

MAKING INTERNET OUTAGES A THING OF THE PAST



Does your business lose revenue every year due to a loss of internet connectivity?

Our Wireless Backup Routers enable you to keep working without interruption when your primary Internet Service Provider (ISP) isn't available.

Our router monitors your primary ISP connection. When it notices a drop in connectivity, it automatically and seamlessly switches your Internet connection over to Wireless 4G LTE Broadband connections.

Our router continually monitors your ISP. Once its connection is back up, our router will switch your Internet connection back to the primary provider.

REVENUE & WIRELESS BACKUP

How much does it cost you in lost revenue, customer dissatisfaction and customer loyalty when your Internet goes down?

It's difficult to calculate customer dissatisfaction and loyalty. To keep things simple, assume that your Internet is up 99% of the time as most Internet Service Providers advertise.

Based on that we did the following calculation:

		Example 1	Example 2	Example 3	Example 4
Annual Sales Revenue	A	\$ 500,000	\$ 1,000,000	\$ 2,000,000	\$ 3,000,000
% of Credit Card Sales	B	85%	85%	85%	85%
Annual Credit Card Sales	$C=A*B$	\$ 425,000	\$ 850,000	\$ 1,700,000	\$ 2,550,000
% of Annual Hours of Outage	D	1.00%	1.00%	1.00%	1.00%
Annual Lost Revenue	$E=C*D$	\$ 4,250	\$ 8,500	\$ 17,000	\$ 25,500

**WIRELESS BACKUP FOR THE WHOLE YEAR
IS LESS THAN 2 HOURS OF REVENUE
LOSSES DURING AN OUTAGE.**