

Down Internet/VoIP Is An Emergency. *Deal With It Before It Happens.*

Communications is the core/essential component of a productive and positive work environment.

If communications are not working, employees are not producing or happy, and customers are unable to place orders for products or service.

Failed communications affect your reputation, revenue, and earnings.

Despite their best efforts, internet carriers' equipment, software, and network will fail. Google "History of Internet Outages" to learn more.

The Cost of an Internet Outage vs. A Second Connection

Many business owners report that their employees cannot perform their jobs at all during an internet outage. In order to calculate the cost of internet downtime, let's say the average cost of an employee (hourly wage + benefits + all other overhead expenses) is \$60 per hour. That equates to \$1 per minute, which is likely on the low end. Next, let's imagine that your business internet connection is down for 2 hours, and you have 20 employees who can't work.

The total cost of this outage is \$2,400. The cost of a second internet connection is maybe \$100/month.



In this example, a second connection pays for itself when one 2-hour interruption occurs every two years.

Preparing to Deal With Communication Failures is Not New!

Cloud applications are replacing on-site servers that had dual power supplies, dual network cards, dual hard drives, *dual everything* to protect productivity. Dual connection configurations are a network requirement if you are moving applications off your servers to the cloud and want to continue to protect productivity.

Dual Connections and Automatic Failover (AFO)

POPP's Internet Phone System equipment, software and network configuration includes a firewall that supports two internet carrier connections with Automatic Failover.

POPP is uniquely positioned to provide this innovative, highly-reliable approach because we are an agent for Comcast® and CenturyLink® - the two Gig-speed internet carriers.

POPP - Protecting People, Productivity, and Peace of Mind.