



We're
ready.

Microsoft

Microsoft Disaster Response

Connecting communities and enabling responders at time of need.

Microsoft Disaster Response

Natural disasters are increasing in frequency and affecting more people than ever before.

How Does Microsoft Help?

The Microsoft Disaster Response program is a Citizenship-based effort that supports critical relief activities by providing technology that accelerates coordination among responders and communication with the public.

Microsoft also provides the support and services needed to help restore our customers' and partners' operations, as well as assist in local community efforts to respond and recover.



Pre-Incident

Microsoft forms partnerships with lead government, intergovernmental, and non-profit disaster response organizations to proactively establish joint response models.

A number of technologies are also available to help individuals and organizations create preparedness plans in advance of a disaster.

0-4 Hours

Microsoft activates rapidly to help connect people with loved ones, enable broad communications and awareness, and conduct assessments of how technology can best be leveraged in the initial response phase.

During this time, Microsoft subsidiaries in the affected area engage with technology and response partners and government agencies to deploy targeted technologies.

4-24 Hours

As more complex needs are identified, Microsoft responds by coordinating the delivery of expert IT resources, services and technologies to enable responders in the local communities and to support customers and partners with business continuity and recovery.

24-72+ Hours

When incidents call for customized technology solutions to support the response, Microsoft works with partners to develop and deploy tailored solutions.

Microsoft continues to engage and support the long-term sustainability of the local economy and communities by connecting the generosity of donors and volunteers with aid opportunities.

"It's pretty amazing that our team could start to use the portal 30 minutes after we asked for it."

*Mark Thorp, Team Commander,
Missouri Disaster Medical Team*

"We coordinated so much of the effort because we had the technology to do so. The hospital had lost their technology when the tornado struck and law enforcement relied on radios. We had the portal."

*Rebecca Dougherty,
Public Information Officer,
Missouri Disaster Medical Team*



Collaborative Efforts

Missouri Medical Team Used Portal for Better, Faster Response to Deadliest U.S. Tornado

Despite years of responding to disasters, the members of the Missouri Disaster Medical Team were shocked when they arrived in Joplin, shortly after the deadliest U.S. tornado in at least 60 years had done its worst.

Nevertheless, those first responders acted quickly, decisively, and effectively to save lives, aided by the Microsoft Disaster Response Portal. When every minute could make a difference, they were using the portal within 30 minutes of requesting it, both to gain and share more information among themselves—such as the locations of emergency resources—and to disseminate more information to the news media and the public more fully and effectively, yet with less time and effort, than they could before.

Joplin's eight-story, concrete-and-rebar St. John's Mercy Hospital was lifted off its foundation by the tornado, rendering it uninhabitable. Cars were swept aside as though by giant brooms.

Preparedness and Solutions

Ahead of Time

There are a number of steps people and organizations can take to safeguard against the impacts of natural disasters and technology can help.

- Back up your important documents and photos with online storage solutions such as SkyDrive
- Set up your business with “anywhere access” from the cloud with collaboration tools such as Office 365
- Plan for how to best utilize mobile devices to connect with friends, family, and neighbors during a disaster

For more information on preparedness visit www.microsoft.com/disasterresponse



In-Kind Help During Response

When a natural disaster impacts you or your organization unexpectedly, Microsoft has targeted offerings that can help.

Cloud Computing

Cloud services allow response organizations to overcome local infrastructure disruptions and rapidly deliver scale during response.

Government to Public Communications

High scale communication technologies strengthen the partnerships between governments and communities by informing citizens and providing them with preparedness and response resources.

Crowd Sourcing

Data gathered through distributed collaboration technologies and analyzed via the cloud enable individuals and volunteer communities to support the activities of responders on the ground.

Social Media and Mobile

Integration with social media and mobile devices create a broadly available network through which responders and individuals can share real-time information as well as connect to loved ones and emergency services in time of need.

Contextual Data

Mapping tools and imagery, weather feeds and other contextualized data enhance response organizations' analysis and resource deployment planning.

Low Bandwidth Applications

Deploying applications designed for low-bandwidth, intermittent connections allows for continued coordination and communication while lessening the demand on interim and/or back-up infrastructure.



Making a Difference Together

Partnership Plays a Critical Role

Microsoft works with leading humanitarian response organizations and information and communications technology (ICT) partners to develop joint solutions for disaster management.

Together, Microsoft and responders can increase the ability for communities to prepare, respond, and recover.





Microsoft's Disaster Response Commitment

- **Improve response capabilities**
- **Target needs with technology**
- **Connect communities**

Microsoft has provided support for more than 200 natural disasters. The following represent a few of Microsoft's response efforts over the years:

African Drought (Current)
Joplin Tornado (2011)
Japan Earthquake (2011)
Pakistan Flooding (2011)
Haiti Earthquake (2010)

Chile Earthquake (2010)
H1N1 Flu (2009)
Italy Earthquake (2009)
Fargo Floods (2009)
Australia Bush Fires (2009)

Hurricane Gustav and
Hurricane Ike (2008)
China Earthquake (2008)
Cyclone Nargis (2008)
Mexico Flood (2007)

California Wildfires (2007)
Hurricane Katrina (2005)
Indian Ocean Tsunami (2004)