

Protect your business from costly disruptions.

Solution brief

Verizon business continuity solutions keep you ready.

Businesses – especially those with multiple locations – thrive when they can efficiently manage the flow of information between offices while keeping overhead costs low.

A leading beauty franchise with over 10,000 locations worldwide, for example, was looking for ways to reduce expenses in its North American chain. With each site accessing the network and internet through separate Digital Subscriber Line (DSL) lines, the company was spending more than \$100 per store per month.

Wireless primary connectivity offers flexibility to businesses with multiple locations.

After assessing the situation, the Verizon business specialist proposed that the franchise use wireless routers as a primary connection to uncover significant potential savings over what it was currently paying for DSL at many store locations. Working closely with Verizon to test a range of wireless routers, the franchise chose wireless routers certified to run on the Verizon network – and initially rolled out the solution to 100 stores.

Now, with Verizon wireless service as their primary connection, the stores have excellent coverage and are saving money each month. Increased flexibility allows stores to efficiently distribute and receive information – reports, sales summaries, marketing data – swiftly and reliably across multiple locations.

Wireless routers provide backup to help protect the stores against downtime due to outages. That means each location can continue to do business as usual, even when other stores around them have lost their network connections.

Wireless backup routers let you keep working without interruptions even when primary network connections aren't available.

Business continuity solutions keep your business up and running with wireless backup.

When the power unexpectedly goes out or landlines go down, many businesses grind to an abrupt halt. And that can mean lost sales opportunities, missed deadlines and dissatisfied customers – all of which impact revenue flow.

Verizon offers a range of business continuity solutions that give you fast and reliable wireless connections to the people, information and systems that matter most.

- Protect your business from costly disruptions
- Enjoy flexible internet connectivity when wired connections are unavailable
- Continue serving customers, even during an outage
- Help provide reliable backup or extend network coverage for business locations, including triage sites, disaster areas, branch offices, retail stores, warehouses, banks and mall outlets
- Keep your business connected to help continue generating revenue and protecting your bottom line

Business continuity solutions boost resilience, helping you stay operational even during outages.

Every industry can benefit from a Verizon business continuity solution. Here are just a few examples:



Finance

In the competitive financial world, even a few minutes of downtime can mean lost revenue and missed opportunities. A Verizon business continuity solution connecting over wireless routers can help you process payments and transactions, seize opportunities and respond quickly to customer needs.



Insurance

It's when disaster strikes that your customers need you the most. A Verizon business continuity solution helps ensure that you can maintain voice, data and internet connections even when landlines are down. We help you with quick and reliable connectivity at temporary sites, so you can provide assistance when and where it's needed.



Public safety

In an emergency situation, you need to be ready, no matter what. A Verizon business continuity solution helps ensure that your agency can maintain top-level communications, even when outages occur or lines become congested during a crisis. Connectivity using wireless routers also means that first responders have reliable, 24/7 remote access to dispatchers, decision makers, and online and back-end databases, so they can act more quickly and make better-informed decisions on the scene.



Retail

Consumers expect seamless, quick transactions, whether they're buying online or in the store. And the vast range of shopping choices available today makes it critical for retail businesses to stay up and running, since even minutes of downtime can mean lost customers and sales. Reliable service creates loyal customers, and a Verizon business continuity solution delivers the reliability that will keep customers coming back.

Everything's better on the best network.

Verizon offers America's largest 4G LTE network. It's the most reliable, too. Our network was ranked #1 in overall network performance in the U.S. by RootMetrics—12 times in a row.¹

Verizon business continuity solutions provide seamless automatic failover when wirelines fail, helping to prevent loss of revenue, perishable inventory, productivity and reputation.

Learn more:

To find out more about how wireless routers and our business continuity solutions can help keep you up and running, contact your Verizon Business Account Manager or visit enterprise.verizon.com/products/mobility/enterprise-mobility-management-and-security/business-continuity/



¹ Based on RootMetrics® by IHS Markit's RootScore® Reports: 1H 2019. Tested with best commercially available smartphones on four national mobile networks across all available network types. Experiences may vary. RootMetrics awards are not an endorsement of Verizon.