

## Phase 2

### Task 2.2: Stakeholder Management

#### 1. Executive Communication

**To: Executive Leadership (Email Update)**

**Subject: CRITICAL UPDATE: Data Center Disaster Recovery - 9:30 AM Status**

Status: The DR Plan is fully activated. The Recovery Team is mobilized in Milwaukee. Core Banking System restoration is in progress, but delayed.

Challenge: The Core Banking recovery is estimated at  $\sim 6$  hours (instead of 4), moving the expected completion to 4:00 PM CT. Online Banking configuration issues are being addressed, causing further delay.

Revised Timeline: We expect to restore Branch Teller Systems by 12:00 PM and Core Banking by 4:00 PM. The 5:00 PM Wire Transfer deadline is a critical risk but remains a target.

Mitigation: Resources have been shifted to prioritize Core Banking and Wire Transfer. We are drafting a public statement and ramping up call center staffing to manage reputational risk and customer frustration.

#### 2. Regulatory Communication

**To: Federal Reserve and FDIC**

**Subject: Formal Notification of Significant Operational Disruption - FinanceFirst Bank**

FinanceFirst Bank is formally notifying you of a significant operational disruption that began at 6:30 AM CT due to catastrophic flooding at our Primary Data Center in Chicago, IL. All production systems are currently offline.

- **Action Taken:** Full DR Plan activated at the Milwaukee Warm Site.
- **System Impact:** All customer systems affected (Online, Core, ATM).
- **Recovery Status:** Core Banking restoration is underway. We anticipate a **revised recovery time of 4:00 PM CT** for the Core System.
- **Data Integrity:** No data loss reported as of 6:15 AM replication.
- **Compliance:** We are prioritizing restoration of critical regulatory reporting systems and will continue to provide status updates every 4 hours until recovery is complete.

### 3. Customer Communication

#### Website banner alert

**URGENT:** We are experiencing a major system outage due to an incident at our main data center. Our teams are executing our Disaster Recovery plan. Online and Mobile Banking are temporarily unavailable. We apologize for the inconvenience and are working to restore service as soon as possible.

#### Social Media Post

We are aware of the system outage. We are actively working to restore services. Our branches are open for limited services (cash/check deposits/withdrawals). We appreciate your patience. **Next update at 1:00 PM CT.**

#### Branch Signage

**SYSTEMS DOWN:** Due to an unexpected incident, our computer systems are temporarily unavailable. We can only process limited transactions manually. Please expect delays. We are committed to restoring full service as quickly as possible.

#### Call Center Talking Points

"I understand your frustration. We experienced a major system outage this morning. Our specialized technical teams have activated our recovery site in Milwaukee and are working non-stop. We expect to have core services back online by **4:00 PM CT.** Your funds are safe, and we will update our website immediately when service is restored."

### 4. Media management

**Media Statement:** FinanceFirst Bank confirms that an incident involving a municipal water main break caused a major outage at our primary Chicago data center this morning. We declared an emergency and successfully activated our Disaster Recovery plan. Our technical teams are working at our secondary location to restore all customer services. We apologize for the interruption and assure our customers that their funds and data remain safe.

### 5. Internal communication

**Subject: INTERNAL: Important Update on System Outage and Customer Management**

**Status:** We are operating under the full Disaster Recovery Plan. **Branches are open but relying on manual processes.** Core systems are expected back online around 4:00 PM CT.

**Your Role:** Your primary goal is to remain calm, professional, and empathetic. Use the **Call Center Talking Points** provided to manage customer expectations. **DO NOT** speculate on the cause or duration of the outage beyond the official guidance. Direct

all media inquiries to the Crisis Communications Team. Your support is crucial in maintaining customer confidence.