



▶ **PLAN** THE STEP BY STEP ACTIONS YOUR ORGANIZATION WILL FOLLOW DURING A CRISIS



▶ **PROTECT** YOUR ORGANIZATION'S CRITICAL INFORMATION



▶ **COMMUNICATE** CONTINUOUSLY WITH YOUR CUSTOMERS AND EMPLOYEES DESPITE ANY THREAT

○ PLAN | ○ PROTECT | ○ COMMUNICATE

Customer focus



E-ternity Helps Optimize the Guest Experience at Blue Mountain Resort

E-ternity Assists Blue Mountain Resorts Limited in Providing Uninterrupted 24 x 7 x 365 Services to all Resort Guests

Blue Mountain Resorts Limited Background

Blue Mountain is Ontario's Largest Mountain Resort, located just 90 minutes north of Toronto and 11 km west of Collingwood. The resort is a four-season recreational and conference facility destination. Situated on the Niagara Escarpment, one of 6 UNESCO World Biosphere Reserves, the resort overlooks the southern shores of Georgian Bay. During the winter season, over 700,000+ visitors travel from Southern Ontario and the surrounding northern US States to enjoy 34 ski/snowboarding trails,

4 terrain parks, serviced by 12 lifts and a Snow Tubing Park. In the summer months, the nationally ranked Monterra Golf course welcomes golfers to enjoy its spectacular layout. These outdoor based attractions are complemented by 800+ accommodation units comprised of the Blue Mountain Inn, 4 condominium developments, Historic Snowbridge, Rivergrass, and the luxurious studio to 4 bedroom suites which comprise the Village at Blue. More information about Blue Mountain can be found at: www.bluemountain.ca.



plan. protect. communicate

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“E-ternity is proud to have been able to help Blue Mountain Resorts Limited enhance their overall customer experience by ensuring uninterrupted services for years to come.”

Greg Onoprijenko, *Managing Director Sales, E-ternity*

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John Gowers

Director of Information Technology

Blue Mountain Resorts Limited



The Goal: Uninterrupted Services for all Resort Guests

Blue Mountain Resorts Limited set an objective in early 2006 to enhance their current Disaster Recovery process in an effort to ensure the delivery of uninterrupted services to their guests. All of the online resort systems such as Equipment Rentals, Food and Beverage, Hotel Reservations Systems, and Conference Centre Services fall under the responsibility of Blue Mountain's IT group led by Director of Information Technology John Gowers.

“Although we had some basic planned procedures and redundancy built into our systems, we felt we owed it to our valued guests to have a plan and infrastructure that could guarantee the delivery of services that ultimately lead to the overall guest experience,” said Gowers.

At that point, Blue Mountain enlisted the help of *E-ternity*. *E-ternity* was brought in to address two specific objectives: architect and implement a High Availability IT infrastructure to keep systems online at all times, and assist in the development of a step by step Disaster Recovery Plan.

High Availability IT Infrastructure

To improve the redundancy of their IT infrastructure, *E-ternity* helped the Blue Mountain team architect a solution utilizing IBM's BladeCenter Blade Servers, IBM's DS Series Data Storage, and VMware's virtualization software to dramatically increase the availability of online systems. A future phase of this project will include remote real-time replication of critical data to the Disaster Recovery Hot Site located across the resort.

“It was nice to have a group as technically proficient as the Blue Mountain IT team,” stated Guy Netaneli, *E-ternity*'s Manager of Data Integrity Services. “We exchanged ideas well and this led to a smooth and efficient implementation.”

A Comprehensive Disaster Recovery Plan

The Disaster Recovery Plan process was broken into two phases, the Analysis Phase and the Development Phase.

During the Analysis Phase, *E-ternity* Consultants met with Blue Mountain's team to determine the resort's current state of preparedness and to define courses of action. This step was summarized in a detailed document.

During the Development Phase, *E-ternity* created a comprehensive step by step plan that incorporated the new IT environment. This plan detailed the proper procedures required to successfully navigate through any crisis that threatened to bring down the resort's online systems.

With the Plan completed, *E-ternity* finished this Development Phase with training and a complete knowledge transfer to ensure that the Blue Mountain team was comfortable and confident in its execution.



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Mike Nancekivell
Network Administrator
Blue Mountain Resorts Limited

A New Level of Service Capabilities

Mike Nancekivell, Blue Mountain’s Network Administrator, was impressed with *E-ternity’s* expertise. “*E-ternity’s* consultants were very knowledgeable. Their experience with similar environments really helped us determine our best options,” Nancekivell reflected.

“It was great to have an organization like *E-ternity* that covered both the consulting aspect and the technology aspect of this project. This made it easy for us to work with them,” added Gowers.

Greg Onoprijenko, *E-ternity’s* Managing Director of Sales, commented on the project overall. “Blue Mountain Resorts Limited is a great customer for us. As a resort, they have really raised their profile in recent years with the addition of new programs and activities along with the incredible investment in the Village at Blue. As a result, the public awareness of the resort has really escalated. *E-ternity* is proud to have been able to help Blue Mountain Resorts Limited enhance their overall customer experience by ensuring uninterrupted services for years to come.”

For information on how your organization can benefit from *E-ternity’s* services, please contact:

info@e-ternity.ca
or log onto
www.e-ternity.ca

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About E-ternity

E-ternity Business Continuity Consultants Inc. is a Mississauga, Ontario based organization focused on providing Business Continuity Management Services, Data Integrity Solutions, and Voice Continuity Services to customers in Ontario. *E-ternity* is laser-focused on designing and implementing solutions that will allow customers to achieve a perpetual state where their business will never experience downtime again. The organization prides itself as a single-source provider that brings customers best of breed technologies and methodologies and deploys them in a cohesive, integrated fashion. *E-ternity* helps customers find the perfect intersection between their acceptable risk and their available budget.