Business Continuity Management: Why You Need Backup Wireless Internet

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Business Continuity Management (BCM) is a **management** process that identifies risk, threats, and vulnerabilities that may impact an entity's continued operations and provides a framework for building organizational resilience and the capability for an effective response.

One of the most critical aspects of BCM is ensuring uninterrupted Internet connectivity. Downtime is inevitable when it comes to wired solutions, which means at some unknown point, your business is going to experience an unplanned outage. It could be a weather-related event or human error, but it is going to occur. Your BCM plan should include a solid backup plan for this possibility, one that will reduce recovery time and keep your business up and running even in the most dire of circumstances.

Downtime leads to lost sales, decreased productivity, and other related costs and expenses. In terms of threats to your business, loss of connectivity is one of the most serious. One solution to loss of connectivity is a backup wireless connection.

How Does Backup Wireless Connectivity Work?

Here's a rundown:

At Atlantech Online, the process is simple and straightforward. Reliability for our customers is our top priority. Our solution experts start by conducting a site survey to determine the best location for the equipment. Ideally, this location is protected, yet accessible if needed, and has the best signal availability. We work with customers to create customized plans suited to their needs. From there, the equipment is installed and plugged into a router that is configured to handle the failover.

So, if the wireline connection goes down, then the wireless connection comes up on as-needed basis.

Once customers realize how simple and cost-effective it can be to put a backup wireless connection in place, it doesn't take much explanation to understand how it can benefit their business.

5 Reasons You Need Backup Wireless Internet Connectivity

1. Protect your business from expensive outages.

Outages can affect your business negatively in a variety of ways. First, most businesses today conduct a large portion of their business online. So, lost revenue is a big one negative and an easy place to start. But there is even more at risk without a backup connectivity plan.

- **Lost Revenue** - How much revenue do you collect per hour online? Every hour of downtime corresponds to lost sales. We know customers don't come back. If your site is down when they have time to Google potential partnerships with your firm, you've already lost.
- **Lowered Productivity** - Watching your employees sit around doing nothing because of no connectivity is frustrating. If they need the Internet to do their work, having an outage effectively shuts down your business.
- **Damage to Reputation** - Everyone knows. Potential leads, long term customers, and even your competition are documenting the downtime. Wireless backup protects your business reputation and brand.

2. Stay connected via phone and Internet throughout outages.

Outages take down more than your online store. The tools you use to communicate to partners, employees, and customers can be rendered inoperable during lengthy outages. Can you recognize the feeling of being "dead in the water" or is that your office manager's recurring nightmare? Even during a lengthy outage, a wireless backup allows you to keep in contact with critical partners, customers, and remote staff.

3. Remain open for business.

So, here is a big one. Remain open for business. In benefit #1 up above, creating a wireless backup reduces loss. Down here, in benefit #3, you are increasing revenue. Attract traffic, increase leads, and watch revenue increase month after month as your business moves beyond the problems associated with outages.

4. Set up a remote site quickly or keep remote sites open during outages.

Fire, flood or even civil disorder are real threats to the operations of any business. While your physical location may be underwater, your business can remain afloat. Wireless connectivity allows you to quickly move, set up remote sites, or pursue sales on the road—literally. Take advantage of opportunities to open a pop-up shop or represent your firm at a local event, with wireless connectivity providing the necessary support.

5. Peace of mind for you, employees, and customers.

Downtime can be scary. You many not initially know the length of the outage but not knowing when it will occur can feel worse. An unexpected outage during an important sales call or critical meeting can be embarrassing and costly. Mitigate the stress of leadership and staff with a backup plan that can be relied upon.

Being Prepared

Is your business prepared to keep rolling in the event of an outage? Growing a profitable business has enough challenges and downtime is one that you can avoid. Why not remove this risk?

Consider the benefits of backup wireless connectivity. Protect your business and your peace of mind—keep your business moving forward 24/7.