Infographic

Three ways to minimize network downtime

Network downtime is never welcome.

It can be expensive, costing:

80%

of small- and medium-sized businesses (SMBs) at least $20,000 per hour.

20%

of SMBs at least $100,000 per hour.[1]

The average business expects about **14 hours** of downtime every year.

But, in today's business environment — one in which companies depend on mission-critical, cloud-based applications — any amount of downtime is unacceptable. The good news? Business owners or network managers can take proactive measures to reduce that network downtime to nearly zero.

1. Seek out SLAs

Service level agreements (SLAs) don't necessarily prevent an outage, but they speak volumes about the service provider's Internet reliability. Providers that are willing to pay you if you experience a certain amount of downtime are those that are invested in keeping your business connected.

How do you know what's worth your while? Count the nines.[2]

- Two nines (99%) = 3 days, 15 hours, 40 minutes of downtime per year — 99%
- Three nines (99.9%) = 8 hours, 46 minutes of downtime per year — 99.9%
- Four nines (99.99%) = 52 minutes, 36 seconds of downtime per year — 99.99%
- Five nines (99.999%) = 5 minutes, 15 seconds of downtime per year — 99.999%
- Six nines (99.9999%) = 32 seconds of downtime per year — 99.9999%

2. Choose Your Internet Connection Type Wisely

Businesses buy Internet services based primarily on speed and price, but not all Internet delivery methods are made equal. Of the three main types of broadband connections — DSL, cable and fiber — fiber Internet is your best bet.

Why Fiber?

- Most consistent speeds that are not affected during peak usage times
- Harder to hack than copper
- Not affected by environmental factors
- Price on par with cable and DSL

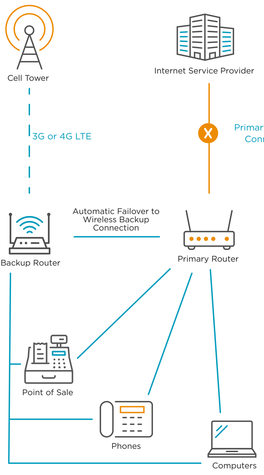
3. Invest in Redundancy and Diversity

A single connection from a single provider will eventually result in downtime, even infrequently. That's where network redundancy and diversity come into play.

Simply put, redundancy is having more than one network connection. Diversity is having more than one type of connection. Here's how to get them both:

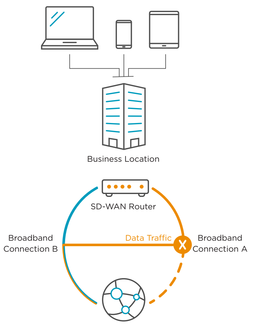
4G wireless failover

- An affordable option, 4G wireless backup will only be used when your primary connection fails.



Two separate broadband connections run through SD-WAN

- This option may require more upfront investment, but it will pay off quickly. SD-WAN solutions combine the bandwidth from two or more connections — even from mutiple providers — into one more robust bandwidth stream available for whatever application you need. Plus, if one connection fails, it automatically routes network traffic to the other connection.



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[1]https://www.techradar.com/news/computing-components/storage/network-downtime-is-incredibly-costly-for-smbs-1256263
[2]https://searchnetworking.techtarget.com/feature/The-Holy-Grail-of-five-nines-reliability