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4G Failover for Business Continuity

Maximizing Revenue & Minimizing Risk to Your Brand

WHAT YOU'LL GET:

+ 3 options & evaluations for increasing network resiliency.

+ Criteria for choosing a 4G LTE failover solution.

+ American Apparel & Blinds to Go customer success stories.

+ An overview of Cradlepoint's benefits and solutions.

NETWORKING STRATEGIES FOR DISTRIBUTED ENTERPRISES

What would happen if during peak business hours, while sales are booming and your critical data is being updated, your company's wired Internet connection fails at one or more locations?

For many distributed enterprises with branch offices, the consequences of just a few minutes of downtime will ripple across the entire company's operations to include:

+ An immediate hit to revenue from the Point-of-Sale (POS) system failure

+ Non-PCI compliance leaving your organization open to security risks and fraud

+ Inventory management systems become inoperable, haulting operations

+ Cloud-based applications for communications, security, and data storage stop syncing

+ IT service providers or other vendors step in, resulting in costly truck rolls and wasted time identifying and repairing the problem

+ Damage to brand reputation and loyalty resulting in further loss than revenue alone

60% OF IT EXECUTIVES REPORT HAVING TO CONTEND WITH NETWORK DOWNTIME AT LEAST ONCE A MONTH.[1]

It's a scenario that no enterprise wants to face, but with primary Internet service providers only offering 99.5% availability standard (which equals about 4 hours of downtime monthly), the question isn't if your Internet connectivity will go down, but *when*. According to Gartner, every hour of downtime can typically cost an organization $300,000 per hour. That is why it is imperative to have a plan for business continuity in place.

A GROWING PROBLEM

Distributed enterprises can increase Internet availability by installing a T1 line or try to reduce risk by adding service redundancy. A T1 line can cost nearly ten times more than a DSL or cable line.[2] Upgrading to a T3 line will increase availability to reach nearly 99.99% ("four-nines") availability, however, such measures can be too costly to implement and maintain. T3 lines can cost at least three times more than a T1, and often negate any return on investment for business continuity.[3] All this means that as a solution for hundreds (or thousands) of distributed locations, the costs would be astronomical, resulting in only a minuscule improvement in reliability.

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A SOLUTION

In contrast to wired failover solutions or redundant service, 4G LTE technology offers always-on, cost-effective connectivity. As a failover solution, wireless offers speeds fast enough to keep your network humming. The relatively low cost of 4G LTE for business continuity means a greater return on investment and scalability for multiple locations, for which other options are just simply cost-prohibitive. With a wireless 4G LTE failover solution, distributed enterprises can enjoy the same reliability and competitive advantage as large enterprises.

Organizations seeking a business continuity solution that can be trusted for alwayson network connectivity should consider deploying a 4G LTE-enabled solution to ensure maximum uptime, speed-to-deployment, cost-effective scalability, and ease of management with limited IT resources.

SURVEYING THE OPTIONS: UPGRADES, REDUNDANCY, AND FAILOVER

There are three options for increasing network availability and addressing the problem of a single point of failure:

1. Purchasing network technology upgrades

2. Adding wired redundancy

3. Deploying a 4G LTE failover solution

The following summarizes each option and discusses the advantages and drawbacks with each solution.

UPGRADING TECHNOLOGY

In a technology fueled world, POTS and ISDN lines do not offer enough bandwidth or reliablity to run mission-critical applications. By upgrading from Ethernet, DSL or cable to T1, an enterprise can increase Internet availability, reducing downtime from four hours per month to fifteen minutes. However, T1 lines also do not provide enough bandwidth for most enterprises to run all of their day-to-day applications.

SUCCESS STORY:
AMERICAN APPAREL

American Apparel is a vertically integrated manufacturer and retailer. All phases of production, from cutting and sewing to marketing and photography, are done at the company's downtown Los Angeles factory. American Apparel has more than 280 stores globally. Its L.A. factory is the largest sewing facility in North America.

"The original impetus to work with Cradlepoint grew from American Apparel's need for a wireless failover solution to guarantee uninterrupted Internet access."

– OSVALDO HURTADO, AMERICAN APPAREL'S DIRECTOR OF STORE IT INFRASTRUCTURE

The locations also required PCI Compliant Internet access to process credit card transactions and handle mission-critical applications. Cradlepoint routers enable American Apparel to keep hundreds of its international retail locations online through wireless 3G/4G. The stores can also use Cradlepoint routers to create private networks to company headquarters.

To manage its network of routers, American Apparel uses Cradlepoint's cloud-managed network solution, which allows them to centrally deploy, configure, and manage all of their devices across different retail stores to improve the reliability and enhance the intelligence of their network.