

# When the **internet** dies, so does your **business**

The SME survival guide to downtime, lost sales  
& broken trust



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# It only takes **one connection drop** to bring your entire business to a **standstill**.

No warning. No grace period. Just silence—and chaos. Client calls drop. Transactions freeze. Deliveries stall. Your teams go dark. You lose control. And if your backup is LTE? You're not entirely prepared.

This is what you need to know to **prepare** yourself. Because in business, the ones who **survive** aren't the fastest or strongest—they're the ones **with a backup plan**.



# 1 Downtime destroys more than just your day

You won't always know how much it cost you. But it does.  
Every minute without internet is a minute of:



Lost revenue from stalled orders and failed payments



Wasted payroll as staff wait, idle

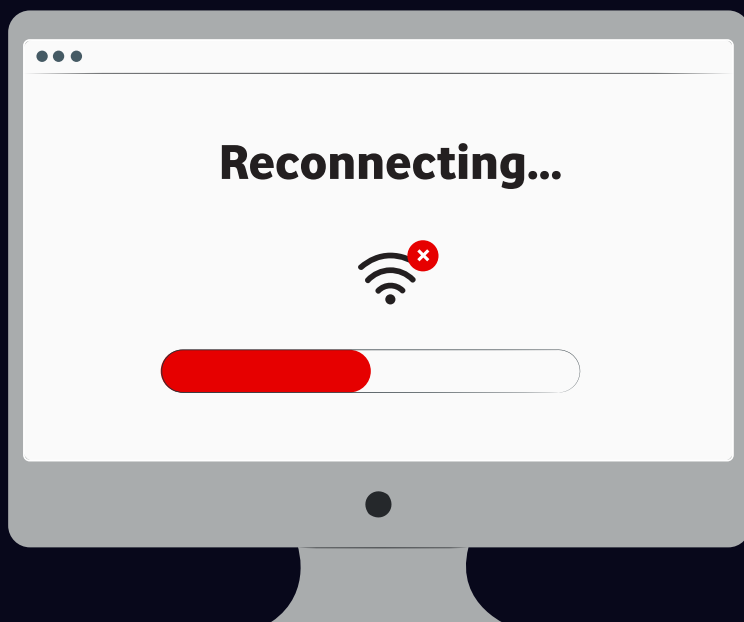


Broken trust when customers can't reach you or get delayed service



Falling behind while your competitors keep operating

**"81% of customers will leave after one bad experience."**



Downtime isn't just technical.  
**It's reputational and financial.** Your failover plan plays a huge role in how much it costs you.

## 2 LTE as a failover—When it works, and when it doesn't

LTE has its charm. It can be a cost-effective and quick solution for:



Smaller teams or single-site businesses

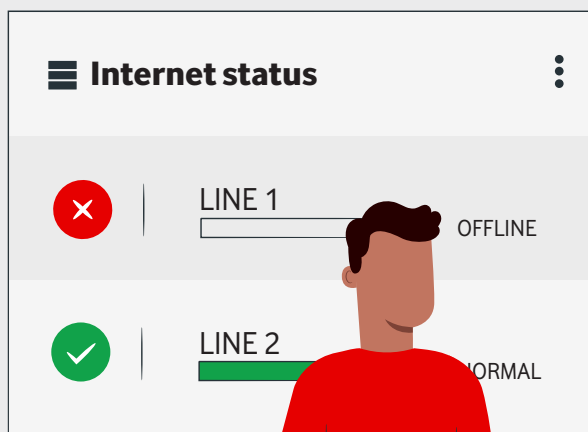


Low-data use cases like basic messaging or light app access



Temporary coverage for short outages

But let's be real—once you're juggling cloud tools, remote support, big transactions or multiple sites, LTE starts gasping. Congestion, weak signal, and bandwidth caps hit hard. LTE isn't designed to carry the weight of real business continuity.



### Why it's not the ideal solution for growing businesses:



It stutters under pressure.



It's inconsistent across locations.



And when there's congestion, LTE slows to a painful crawl—if it works at all.

That's when **fibre failover** becomes not just **better**, but **necessary**.



### 3 Fibre failover—When you're ready for more

Still using LTE for failover? Cute. It's a good start—but it's not a long-term strategy.

It might've worked when your business had five people and a shared Wi-Fi password. But if you've got multiple branches, remote teams, high-volume systems—or any self-respect—you've outgrown it. Fibre, on the other hand, is built to handle bulk failover. Seamlessly. Powerfully. Quietly.

#### This is the solution for:



Companies with dozens of concurrent users

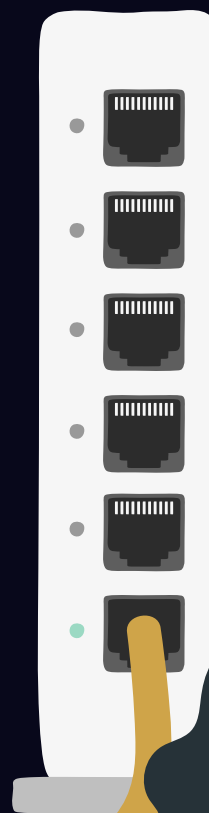


Operations that run multiple lines or branches



Environments that can't afford buffering, lag or failed access points (e.g. conference venues)

If your business has matured, **your infrastructure should too**. Because failover isn't about having something. **It's about having something that works for your company—every time.**



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## 4 Failover is a firewall for your revenue

Failover internet is protection for your entire business.  
Here's how switching to fibre failover works:



Instant switch to a secondary network the moment  
your primary fails



Continuity across CRM, PoS, support lines, cloud  
tools and more

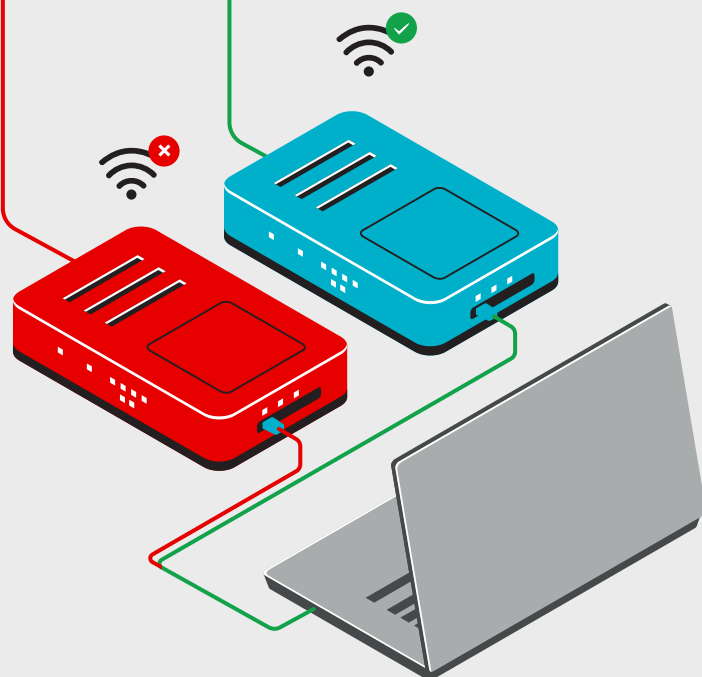
The next outage is coming.  
**Will it take you down?**



**Request a call** for a free  
recommended tech roadmap.



Zero-touch transition that keeps teams, systems  
and tools online



**Load-shedding. Cable faults.  
ISP failures. Storms.  
Human error.** It doesn't matter  
what causes it. **It matters whether  
you're ready.** You don't rise to the  
occasion—you fall.





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