

Project : BCDR for UBER

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Uber technologies inc founded in march 2009, San Francisco, CA. They subjects to protests and legal action from taxi drivers and taxi companies around the world. This could be a huge loss for the company’s brand and image. The possible risks are natural disaster that has greater impact than any others, server down, website hacking, getting bugs in mobile app or failure.

Many weather events such as storms, blizzards, floods, cyclones (hurricanes), tornadoes and droughts can be of disastrous proportions. Natural disaster could be anything like thunderstorms that cause power to shut down which has adverse affect on server too. In case of App shut down or Installation issues, insufficient or inaccurate information, there should be a backup server at different location and dedicated team to resolve the issue within the time frame of 24 hours. It may create problem if the app is not a user friendly. Uber operates its business through mobile app and web-site. Database should be protected from hackers otherwise leads to leakage of customer information like phone number, facebook profile, bank details. Moreover android users are more affected. Anything that happens to database or main server affects to all its branches in different cities.

Incase where there are legal case(s) against Uber then the legal team should respond to the Emergency and resolve the issue in a most appropriate manner. The drivers are subjected to background checks, training, and alcohol policies. Less rating by customers to the driver may lead to their termination.Common risks are public image, employee, fraud, privacy leaks, legal liability and compliance, lost customers, employee satisfaction and retention. Allegations of inadequate background checks on drivers.

There should always be a two customer service support centers region/state. If one fails to provide support due to any technical reason, then the other customer service center needs to step up and assist the customers and drivers effectively and efficiently. The service should not be down for more than 3 hours maximum time under any circumstances. In case of unlikely event of work space being damage due to fire or any unforeseen circumstances, it is important to take every possible step to save each and every life associated with UBER and its surroundings. The work that needs to be carried out should be prioritized and distributed for completion to other branches of UBER HELP.

On – demand, transportation gain Uber needs to review the cyber security portion of its disaster recovery plan. According to the Verge the company accidently released the personal data of 674 of its drivers last week. The specific information released is extensive, including pictures of their licenses, vehicle registration numbers, Social Security Number and other vital information. As we all know that how important to secure the SSN (social security number). So, they notified about that bug impacting a fraction of their US drivers earlier this afternoon, Uber said in a statement on OCT 14. Within 30 minutes their security team had fixed the issue While it is still uncertain if the leaked information was collected by anyone with criminalintentions, many drivers are not pleased about the security debacle they now find themselves in. This info is worse than credit card information one Uber driver forum user wrote. This info can be used to create accounts and verify identities online.

The verge reports that the leak involved Uber’s new Uber partner application, which is designed to give driver more information.This is not the first incident of lax cyber security for the company. Earlier in the year, an Uber database of some 50,000 drivers was accessible for anyone using the programing repository software GitHub. Cyber security isn’t just for international, billion-dollar companies. Companies that have yet to develop their own disaster recovery strategy can partner with a business continuity consultant that has extensive experience with these issues.

God view feature in Uber app lets all the executives and Uber support team to look at the history of Uber rides related to the users. When this news came out there is big backlash against Uber application as the God view feature puts the security and privacy aspects of individuals at risk and there is no control on how this data can be used. There is a chance that if this data goes into wrong hands it could result bad outcome. On a flip side the application should give full control of ride history and all the details related to the account to the user which allows the user to delete the unwanted information from the application.

  Uber administrators should have privileges like retrieve the information only during the emergencies with the consent from the users. It is extremely important for companies to be able to identify their key bread earning segments in their business model. Failing to identify these segments directly affects the time taken to recover from disasters causing it and as a result incurs in a hued loss.

To avoid such scenarios, it is crucial that the company analyses the critical elements of their business and formulate a proper recovery plan for it, so that these core functions could be brought back into full function, sooner or later. Identifying crucial assets also ensures that the recovery plan is concise and to the point. Also, the people designing a disaster recovery plan would have a more focused approach towards things, since they have a direction in which they are going. Get Everyone Involved, It's a good idea to appoint someone to coordinate the efforts to create a business continuity plan, but a successful plan requires feedback and input from all parts of an organization. 'Never try to create a plan in a vacuum,' Glenn says. 'You need a dynamic group to get people together talking about exactly what they do and how they do it.'

You should solicit input from employees to determine their roles in the organization, and what tools they need to fulfill them, so you can write that into the plan in case someone else needs to take on those duties after a major disruption. And make sure each department or team of employees has developed their own plan to recover operations independently as well.

The most important part of the feedback process is constant communication among high-level management. The people who have fiduciary responsibility will be able to decide which objectives or functions of the business are most critical. Having upper-level management lead the effort also sends a clear message to employees that creating a strong continuity plan is a top priority.

In 2016, the company failed in autonomous technology by raising alarms in the people by introducing self driving vehicles. Later in 2017 they were forced to pay $20m in order to settle allegations through false advertisement. Due to federal policies the company had to undergo disaster which made people to delete the Uber App.