

## CLEAREDGE BUSINESS CONTINUITY

# When disaster strikes, how will your customers reach you?

## COMMUNICATIONS CONTINUITY FOR YOUR BUSINESS

Whether you experience the short-term inconvenience of a power outage, the chaos of an office move, or find yourself in the midst of a serious disaster such as a hurricane or fire, any loss of communications can negatively impact your business and your reputation. A business continuity strategy that includes communications planning for voice, email, and website continuity will help you keep your business operating smoothly.

Covad voice services and hosted email and Web services can keep you connected with customers, employees, and suppliers, even when things are anything but normal. While traditional phone service can experience interruptions during major or minor disasters, with Covad voice services you can reroute inbound calls to mobile numbers or unaffected locations in advance or online as needed. And Covad email and Web hosting services help keep your website up—and you in touch with your customers.

**“We chose Covad ClearEdge Integrated Access primarily because of its ability to dynamically manage voice communications, which is vital to us in order to continue conducting business in the event of a hurricane or other natural disaster in the Houston area.”**

**Brian Blanton**  
HIS Communications Services

## VOICE SERVICES

### COVAD CLEAREDGE INTEGRATED ACCESS

**Continuity in an emergency.** Covad ClearEdge Integrated Access is ideal if you already have an onsite PBX or key telephone system. In the event of an emergency, or when all your office phone lines are simply busier than normal, its failover feature enables calls to be routed to two alternate phone numbers for each phone line. Your telecom or office manager can set this up in advance and update it online as often as needed.

### COVAD CLEAREDGE PRO

**Continuity anytime.** Covad ClearEdge Pro is our hosted voice over IP (VoIP) solution that addresses all of your communications needs. In an emergency or for everyday situations like business travel or working from home, each employee phone number can be intelligently forwarded to wherever they are—cell phone, office phone, home phone, anywhere. Your employees have complete control with intelligent call routing, real-time rerouting, and the ability to customize routing by caller. Users can change their numbers

# 40%

of businesses impacted by disasters never reopen their doors.

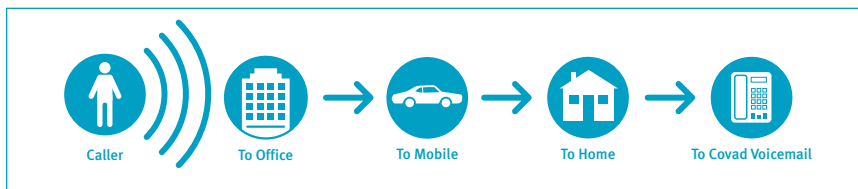
# 25%

go out of business in two years!

## Real-World Results with Covad

**One summer evening in July 2002, a runaway car smashed through the glass walls of a Southern California travel agency. Luckily, no one was in the office. The accident destroyed the agency's workstations, and repairs took seven weeks. The office manager simply went online, logged on to his Covad ClearEdge Pro service, and rerouted incoming calls to the offices of his home-based agents. For callers, it was business as usual.**

online anytime, as often as necessary. Employees can also plan ahead by predefining a set of numbers to be used in the event of an emergency situation.



Users can quickly define call routing online using easy drop-down menus.

**Enabling more rapid response.** With Covad ClearEdge Pro, you can also adapt business processes quickly and easily to adjust to adverse conditions. For example, if your customer service team is snowed in and can't come to the office, your telecom manager can go online and quickly create or activate a hunt group to reroute customer support calls to representatives' home or mobile numbers. Calls then automatically roll from one rep to the next until they're answered or connected to voicemail.

**An additional layer of assurance.** Even with a business continuity plan in place, sometimes calls are missed. Covad ClearEdge Pro provides a real-world safety net. Employees can reference online call logs to proactively view and return calls to prevent customer frustration and salvage lost business. You can also receive and forward electronic faxes for online retrieval.

## COVAD EMAIL AND WEB HOSTING SERVICES

**Always open for business.** Your website and email communications offer another business lifeline. With Covad hosted email and Web services, your email and website are safely protected from most local disruptions. Use webmail to email your customers, check your schedule, and respond to inquiries from anywhere, uninterrupted.

## COUNT ON COVAD

Since 1996, Covad has developed and implemented innovative broadband and voice solutions for small and medium-sized businesses. Helping ensure your business stays connected is one more way we demonstrate our commitment.

To learn more, visit [www.covad.com](http://www.covad.com) or call 1.866.292.4879



Covad Communications, 110 Rio Robles, San Jose, CA 95134

© 2007 Covad Communications Company. All rights reserved. Covad and the Covad logo are registered trademarks of Covad Communications Group, Inc. Service is not available in all areas and is subject to Covad's standard terms, conditions, and policies.

<sup>1</sup> Gartner Group 2002.