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Downtime: When failure is not an option

Charles Owen

Client Experience Officer

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WHAT YOU'LL LEARN

- Downtime – It's not if, but when.

- Possible losses & outages.

- Loss of data.

- Payment processing.

- Preventative measures.

- Put a downtime backup plan in place.
  - When your power is out.
  - Internet failover option.

- How to continue selling during a downtime.

- Managed Network™ improves business performance, security, & reliability.
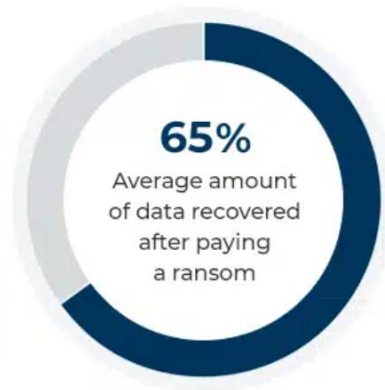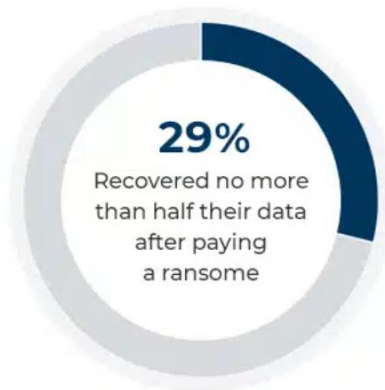
- Learn more…

Downtime – It's not if, but when

- The U.S. Department of Energy estimates that power outages cost businesses $150 billion each year.

- 90% of businesses experience downtime.

- 35% of unexpected downtime is caused by power outages.

- Retail stores are among the most affected businesses by power outages because sales transactions stop when point-of-sale systems don't have power.

Possible losses & outages

- Most common outages;
  - Power
  - Internet
  - Phone
  - Credit card processing
  - Data (Ransomware threat)
  - Computer hardware
  - Internal/external communications

Loss of data

Data Recovery Statistics After Paying to Ransomware

TRUELIST

8%
Recovered all data after paying a ransom

29%
Recovered no more than half their data after paying a ransome

65%
Average amount of data recovered after paying a ransom

Source: Sophos

- One of the biggest dangers from ransomware attacks is **financial loss**.

- The ransom demands can be very costly, and if businesses do not have the money to pay, **they may lose everything**.

- 43% of companies **go out of business** after a major data loss.

- Another 51% **fail within two years**.

- Almost 70% of small businesses **close within a year** of a large data loss.

- 39% of small businesses don't have an **incident response plan**.

Payment processing

- Nine in 10 U.S. consumers use some kind of electronic payment when purchasing goods and services.*
  - Credit cards
  - Debit cards
  - Digital wallets – Apple Pay, Google Pay, PayPal, Samsung Pay, Venmo, Zelle
- Network protection: Increases uptime – Improves security – Optimizes speed
- It's imperative that you have backup credit card processing options in place.

Source: McKinsey & Company, October 2022

Preventative measures

- Keep up with all regulatory compliances.
  - PCI, pricing & labeling, O.S., tax tables, building codes, fire extinguisher inspections, posted emergency procedures, etc.

- Implement a semi-annual hardware maintenance and replacement program.

- Conduct backup equipment inspections & maintenance, i.e., UPS/battery backup, modems, routers, generator(s), etc.

- Store data backups in a safe place away from the store, i.e., cloud, safe, home.

- Document and train employees on proper backup & downtime procedures.

Preventative measures (cont'd)

- To prevent power loss
  - Uninterruptible Power Supply (UPS) on each PC.
  - Auto-failover generator to run critical store operations.
  - Emergency lighting.
- To prevent internet loss
  - Invest in a router that provides auto-failover to a cellular connection to avoid internet downtime.
- To prevent loss of credit card processing
  - Install auto-failover to cellular connection.
  - Employ a standby credit card solution, i.e., Square, etc.
  - Accommodate optional WiFi payment methods, i.e., Venmo, Paypal, etc.

Preventative measures (cont'd)
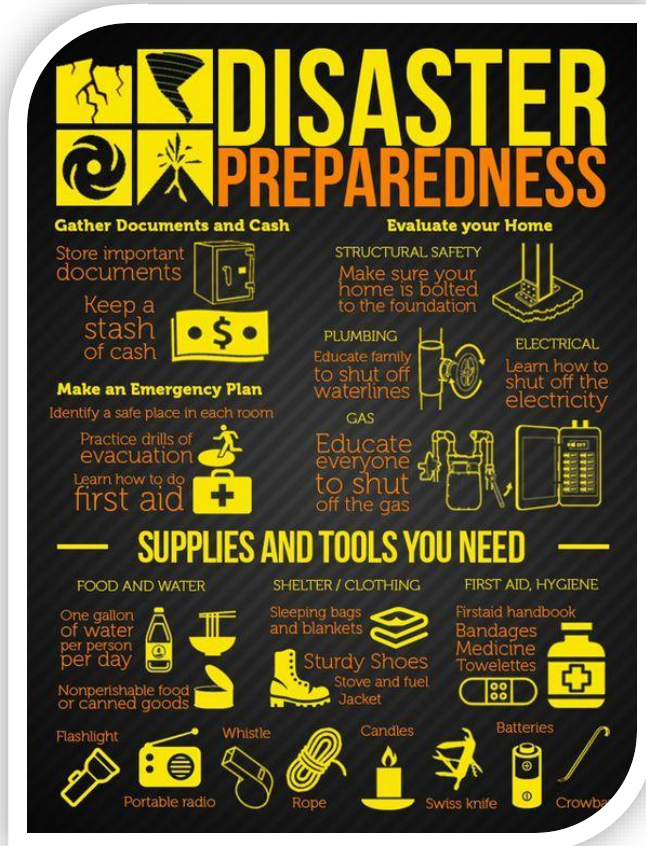
- To prevent POS equipment failure
  - Uninterruptible Power Supply (UPS) on each PC.
  - Have a backup POS terminal with all required peripherals in a safe and protected environment.

- To prevent data loss
  - Protect your network from hackers.
  - Train your staff to never open attached documents or peruse social media websites on the network.
  - Employ a reliable network management company, like Paladin, for more stable network security and reliability.
  - Employ DataWise managed service for cloud backups.

# When your power is out

Be prepared!

- A backup generator that can power lights and registers is ideal.

- Without backup power you should have:
  - Fully charged flashlights.
  - Battery-powered calculators.
  - Stock transaction receipts for cash and credit cards sales.
  - Current tax tables.
  - Cash draw register keys.

Internet failover option

- A firewall can act as a failover router by automatically switching to a cellular phone connection when a wired internet service provider fails.
  - It uses your cellular data to maintain an internet connection.
  - It works with any credit card processor and most wireless service providers.
  - When the internet is back up, it stops processing credit cards using cellular data.
  - It needs no assembly and is always ready to go.
  - Speak to a Paladin Managed Services technician for more information.

How to continue selling during downtime
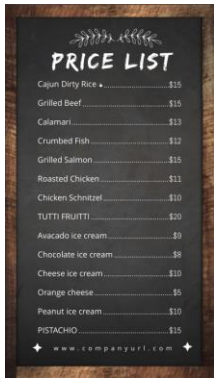
- Items you can utilize to stay open during a downtime - per checkout station:
  - Calculator(s)
  - Sales tax rate sheet(s)
  - Sales order pad(s) (NCR copy paper)
  - Reliable pens
  - Mobile credit card reader(s)

  [Be ready – always store in container under counter]

- Optional things to consider:
  - Have an up-to-date electronic price book on hand.
  - Retain a recent house accounts summary report
  - If possible, recruit additional staffing to control the chaos and reduce theft.

Paladin Managed Network™ improves business performance, security, & reliability

- Paladin Managed Network™ improves the security, speed and reliability of your business network with real-time, multi-tiered monitoring, and 24/7 management.

| **Security** Protect your network from intrusion, viruses, and malware attacks. | **Speed** Increase operating speed by blocking "performance blocking" applications. | **Reliability** Keep your business open when internet connections are down with mobile failover option. |

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Learn More

To learn more, see the following resources in our [Retail Science](#) library

- [A Crisis Management Plan is Crucial to Small Business Disaster Recovery](#)

- [Is it Time to Upgrade Your Loss Prevention Technology?](#)

- [Ransomware Resolution: How One Business Recovered](#)

- [PC Replacement Plans Are Good Business](#)

- [Summer Catastrophes Show Importance of Disaster Plans](#)

- [Business Network Security Can Stop More Than a Virus](#)

A recording of this webinar will be available at [portal.paladinpos.com/webinars](#).

Next Webinar:

Paladin Managed Emails
– Secure & Professional

October 10, 2023

9am PT

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