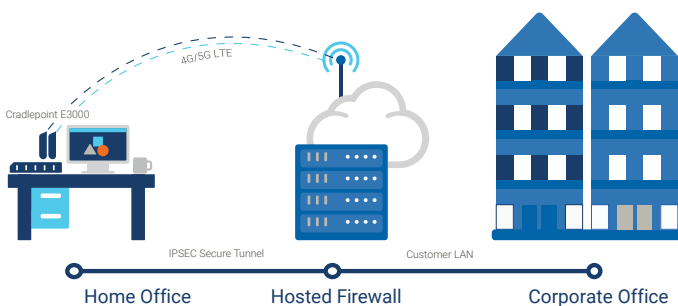
Segra Data Centers

Segra Data Centers provide facilities your IT team can use to add core computing resources cost effectively. Our data center facilities are ideal for creating business continuity sites outside of major metro areas in the Mid-Atlantic. Segra's data center sites are carrier-grade facilities, directly connected to the Segra fiber optic network, where you can house, maintain and protect mission-critical servers and data.

- Move key servers and data off site to create a remote backup location in a hardened facility designed to keep your equipment protected and available as part of your business continuity strategy.
- Manage your hardware, software, and applications in a Segra Colocation site as if they were in your own facility.
- Extend your primary IT facilities without having to manage the physical space and environment, so you can keep resources focused on your core business.
- Begin the transition to cloud-based services by moving equipment off-site to a colocation facility.

Segra Remote Office LAN

Remote Office LAN is an enterprise-grade office network that provides businesses and their dispersed workers with the experience of an on-site Local Area Network (LAN) that offers the same functionality and security of an in-office system. Remote Office LAN helps ensure that businesses can stand up a mobile workforce quickly and securely in times of crisis or emergency, or address the ongoing secure networking requirements of a dispersed workforce.



Overview of Remote Office LAN.

Remote Office LAN is optimized for easy deployment for IT teams, employers and remote workers, without the need for complicated configurations or complex VPN setups. Remote workers receive a pre-provisioned Cradlepoint E3000 Series router that connects directly to existing broadband services; users then simply plug their laptops or other computing devices into the router to gain access to full office-level services, functionality and security without further effort or delay. Though data to and from the Cradlepoint E3000 routers travels over third-party internet connections, the network traffic is protected by Segra's Hosted Firewall solution, which replicates corporate security rules by preventing intrusions and shielding data moving across the network.



Segra Remote Office LAN key attributes:

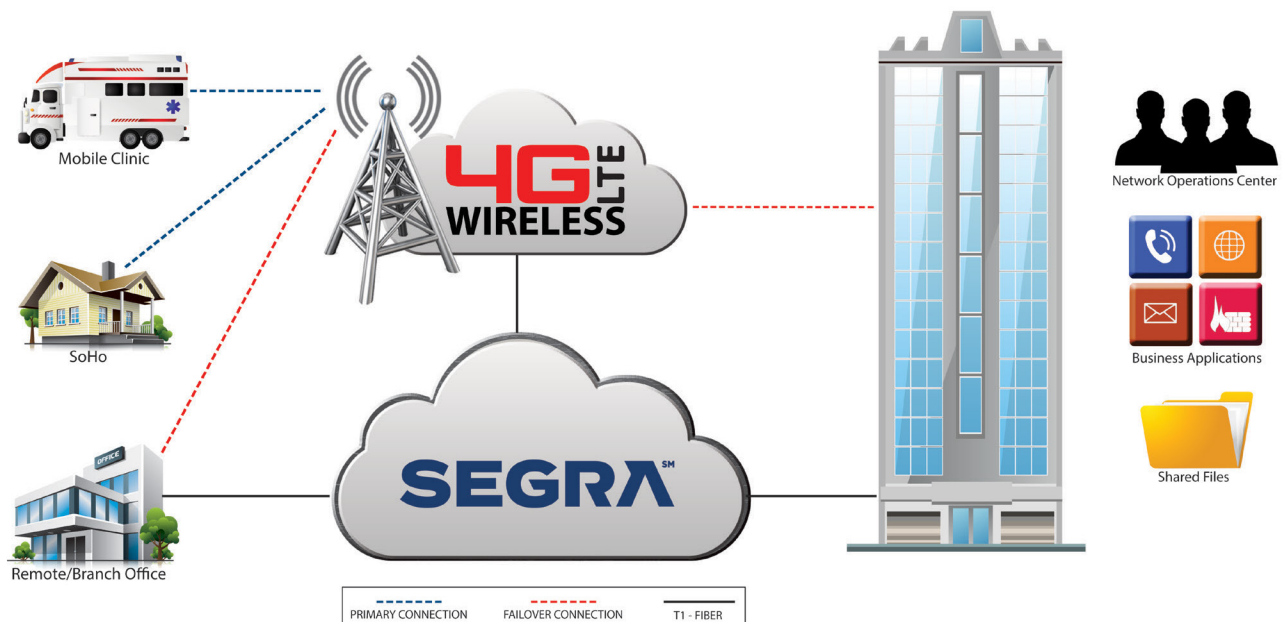
- **Simplicity.** Cradlepoint E3000 routers are delivered pre-configured for the Segra network and firewall, and offer plug-and-play ease of deployment.
- **Security.** All traffic must pass through the Segra Hosted Firewall, which applies corporate security protocols to all network traffic flowing to and from remote workers.
- **Resiliency.** Segra's Remote Office LAN provides multiple access options, including Wi-Fi and LAN switching, in addition to dual-carrier LTE cellular connectivity.
- **Collaboration.** Remote Office LAN incorporates the Segra Unify cloud-based communication collaboration tool, which brings together multiple real-time communications services, enabling users to securely access telephony features, send and receive IMs, and collaborate with voice, video and desktop sharing.



Segra LTE Secure Access

Segra's LTE Secure Access is a flexible, add-on solution for customers that need an affordable secondary network connection to keep their critical voice, data, and Internet traffic safe for business continuity contingencies. Its multi-function design makes it ideal as a fail-over solution for your primary network or as a mechanism to extend your MPLS network to remote locations. Both implementations deliver a seamless, highly available wireless solution over our secure, private IP network or our dedicated Internet service. Segra LTE Secure Access is powered by the largest 4G/LTE network in the nation, and is packaged with deployment services and around-the-clock customer support from Segra's Network Operations Center.

How LTE Secure Access Works



Segra LTE Secure Access key attributes:

- **Supports voice, data and internet.** You can backup your entire business with this device to ensure that if your area experiences a fiber cut then all aspects of your business stays up.
- **Seamless fail-over with layer 2 delivery.** No matter what happens to cause your service interruption, LTE Secure Access will always be on a prompt immediate fail-over as if nothing has happened and with no actions by staff.
- **Flexible design.** Supports MPLS, private line or Internet connections to matter where you're located.

your primary access to the Internet or company network goes down, LTE Secure Backup automatically switches your location to the wireless connection, enabling your internet, VoIP and data services to continue operating while the problem is resolved. When fail-over occurs, the switching process is seamless for users.

Segra LTE Secure Backup key attributes:

- **Personalized approach.** Our certified technicians and engineers are based in your market and take a personalized approach to managing your devices and service.
- **Network Operations Center is always on the job.** The LTE Secure Backup service is monitored and managed 24/7 by Segra's Network Operations Center.

Segra LTE Secure Backup

If your primary network access is interrupted, Segra's LTE Secure Backup automatically switches your site or branch office to a private, wireless connection to the Segra WAN, so you can still reach your company network and the Internet. This keeps your corporate data, VoIP and Internet services up while the access is restored. And there are no overage charges on the wireless service, making the connectivity an affordable, predictable monthly expense.

The LTE Secure Backup service establishes a private wireless connection between your site and the Segra WAN, which serves as a hot-standby link, always on and ready to carry traffic. If



Segra Solutions for Collaboration

Segra Unify

Unify is a suite of fully integrated multimedia messaging services for any size business. This cloud-based collaboration tool provides a unified communications experience across tablets, mobile phones, PCs and laptops including Windows, Mac, iOS and Android.



Unify brings together multiple real-time communications services enabling you to access telephony features, send and receive IMs, and collaborate with voice, video and desktop sharing. Workers can see and share presentation, spreadsheets, and other media in real time without email. Presence status can be changed to notify the team when you're available, away, busy or offline. Because Segra Unify unifies cloud-based collaboration services on multiple devices, it can connect employees at different locations or off-site to make it easier for distributed teams or remote workers to work together seamlessly.

Segra Unify key attributes:

- **HD audio and video calling.** Reach/bring in remote workers by improving understanding through visual clues
- **Desktop and file sharing.** Ensure that everyone in meeting is working from the same materials, lowering the chance for errors
- **Instant messaging.** Connect employees at different locations or off-site

Segra Hosted Voice

The demands on businesses today require fast, flexible, cost-effective and easy-to-use communication solutions, and those requirements are even more critical in times of disaster or other unexpected events. With Segra Hosted Voice, voice and data travel securely over the Internet, just as email does, so you can stay in contact with your employees, clients and vendors however, wherever. With Hosted Voice, you take your office with you, whether that is to your home, airport, client site, on the road, anywhere high-speed Internet is available. The Segra private network ensures that you stay connected and protected with secure access to remote workers and branch offices, with the flexibility to expand as technology changes and your business grows.

Segra Hosted Voice key attributes:

- **Increased performance.** Ultra-fast fiber speeds take your business communications to a whole new level. Monthly meetings, sales presentations and training classes can still be face-to-face with virtual meetings that are one simple call away.
- **Communicate from anywhere.** Connect with employees and customers wherever you are with as many locations as you need. Conference calls, video conferencing, email, fax – Take the office with you.
- **Simple yet powerful.** Access voice and data from one single network, locally managed and monitored 24/7/365.
- **Cost effective.** Save on operating expenses, equipment and maintenance costs, and long-distance charges

Segra Hosted Firewall

The Hosted Firewall service applies corporate security policies to all Internet traffic traversing your network, even to and from remote workers. The policies are determined by the level of firewall protection you select. Segra configures the service for your protection level and then activates, monitors and manages it. Because the service is cloud-based, deployment is quick and threat updates are fast.

All Hosted Firewall customers are served from a carrier-grade, geo-redundant platform that is housed in a data center environment. This infrastructure ensures Segra provides the best customer experience and the highest level of protection possible.

Segra Hosted Firewall key attributes:

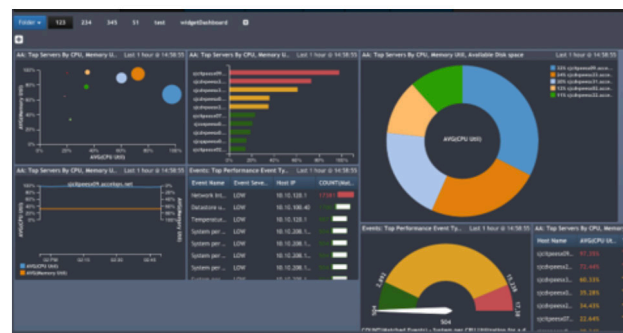
- **Unified threat management functions:** Advanced firewall; intrusion prevention service; anti-virus/anti-malware; content/web filtering; security information.
- **Cost effective:** Saves capital costs and operating expenses associated with a premise firewall
- **Takes advantage of network security expertise:** Leverages Segra's expertise in network security, so you don't have to acquire this know-how. Preserves your IT resources by offloading work outside your core business
- **Improves operational efficiency and effectiveness.** Provides a one-stop-shop solution for firewall protection and WAN connectivity. Scales easily with network growth as you add bandwidth and add sites to the Segra network.

Security Operations Center as a Service (SOCaaS)

In recent years, cyberattacks and cybercrime have become the most serious threats that organizations face, and a leading cause of business disruption. The number of cyberattacks is on the rise, with tactics now used by attackers becoming more and more advanced.

Most organizations lack the technology or personnel to even detect these emerging cybersecurity threats. This is where Segra's Security Operations Center as a Service (SOCaaS) offering comes in. This service integrates a security operations center (SOC) staffed with an information security team responsible for ongoing monitoring and analysis of an organization's cybersecurity, with security information event management (SIEM) software to provide holistic security threat detection. The service also includes additional tools such as artificial intelligence, cross-correlation of events, user behavior analytics and advanced threat intelligence feeds to deliver smart security threat detection and response.

The service is hosted in a secure and compliant cloud so that the SOCaaS can manage and monitor an organization's critical systems regardless of where they are.



Report Templates	
Device	
Function	
Availability	
Security	
Compliance	
PCI	
COBIT	
ITIL	
SOX	
ISO	
HIPAA	

Name
(s) PCI 10.x: Application Down/Restart
(s) PCI 10.x: Detailed Failed Login At PCI Syst
(s) PCI 10.x: Failed Firewall Admin Logon Del
(s) PCI 10.x: Failed Router Admin Logon Det
(s) PCI 10.x: Failed VPN Admin Logon
(s) PCI 10.x: Failed WLAN Admin Logon
(s) PCI 10.x: Network Device Down/Restart
(s) PCI 10.x: Network Device Errors
(s) PCI 10.x: Network Device Link Module Dc
(s) PCI 10.x: Privileged Windows Server Log
(s) PCI 10.x: Remote Desktop Connections to

The Segra SOCaaS dashboard

SOCaaS is an integral part of any business continuity strategy. SOCaaS provides organizations with immediate analysis of security alerts generated by applications and network hardware, but without the need for capital investment or teams of security professionals. By constantly monitoring all threat detection data, the SOCaaS solution provides all the tools required to detect, automate responses and take action to alert customers in real time as soon as abnormal or malicious behavior is detected anywhere in their network.

Key SOCaaS attributes:

- Gain all the benefits of the world's most powerful and flexible security software without the hardware or personnel investment for deployment, management, or maintenance of the system.
- Offers a holistic monitoring of the entire IT network.
- The SIEM dashboard is designed to work as a multi-tenant portal with co-managed options that allows a high level of interface customization, meeting the needs of customers who wish to maintain a certain degree of control.
- A true cloud-based solution, Segra's SOCaaS offers enterprise-grade reliability and the latest feature and threat updates on an ongoing basis. It is fully managed by Segra and comes with turnkey deployment and no local on-premises hardware installation.
- Segra takes care of all the infrastructure, maintenance, upgrades, patches, capacity planning, backups, and security of the system and platform.

i. [Make Your Business Resilient](#)

Need to update or enhance your business continuity services?

Segra provides its customers a suite of solutions that can be tailored fit your business continuity plan and goals, allowing you to recover with as little downtime as possible.

For more information about Segra's solutions for business continuity, visit: <https://www.segra.com/>.

SEGRA

833.GO.SEGRA
businesssolutions@segra.com
www.segra.com

Copyright © 2020 Segra