

Business Survival Newsletter“

go to www.rothstein.com

BUSINESS SURVIVAL(tm):
A BUSINESS CONTINUITY NEWSLETTER FOR DECISION MAKERS
FROM ROTHSTEIN ASSOCIATES INC.

=====
Volume 4, Issue 1: Copyright 2000, Rothstein Associates Inc.
=====

IN THIS ISSUE:

- Among Our Favorite Quotes
- Hopping Mad?
- One Last (promise!)Y2K Note
- Featured WWW Site
- Recommended Reading

AMONG OUR FAVORITE QUOTES:

- Just because nobody complains doesn't mean all parachutes are perfect.
- Benny Hill

HOPPING MAD?

=====
From the Australian Defense Science and Technology Organization and wire reports, as noted in Internetweek, December 13, 1999 (www.internetwk.com):

The reuse of object-oriented code has caused tactical headaches for Australia's armed forces. As virtual reality simulators assume larger roles in helicopter training, programmers have gone to great lengths to increase the realism of their scenarios, including detailed landscapes and - in one case - herds of kangaroos (since disturbed animals might give away a helicopter's position).

The developers were instructed ...to model the local marsupial's movements and reaction to helicopters. Being efficient programmers, the programmers simply reappropriated some code originally used to model infantry detachment reactions under the same stimuli, changed the mapping icon from a soldier to a kangaroo, and increased the figure's speed of movement.

Eager to demonstrate their flying skills for some visiting American pilots, hotshot Australian pilots buzzed the virtual kangaroos in low flight. The kangaroos scattered, as predicted, and the visiting Americans nodded appreciatively - then did a double-take as the kangaroos reappeared from behind a hill and launched a barrage of Stinger missiles at the hapless helicop-

Continued

ter. Apparently, the programmers had forgotten to remove that part of the infantry coding. Simulator supervisors report that pilots from that point onward have strictly avoided kangaroos, just as they were meant to.

=====

ONE LAST (promise!) Y2K NOTE

Okay, so Y2k s all but ancient history and I swore I wouldn t dwell on it, but I found this New York Times article of January 15, 2000 unsettling.

Rise in Death Rate After New Year is Tied to the Will to See 2000"

As the Year 2000 approached, most Americans thought mainly of New Year s revelry or the possibility of widespread computer failure. But some apparently were focused on something more basic: drawing breath on Jan. 1.

For some reason, people in New York City died at a remarkably higher rate during the first seven days of 2000 as compared with the same period in 1999... Many researchers have long believed that people are able to postpone their deaths when they face a major event like a family wedding, and perhaps the suspense of seeing whether computers would malfunction proved just too alluring, given the alternative of a funeral.

... the experts agreed that New York City s experience was not a fluke, and that many people who would not have otherwise survived carried themselves into the new year through sheer resolution.

And you thought your contingency plans covered just about everything!

=====

FEATURED WWW SITE

The National Infrastructure Protection Center

www.nipc.gov

With the recent spate of Distributed Denial of Service Attacks and other infrastructure disruptions, NIPC s www site is proving valuable to many of our clients.

Established in February 1998, the NIPC's mission is to serve as the U.S. government's focal point for threat assessment, warning, investigation, and response for threats or attacks against our critical infrastructures. These infrastructures, which include telecommunications, energy, banking and finance, water systems, government operations, and emergency services, are the foundation upon which our industrialized society is based. The mission of the NIPC is both a national security and law enforcement effort to detect, deter, assess, warn of, respond to, and investigate computer intrusions and unlawful acts, both physical and cyber, that threaten or target our critical infrastructures. The NIPC's job is not simply to investigate and respond to attacks after they occur, but to learn about preventing them.

=====

RECOMMENDED READING - CHECK IT OUT!

SERVICE LEVEL AGREEMENTS:

WINNING A COMPETITIVE EDGE FOR SUPPORT & SUPPLY SERVICES

By Andrew Hiles

This book holds the key to creating enduring, satisfying and profitable relationships between customer and supplier. It shows how both internal and external services and supply can be aligned to meet business vision, mission, goals, critical success factors and key performance indicators.

The techniques described will help you balance service cost against quality, leading to competitive advantage and business success. They can be applied to any industry, to any supply or support service.

2000, 288 pages. Order #DR450, \$200.00

DISASTER RECOVERY PLANNING:

STRATEGIES FOR PROTECTING CRITICAL INFORMATION (2nd Edition)

by Jon William Toigo

- "A complete guide to developing your company's data survival strategy
- Solutions for every company - PC to mainframe to the Internet
- Best practices for avoiding disasters and safeguarding your business."

2000, 325 pages. Order #DR447, \$50.00.

CREATING A CUSTOMER-FOCUSED HELP DESK:

HOW TO WIN AND KEEP YOUR CUSTOMERS

By Andrew Hiles & Yvonne Gunn

This volume came about as a result of the authors' own practical experience in Help Desk operation and management and of hundreds of workshops the authors have conducted worldwide over the last fifteen years. It is intended to be a practical reference guide, but the suggestions, checklists and templates all need to be interpreted and amended in the light of the culture, technology, service maturity and constraints of each individual organization.

2000, 296 Pages. Order #DR451, \$200.00

=====

Newsletter Editor: Philip Jan Rothstein, FBCI (pjr@rothstein.com)

Copyright 2000, 2001, Rothstein Associates Inc. All Rights Reserved

go to www.rothstein.com

Philip Jan Rothstein, FBCI, President

pjr@rothstein.com

Rothstein Associates Inc.

Management Consultants

¥ *Business Continuity, Disaster Recovery, Crisis Management*

¥ *Publishers of The Rothstein Catalog On Disaster Recovery:
Hundreds of books, software tools, videos & research reports.*

www.rothstein.com

www.DisasterRecoveryBooks.com

www.ServiceLevelBooks.com

203.740.7400 or 1-888-ROTHSTEIn fax 203.740.7401

4 Arapaho Rd. Brookfield, Connecticut 06804-3104 USA