

Internet Redundancy:

WHAT It Is – And WHY Your Business Needs It

The Lifeblood of Today's Businesses

Your business can't run without Internet. And it's not just about serving customers – it's about keeping your business running. Every day, organizations increase their dependence on Internet and IT services to complete nearly all business functions.

Increased dependence on Internet connections also means it's critical to keep systems up and running.

Internet downtime shuts down a business' ability to serve customers, function internally and maintain productivity and revenue. The need for reliability will grow exponentially as IT demands increase.

Internet Redundancy – Business Fail-Safe

An Internet redundancy service is a backup Internet service. It acts as a spare: if your primary Internet connection goes down, your backup connection automatically kicks in and keeps you connected. Redundancy services come in as many shapes and sizes as primary Internet options, with varying speeds, delivery options and price points.

TeraGo Redundancy – More than Internet Service

TeraGo's redundancy services do more than keep your customer-facing website online. They keep all IT-based systems functioning: from intranets to websites, networks to VoIP telephony and portals to virtual private networks.

Avoid Downtime

Downtime reduces productivity, costs money and hurts your credibility. IT managers must ensure they minimize the effects of downtime. The best way to do that is to purchase a reliable Internet backup service and avoid downtime altogether.

The Case for Business Continuity: Service Consistency and Security

Business continuity planning was once limited to companies required to be available to customers, suppliers and regulators at all times. Recent disasters, from BC wildfires to East Coast hurricanes, have illustrated the need for this discipline in all larger businesses, regardless of sector.



Today, business continuity is a growing discipline among both business and IT professionals.

Two Common Mistakes Businesses Make When Choosing Redundancy Services

1 Their service doesn't fit their business needs.

Many businesses looking for an Internet redundancy service choose a backup service that is cheaper and less robust than their primary Internet connection.

The problem? Think of your car's four wheels. In case of a flat tire, you probably have a spare tire in the trunk. Some people may carry a full-sized spare tire that is exactly the same as their car's regular tires, but many only carry a small "donut" tire, which can only be used to travel very short distances at slower speeds.

It's a question of meeting business needs – in the event of significant downtime, will your backup Internet service be able to transmit the data your business needs to operate efficiently?

Can you survive on a donut or do you need a full-sized spare?

2 Their service is not truly redundant.

Another mistake businesses make is choosing a backup service that travels in the same conduit as their primary service. If the primary service goes down, so may the backup. Resellers can complicate this further – resellers rent pipelines from larger incumbents and sell their service over the same pipeline that carries your primary service.

The "Pipeline Problem"

Most Internet services are delivered through underground fibre optic lines. If this conventional delivery system is interrupted in any way, all lines lose service.

In·ter·net **Re·dun·dan·cy** *noun*

A component of a computer system that is included in case another system component fails.

What kind of businesses need redundancy?

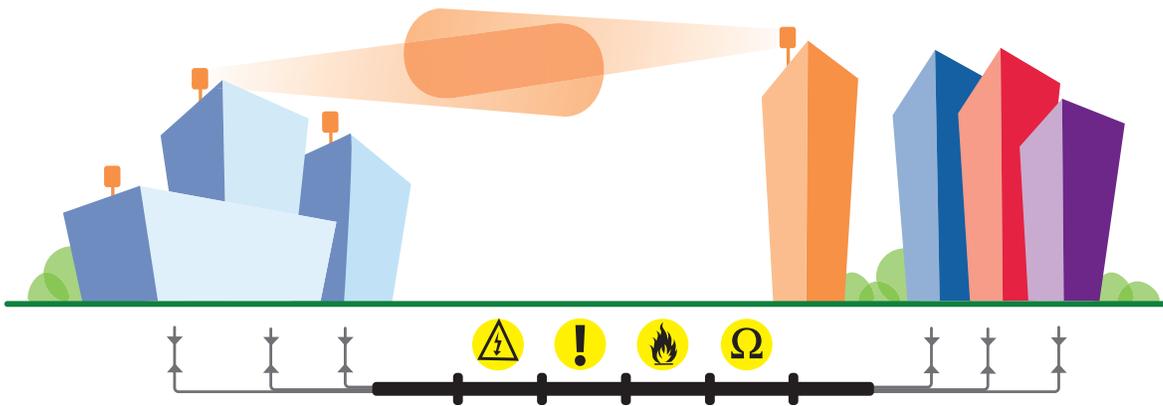
All businesses that rely on Internet for revenue streams or business continuity.

The Solution: Fixed Wireless

The only way to achieve true redundancy is by choosing a service that transmits data in an entirely different way from your primary Internet connection – wireless.

TeraGo's national wireless network transmits data using proprietary, industry-leading fixed wireless technology. Because your data travels over our independent network, you're guaranteed a backup service that is truly redundant to your primary Internet connection.

How It Works



Traditional Landline Delivery

TeraGo's wireless technology avoids many of the hazards that disrupt landlines, ensuring true redundancy.

Five Reasons to Choose TeraGo Internet Redundancy

- ◉ Independent wireless network provides **true redundancy**
- ◉ **Flexible services** tailored to business needs
- ◉ TeraGo's **national network** provides greater accountability
- ◉ **Alternative** to large incumbents and resellers
- ◉ Premium SLA ensures **customer service** that puts you first

Learn More – Contact Us Now



Have more questions?
Our team can help.

1.866.TERAGO1 (837-2461)

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The **One Choice** for Your Business

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