

## ABOUT THE INGRAM MICRO SERVICES NETWORK (IMSN)

The IMSN is a world-class IT service-delivery organization that provides pre- and post-sale professional and consultative services in more than 800 North American markets.

### The Disaster

A fire occurred at Camera Corner/Connecting Point (CCCP) in Green Bay, Wis., destroying its data center in March of 2008. Damaged beyond repair, just four days before Easter, were 45 physical servers, numerous SANs, an air conditioning unit and seven power supplies. While incremental backups were taking place daily, the fire occurred just two hours before CCCP's weekly full tape backup was to begin.

### The Challenge

CCCP faced many challenges in trying to recover from this devastating event. Fixing the problems of those primarily affected — hundreds of hosting clients as well as internal employees — was first on the list. Second was getting new equipment to replace what was destroyed in the fire. And finding help during the extended Easter holiday seemed improbable.

Although more than 98 percent of CCCP's revenue base was not impacted by the fire, clients had ongoing service requests and projects that demanded staff attention and resources.

CCCP had to recover from the fire, get all its hosting clients and internal staff up and running, and take care of all its other clients as well. There simply were not enough people to do it all. This was compounded by the fact that CEO Rick Chernick was out of the country and could not return because all flights were booked due to the holiday. He had to lead the recovery effort via telephone. The challenges continued to mount when CCCP's engineers realized that a few of the key week-old full backup tapes were corrupt, including the index tape meant to keep everything in order. The road ahead looked grim.

### A Call for Help

Recognizing that CCCP needed help, Rick asked his senior team members to reach out to friends and contacts in the IT community. The team contacted the Ingram Micro Service Network's (IMSN) Business Continuity and Disaster Recovery (BC/DR) team, which responded immediately, including setting up a conference call at midnight of Day 2 (Good Friday) to discuss how and when they could help.

CCCP's need for new equipment was solved in less than 18 hours with Ingram Micro's help and a 3 a.m. road trip. Next, the Ingram Micro BC/DR team asked several employees if they were willing to give up their weekend. They responded affirmatively, which actually caused a new problem because commercial flights had been filled by Easter travelers.

### The Response

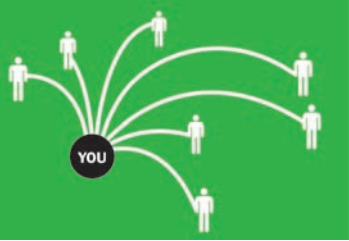
With very little time to spare, the Ingram Micro BC/DR team opted to charter a small plane to get from Phoenix to Green Bay. By the time the team arrived, CCCP had some processes up again, but its engineers had been working for 72 hours straight and needed help.

With internal staff exhausted and having no experience recovering from a disaster of this magnitude, CCCP was grateful for some experienced help. The Ingram Micro BC/DR team came in, assessed the situation and took command.

### The Solution

Right away, the Ingram Micro BC/DR team began to triage the situation and establish a prioritized list, setting up work shifts, assigning shift commanders to oversee the process, and allocating the appropriate engineering resources.

The Ingram Micro BC/DR team encountered one attack from a hacker trying to access CCCP's servers during the recovery. The team immediately implemented a security plan for the remainder of the process, including physical security and local law enforcement to ensure the safe arrival of equipment at the recovery destination.



## Managing Public Reaction

The Ingram Micro BC/DR team also helped CCCP to improve communications between CCCP and the local community. While the Green Bay community was incredibly supportive of CCCP during this difficult time, affected clients were naturally very upset that they couldn't access their data. To make matters worse, local news reporters were giving airtime to disgruntled clients, which aggravated the situation. At the team's recommendation, CCCP brought in a professional public relations group that helped to accurately inform the community about the situation, including showing footage of the fire damage. This gave CCCP an opportunity to better communicate with its clients and the public by focusing on CCCP's efforts to rectify the problem and ensure that all clients would be cared for.

## Back in Business

The Ingram Micro BC/DR team arrived on Saturday night and had CCCP's web sites live by Thursday, working around the clock for five and a half days and successfully recovering 98 percent of the lost data. Net Assist, CCCP's managed services and hosting division, has recovered nicely.

## Lessons Learned

Statistics show that 92 percent of companies that face a catastrophic disaster like the one CCCP experienced go out of business within one year. The Ingram Micro BC/DR team did more than just provide a company in distress with technological support — it also provided business consulting and communication expertise. In addition, both parties established a strong business relationship.

## About Camera Corner/Connection Point

Established in 1953 as a camera retailer, Camera Corner/Connecting Point is now a third-generation information technology and audio/visual value-added reseller and retailer, servicing thousands of clients throughout Wisconsin and Michigan's Upper Peninsula.