

**LEVERAGING AWS ANALYTICS FOR OPTIMIZED NATURAL
DISASTER RESPONSE AND EFFECTIVE RESOURCE ALLOCATION**

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Abstract

An extensive suite of services that can be utilized for improving Natural Disaster (ND) management across its four phases, namely mitigation, preparedness, response, and recovery, is provided by Amazon Web Services (AWS). Nevertheless, there is an inadequate interpretation of the role of AWS in Disaster Response (DR) Resource Allocation (RA), particularly for NDs. Hence, investigating the impact of AWS analytics in optimizing RA for effective natural DR is the aim of the present study. In the study, data are gathered from various secondary sources. To analyze the secondary data, the study employs a qualitative approach. The RA for natural DR includes Amazon Location service, Amazon S3, Amazon Redshift, Amazon QuickSight, and AWS Lambda and Amazon SNS for assessing geospatial information, storing data, identifying optimal allocation, visualization, and sending notifications, respectively. Additionally, as per the study, AWS enhances the efficacy of allocating emergency resources in response to NDs. Furthermore, AWS permits rapid deployment of disaster recovery solutions, decreasing downtime than conventional approaches. According to the overall result of the study, the utilization of AWS analytics can forecast resource demands and optimize RA for natural DR and recovery. Additionally, utilizing AWS analytics for natural DR makes a contribution to saving lives, diminishing damage, and augmenting the efficiency of relief efforts by rendering data-driven insights. Recovery organizations can move from a reactive approach to a proactive and optimized one through the collection and investigation of huge amounts of data.

Keywords: Amazon Web Services, Amazon Redshift, Amazon QuickSight, Amazon Simple Notification Service, and Resource Allocation.

Introduction

Extreme weather has been intensified by the rapid speeding up of economic growth, industrialization, and urbanization, which pose novel challenges to the ecosystems of the Earth and the human societies' sustainable development [1]. NDs have turned out to be progressively frequent and severe because of an amalgamation of climate change and unsustainable human activities, posing novel threats to infrastructure, human life, and the environment [2,3]. After disasters, one of the most critical tasks is to allocate immediate emergency resources. This necessitates careful planning and coordination to ensure that resources reach those most in need as quickly as possible. The response planning involves the delivery of the supplies to the demand points and the buying of additional supplies in case of deficits. The emergency RA mostly handles

how to quickly and efficiently allocate emergency resources by rescue agencies [4,5]. Various technologies are leveraged by rescue agencies to optimize RA during NDs. Technologies like Cloud Computing (CC) have turned into a transformational force for improving the prediction accuracy, optimizing relief efforts, and coordinating better with stakeholders regarding any disaster [6]. Improved resource use, decreased over-provisioning, and augmented cost savings are the highly significant practical advantages of predictive RA [7]. AWS, a CC technology, plays an important role in disaster recovery solutions by facilitating more predictive capabilities, enabling data-driven decision making, and enhancing preparedness, response, and recovery efforts [8]. The disaster RA largely relies on AWS products, including Amazon S3, AWS Lambda, and AWS CloudFormation [9]. Conventional disaster recovery solutions mostly depended on infrastructure and on-premises hardware that were expensive and challenging to scale [10]. Guerdan et al. [11] established an improved RA model for DR within a mobile cloud environment. The model could enhance every single quality dimension of timeliness, quality of care, and responder leverage, providing superior outcomes in RA coordination and disaster incident response communications. As per Rehan [12], the application of artificial intelligence in enhancing RA optimized the operational efficiency and cost-effectiveness within CC environments. Likewise, Bhatt [13] found that maximizing the utilization of AWS tools for system applications and products in data processing resulted in enhanced efficiency and fewer crash times. In addition, according to the study, disaster recovery capabilities were enhanced for supporting automated backup and more effective and quicker data recovery measures. Kopparthi [14], analyzed AWS services, including Amazon S3, AWS Elastic Disaster Recovery, and multi-region architectures, to achieve specific recovery time objectives and recovery point objectives. The incorporation of AWS optimized the potential of cloud-centric disaster recovery solutions and mitigated the operational complexity. Punitha and Goldena [15] established a Triple-N RA framework to optimize RA. As per the findings, the framework responded in less time with reduced waiting jobs. Rai [16] identified that using AWS services for disaster recovery planning reduced the downtime and lessened the effects of disasters than organizations that solely relied on conventional methods. Kumar and Semwal [17], found that artificial intelligence and cloud platforms, such as AWS, improved DR efficiency, cost-effectiveness, and resource optimization, and also overcame privacy, data security, and system integration problems. After an ND, RA is challenging due to various factors, like limited initial resources and inaccurate demand information. Prevailing RA methods struggled to adapt to the dynamic and urgent needs of post-disaster scenarios, often causing inefficiencies and delays in responses. Hence, for RA, a cloud-based approach is crucial. In earlier research, AWS's role in post-disaster recovery was predominantly covered using its infrastructure and services to ensure data protection, minimize downtime, and facilitate recovery from unanticipated events, namely NDs, hardware failures, or cyber-attacks. Although AWS's role in disaster recovery was concentrated on in the conventional studies, there was no research in the past that applied the potential and documented use of AWS in real-time DR-RA for NDs. Therefore, bridging the

research gap through a synthesis study is required. Hence, examining the impact of AWS analytics in optimizing RA for effective natural DR is the research's main goal.

1.1 Research Objectives

The objectives of the research are:

- To contrast the capabilities of conventional approaches and AWS tools and services in disaster recovery.
- To analyze the effectiveness of using AWS in allocating emergency resources during and after NDs.
- To examine the capability of AWS analytics in predicting resource demands and optimizing RA for effective natural DR and recovery.

1.2 Contribution of the study

The evolution of disaster recovery from static, on-premise solutions to dynamic, cloud-based approaches is highlighted by comparing traditional disaster recovery methods alongside AWS tools. Examining AWS in allocating emergency resources renders a scalable infrastructure to process large datasets, facilitate remote operations, and support rapid recovery. Historical data and geospatial data can be analyzed by AWS analytics to forecast the scale and location of potential NDs. The paper is organized as: The data description and the research methodology are offered in Section 2, the analysis of the results is shown in Section 3, and the conclusions derived from the study are given in Section 4.

Research Methodology

2.1 Research Design

In the study, a qualitative approach is employed. The study seeks secondary data for the analysis of existing information relevant to its objectives. Leveraging AWS analytics in natural DR-RA is the main goal of the present research. For data collection and analysis, the study utilizes a qualitative research approach since it permits a comprehensive exploration of complex social phenomena and meanings.

2.2 System Architecture

From various sources, the historical data is collected and ingested into Amazon S3. AWS Glue acts as an Extract, Transform, and Load (ETL) service, which can process the raw data stored in S3 and feed it into Amazon Redshift, a data warehouse for effective querying and analysis. Optimal allocation strategies are identified by the analytical capability of Amazon Redshift. Thereafter, to visualize the disaster situation, resource status, and allocation progress, the data is pushed into Amazon QuickSight. The data from Amazon Redshift is ingested into AWS Lambda for identifying instances in which predefined thresholds are crossed. Amazon SNS sends the notifications when thresholds are crossed. To create comprehensive situational awareness

platforms, Amazon Location Service integrates Unmanned Aerial Vehicle (UAV) mapping data with existing Geographic Information Systems, emergency response databases, and real-time sensor networks. This incorporation facilitates responders to overlay damage assessments with population density maps, infrastructure databases, and resource availability information, rendering actionable intelligence for resource deployment decisions. Figure 1 indicates the architecture depicting a robust and scalable data pipeline on AWS for DR-RA.

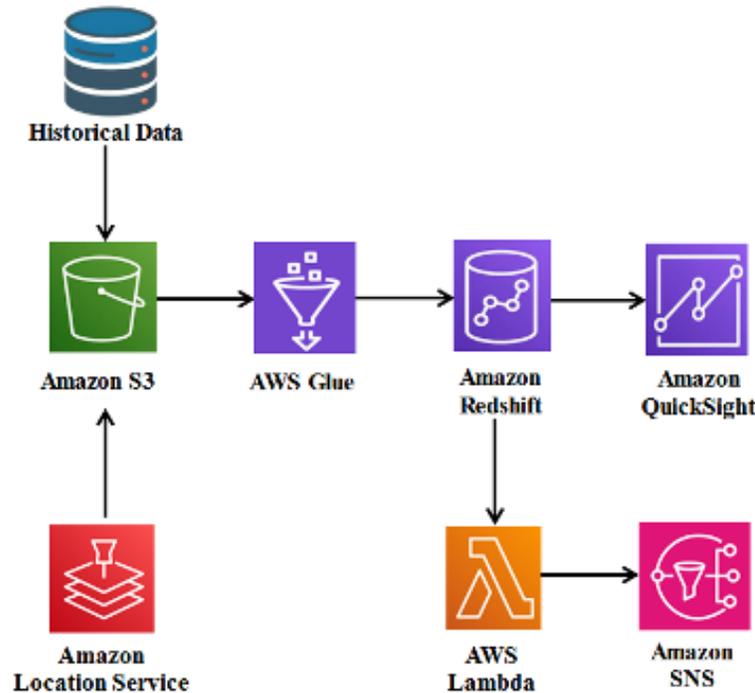


Figure 1: AWS architecture for natural disaster response resource allocation

2.3 Data Collection

In this research, an extensive analysis of secondary data, i.e., the information is collected by others for different purposes, is utilized. This approach includes investigating existing literature and online sources associated with DR-RA. When contrasted with collecting new data, secondary data is typically highly effective and economical. This study’s findings and conclusions are centered on the analysis of this pre-existing information. Examples of secondary sources are:

- Books: They render an in-depth overview, analysis, or interpretation of a topic. They often compile and describe information from various primary sources, providing a broad overview of a subject.
- Review Articles: They are scholarly publications that synthesize and critically investigate conventional research on a particular topic, instead of presenting new, original findings.
- Literature Reviews: They summarize the prevailing research and scholarly literature on a specific subject, often included in dissertations or research papers.

- **Research Article:** It is a scholarly publication that describes the findings of original research by the author. Typically, it intends to contribute to prevailing academic material within a given field.

2.4 Data Analysis

By utilizing a qualitative technique, the secondary data are investigated. This includes examining the prevailing data for gaining insights beyond the original research question. The study can gain valuable insights into complex social phenomena by carefully selecting and analyzing secondary qualitative data. Providing an in-depth comprehension of the role of Amazon QuickSight, Amazon Redshift, and Amazon SNS in DR-RA using prevailing data is the aim of this study.

2.5 Ethical Concerns

According to established ethical guidelines and regulations relevant to the specific field of study, all research methods are analyzed. Before data collection, the ethical as well as legal aspects are considered. The privacy and confidentiality of individuals whose data is being used are maintained. The study is free from any actual or potential conflicts of interest that can compromise the research’s objectivity or integrity. The findings are presented in a generalized manner, permitting broader application and interpretation beyond the specific context of the study.

Results and Discussion

3.1 Traditional and AWS approaches in disaster resource allocation

When an ND strikes, it is pivotal to effectively allocate resources for minimizing its impact and ensuring a swift recovery. Traditional RA in DR depends on pre-determined plans and on-site coordination. The disaster recovery strategies are also reactive, often resulting in prolonged downtimes and elevated recovery expenses. Nevertheless, for dynamic RA and enhanced communication, AWS-based approaches leverage CC. For successful disaster recovery, effective RA is crucial. Since the AWS-centric disaster recovery can be accessible from any place with an internet connection, cloud-based disaster recovery has turned out to be increasingly renowned as a viable option [18]. The comparison of the conventional techniques and the AWS-centric methodology for disaster recovery potentials is demonstrated in Table 1.

Table 1: Comparison of the disaster recovery capabilities of traditional and AWS-based methods [13]

Strategy	Traditional	AWS
Backup Frequency	Daily or weekly, depending on backup schedule	Continuous, with AWS Backup and S3

Recovery Time Objective	4–24 hours, depending on the method	Less than 15 minutes
Data Replication	Scheduled, less frequent, with potential delays	Real-time with AWS Data-Sync and S3
Cost	\$10,000 + upfront for hardware + storage costs	Variable, pay-as-you-go
Data Encryption	Often requires additional solutions for encryption	Built-in encryption
Ease of Testing	Testing can be complex and manual	Regular testing supported with automated tools

3.1.1 Benefits of using AWS in disaster response and recovery

For enhancing DR abilities, technology and expertise are leveraged by AWS, which renders numerous benefits for natural DR and recovery, which are given below,

- **Disaster Mapping:** AWS renders suppleness for disaster responders for leveraging cloud technology at the edge. While processing as well as investigating larger datasets in the field, core response functions like UAV technology for disaster assessments can turn into a bottleneck. With AWS, responders can complete tasks locally and direct resources, although the internet connection is disrupted. AWS saves time than conventional methodologies [19].
- **Rapid Deployment:** AWS permits rapid deployment of disaster recovery solutions, considerably diminishing downtime than conventional approaches. AWS’s global network of data centers facilitates geographically different backups and recovery sites, ensuring that operations can continue in another region even if one region is affected.
- **Resource management efficiency:** AWS’s capability of enhancing effective resource management within a cloud environment is one of its key benefits. It includes scaling resources down or up centered on demand and monitoring, allocating, and enhancing them for preventing waste [12].
- **Elasticity:** Disaster recovery-associated AWS services are generally billed per usage. This renders the flexibility to use AWS as a disaster recovery site through paying only for the resources utilized, instead of committing to a longer-term contract or a set number of servers [20].

3.1.2 Disaster response and recovery capabilities of AWS

Disasters can leave the telecommunication infrastructures destroyed or damaged. For operational planning, managing resources, and accessing critical data on AWS, communications networks are significant. AWS employs technical volunteers to aid in restoring local connectivity, leading them to do their most vital work. Services like Amazon S3 are offered by AWS for secure, durable, and scalable data storage, enabling regular backups and quick restoration in case of disaster. DR tasks can be automated by AWS Lambda, streamlining the recovery process. Disaster recovery strategies accessible within AWS are extensively categorized into four methods, each varying in complexity and cost, encompassing backup and restore, warm standby, pilot light, and multi-site active-active [19,21]. Figure 2 depicts the graphical illustration of the comparison of AWS disaster recovery strategy implementation metrics.

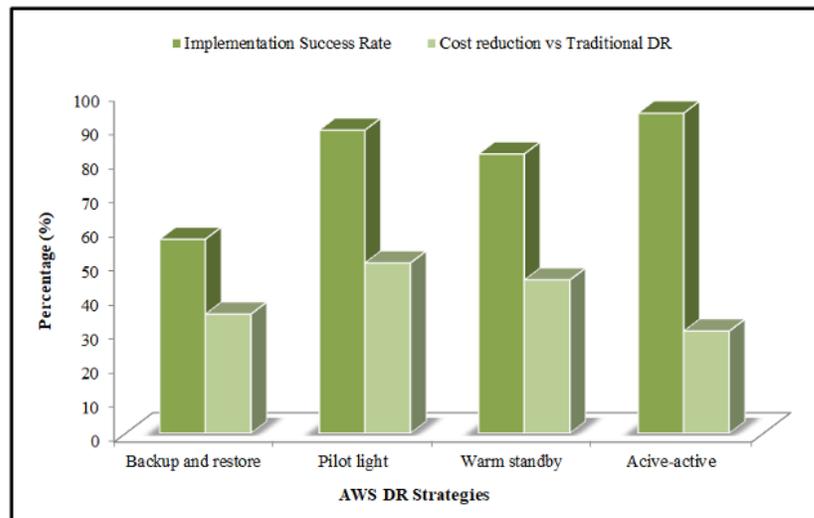


Figure 2: Comparison of AWS disaster recovery strategy implementation [14]

3.1.3 Limitations of using AWS

- **Dependency:** Deep integration with specific AWS services can make it challenging to migrate to other clouds or on-premises solutions. The architecture heavily depends on the AWS ecosystem. Therefore, a change in one service can impact others, which creates cascading effects.
- **Governance:** Data security and governance across larger AWS organizations can become fragmented. While tools for compliance are provided by AWS, organizations must still implement their own specific policies and configurations to meet diverse regulatory demands.
- **Data security:** While many security services are offered by AWS, they can be complex to configure, especially those requiring fine-grained control and data access [12].

3.2 AWS analytics in predicting resource demands and optimizing resource allocation for effective natural disaster response and recovery

Resource optimization and allocation strategies

For forecasting future RA requirements, historical data is utilized by the predictive RA strategies. The predictive strategies' key aim is optimizing RA by making advanced informed decisions. Predictive RA strategies play a crucial role in cloud technologies, such as AWS. Communication and collaboration between agencies involved in DR are facilitated by leveraging cloud-based platforms. The efficient use of cloud resources during DR is ensured by monitoring and analyzing resource consumption using AWS tools [9,22].

Cost optimization for disaster recovery

AWS Reserved Instances render up to 75% cost savings for predictable baseline emergency management systems, while maintaining the capability of bursting to on-demand capacity during actual disasters. This hybrid methodology optimizes costs for uninterrupted operations, such as emergency call centers and weather monitoring, while preserving scalability for surge events. A pay-as-you-go technique is offered by AWS to price for the vast majority of its cloud services. With AWS, it is required to pay only for the individual services without needing longer-term contracts or complicated licensing. Although the AWS services' pay-as-you-go approach renders flexibility, it can result in unanticipated costs if it isn't properly managed [12,23].

Post-disaster impact assessment and recovery planning

Analyzing the data collected after a disaster can assist in assessing the effectiveness of response efforts, identifying areas for improvement, and informing long-term recovery planning. For storing and analyzing vast amounts of post-disaster data, AWS storage services like Amazon S3 can be used. Based on predefined thresholds, such as sending alerts for critical areas requiring immediate attention, AWS Lambda can process incoming data and trigger actions. The usage of AWS can estimate the resource use, recognize unmet needs, and enhance future preparedness strategies [24].

3.3 Effectiveness of using AWS in allocating emergency resources during and after natural disasters

A robust and scalable platform, which significantly improves the effectiveness of allocating emergency resources in response to NDs, is offered by AWS. The services of AWS facilitate rapid data sharing, communication, and resource management, thus resulting in faster response times and more efficient recovery efforts.

Scalability and flexibility

- The cloud infrastructure of AWS can scale up or down according to the needs, ensuring cost-efficiency and high availability.

- AWS services can automatically adjust resources concerning demand, ensuring that systems can cope with increased traffic and processing needs during a disaster.
- It permits the adjustment of resources based on the specific needs of each disaster scenario, ensuring efficient allocation of resources.

Global reach and redundancy

- AWS regions encompass multiple isolated availability zones, offering redundancy and resilience against localized failures.
- AWS's global network permits the deployment of recovery solutions across diverse regions, ensuring that data and applications remain accessible, though one region is affected [21].

Resiliency

- Through health checks, automatic scaling, and self-healing mechanisms, AWS infrastructure automatically detects and responds to failures.
- To maintain continuous service availability for resource coordination systems, Auto Scaling automatically provisions additional capacity and Application Load Balancers redirect traffic away from failed instances when emergency call volumes overwhelm individual servers.

Automation and efficiency

- AWS provides tools to automate disaster recovery processes, diminishing manual intervention and decreasing recovery time.
- AWS can be utilized for prioritizing recovery efforts based on the criticality of systems and applications, ensuring that resources are effectively allocated [16].

Integration capabilities

- AWS renders API's to connect to disparate systems, comprising 911 centers, hospitals, and shelters.

3.3.1 Real-world example

Case study: Resource allocation after an earthquake After the earthquake in Puebla, Mexico (September 2017), AWS worked with the Mexican Red Cross to help relief efforts by streamlining the distribution of resources, supplies, and donations. The collaboration between AWS and the Mexican Red Cross has led to a web portal hosted on the AWS Cloud, designed to help with resource distribution planning. AWS provides a personalized experience for every single state delegation, encompassing volunteer needs, regional projects, and training. The cloud allows obtaining and retiring resources on an ongoing basis, without depending on teams for approving, acquiring, and installing the infrastructure [25].

Resource allocation challenges

For ND-RA, AWS offers significant advantages, particularly in scalability. Nevertheless, it faces challenges in handling sudden demand spikes, complex cost management, and ensuring resource efficiency, which is depicted in Table 2.

Table 2: Resource allocation challenges across AWS [12]

Topic	Challenges	Solutions
Demand Fluctuations	Uses predictive algorithms, but suffers from sudden spikes without previous data.	Elastic Load Balancing can assist in distributing traffic and maintaining availability during such spikes; nevertheless, proactive planning and monitoring are still necessary.
Cost Management	A complicated pricing structure can cause overspending if not closely monitored.	Use optimization tools and implement cost monitoring strategies to ensure that resources are utilized efficiently and costs are controlled.
Resource Efficiency	Susceptible to idle resources and necessitates optimization tools for cost control.	Employ optimization tools and implement strategies for identifying and removing idle resources, ensuring efficient resource utilization.

Conclusion

In the study, the role of AWS analytics in optimizing RA was investigated for effective natural DR. The study further contrasted conventional and AWS centric approaches in disaster recovery. Furthermore, the effectiveness of using AWS in allocating emergency resources was explored in the study. According to the findings, the use of AWS analytics could predict resource demands and optimize RA for natural DR and recovery. Additionally, the study identified that the challenges of AWS in disaster RA were demand fluctuations, cost management, and resource efficiency. Automating RA with AWS reduced the time it took to mobilize and deploy responders, equipment, and aid to affected areas. However, for the analysis, the study solely relied on secondary data, which might cause data bias and limit the generalizability of findings. Hence, the study will utilize both primary and secondary sources of data in the future to provide a comprehensive analysis of the present study.

Future considerations

For natural DR and recovery, Amazon’s Project Kuiper satellite constellation offers transformative capabilities by providing resilient internet connectivity when terrestrial infrastructure fails. At the time of hurricanes, earthquakes, wildfires, or floods that destroy cell towers, fiber optic cables, and communication networks, Kuiper’s low Earth orbit satellites can rapidly restore critical connectivity to affected areas within hours instead of the weeks or months required to rebuild physical infrastructure. Portable ground terminals can be deployed by emergency response teams to establish immediate internet access for hospitals, emergency shelters, government coordination centers, and first responder operations, enabling them to access cloud-based emergency management systems, coordinate multi-agency responses, and maintain communication with external support networks. The satellite constellation’s incorporation with AWS services permits DR organizations to leverage powerful CC resources for real-time data processing, predictive analytics for RA, and automated emergency notifications even in completely isolated disaster zones. Kuiper’s global coverage and redundant satellite network ensure continuous service availability. Its scalable bandwidth can adapt to changing needs throughout the DR lifecycle, i.e., from the initial emergency communications to supporting long-term recovery operations and rebuilding efforts. This satellite-centric connectivity solution basically creates a resilient communication backbone that remains operational when conventional networks fail, dramatically enhancing coordination efficiency and potentially saving lives by maintaining critical information flows during the most difficult phases of natural DR.

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