



What Happens in an Outage:

Connect Backup

A turnkey Wireless LTE Failover solution to keep your customer's critical business systems online.

Protect Your Customer's from a Network Failure

In the past year, nearly every organization experienced some sort of internet disruption — a critical breakdown that ground their business to a halt. Almost half of those disruptions were caused by network outages.

The consequences of these unexpected disruptions are far-reaching, especially for your small business customers. Just one hour of downtime, at the wrong time, can cost the company revenue, damage its reputation, expose its sensitive data, and leave the organization at risk for security threats.

As companies become more reliant on the internet and cloud-based services to run all aspects of their business, uninterrupted access is more than just an IT issue; it's a strategic necessity. It's no surprise then that 92% of companies said they were concerned about the impact of a major internet disruption.

- **45% Increase** in Customer Support Calls
- **40% Reduction** in Employee Productivity
- **29% Increase** in Exposure to Security Risks



89%

Organizations experienced internet disruption in the past year



\$100K

Cost of a single hour of downtime according to 98% of organizations



8.7
HOURS

Average time to identify a network outage

How an Outage Affects Your Customer's Business

Here are just a few of the critical impacts your customers may experience during a network outage.

Financial Impact

An outage can lead to an immediate hit to your customers' bottom line when their point of sale, inventory management, CRM, communications, and other critical systems are no longer available.

Loss of Employee Productivity

In an outage, systems become inoperable, and that can either halt operations entirely or require labor-intensive manual workarounds. Productivity goes down, and business and client needs go unmet.

Security

The loss of access to a point of sale system could lead to employees attempting non-PCI compliant solutions and expose the business to possible financial penalties.

Loss of Data

More and more small businesses rely on cloud-based applications for VoIP, security and data storage. Without a backup solution, these applications won't be accessible in an outage.

Reputation Damage

From compliance to customer service and user experience, an outage can quickly do damage to your customers' reputation, affecting brand loyalty and leading to long term business impacts.


How an Outage Affects the Service Provider

Increased Customer Support Calls

When a network connection is lost, the first thing your customer will do is call in to your customer support center. Because these are high-priority, high-stakes situations, your customer will be frustrated and expecting immediate action.

Reputation Damage

An unexpected outage is, ultimately, a reflection on your brand. Any time a network connection is lost, it creates an opening for your customers to take their business elsewhere. But the impact doesn't end there. Whether they leave or not, they can easily amplify their dissatisfaction through social media, online reviews, and word of mouth.



Only **41%** of organizations have made necessary network infrastructure improvements to prevent an internet disruption.

– Spiceworks survey of IT decision-makers

Stay online with Arterra's Connect Backup

With Connect Backup, you have the opportunity to help your customers address this critical gap in their network infrastructure.

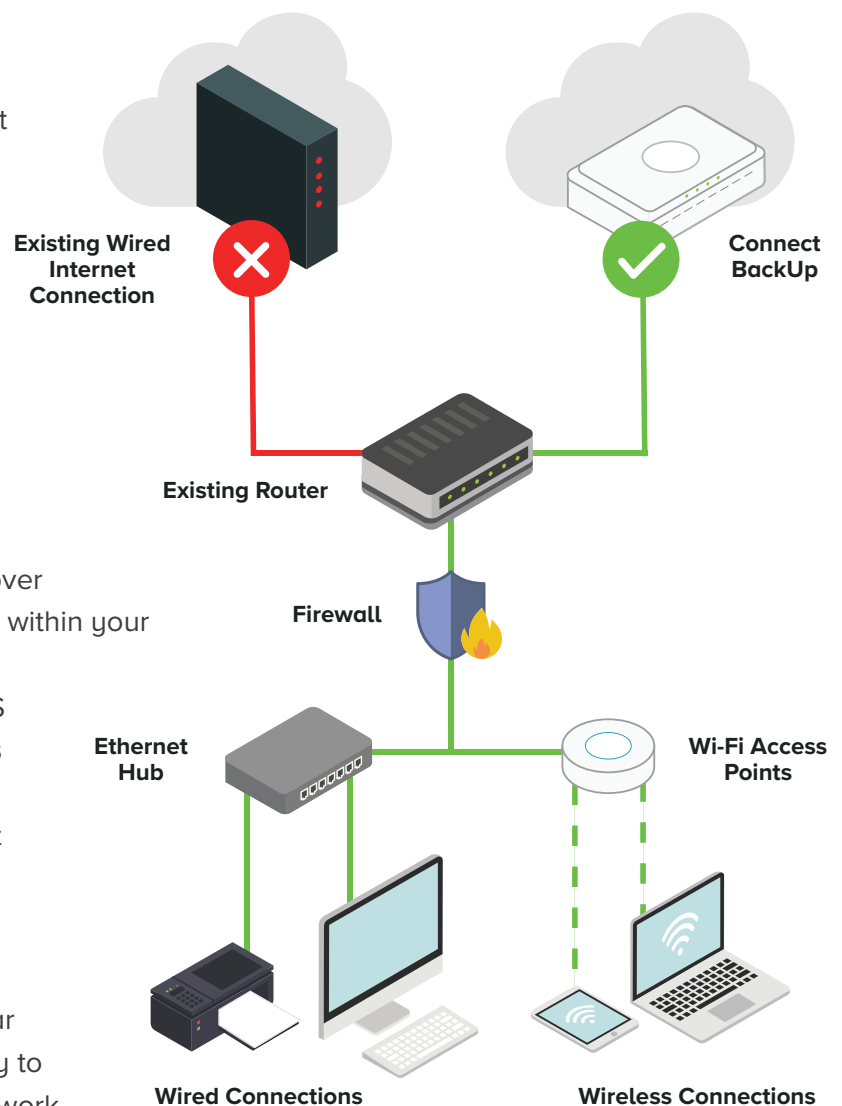
A secure wireless LTE backup solution, Connect Backup keeps your customers' essential business applications up and running in the event of an outage. They'll avoid the very real business and brand consequences that a service interruption can cause and gain new peace of mind in the process.

Our Automated Solution

Arterra's Connect Backup is an automated failover solution that is easily customizable to integrate within your customers existing network infrastructure. This turnkey solution is pre-integrated with major US and international wireless carriers and includes several options for certified CPE. Our solution provides cloud-based centralized management and monitoring of all devices.

How Connect Backup Works

Connect Backup provides a stand-alone cellular gateway or router that uses 4G LTE connectivity to automatically switchover when the primary network fails. Our cloud-based malware and defense tools merge with your customers' existing security architecture to provide additional protection during an outage.





Better Customer Experience

Reduce the customer impact of broadband service outages with an LTE backup solution so customers can still conduct business in the event of an outage.



Multiple Carriers

Access to any of the major US and international wireless carriers and includes several options for certified CPE.



Differentiated Solution

Pool and rollover data across multiple carriers, only pay for the data you use.



Usage Policy Controls

Filtered access ensures only business critical applications can access the internet allowing for optimization of bandwidth and cost reduction.



Customizable

Hardware and services are fully tailored to your clients' needs and integrate with their existing network infrastructure.



Accelerated Time-to-Market

Turnkey solution includes all components in one package and easily integrates with your current infrastructure to ensure a quick and effortless launch.

See why businesses trust Arterra Mobility to deliver best-in-class security and scalability.

Learn more about our solution at ArterraMobility.com.

Help Your Customers:

- Avoid Service Interruptions
- Protect Against Lost Revenue
- Eliminate Outage-Related Employee and System Downtime
- Protect Brand Reputation

Increase Your Value:

- Enhanced Customer Experience
- Up-Sell Opportunities
- Brand Loyalty
- Drive Additional ARPU

