

# WOULD YOUR BUSINESS GO DOWN IF THE INTERNET GOES DOWN?





## WHAT IF...

Needless to say we have all become completely dependent on the rapid electronic communications media. For some, it is a matter of convenience and speed. For others, it is nothing less than vital for their business. Therefore, even a short Internet outage may have serious consequences and mean big losses, e.g. loss of productivity, loss of opportunities causing loss of money and, in the long run, loss of clients.

Do you know what the economic consequences of not having a backup system will be for your company, if one day it should happen?

### A giant wake-up call



In January 2008 high-technology services across large tracts of Asia, the Middle East and North Africa were crippled following a widespread Internet outage, which brought many businesses to a standstill and left others struggling to cope.

The Internet outage, which hit two continents, was caused by a cut of two undersea cables. More than 80 million Internet users were without a connection, posing problems for not only the outsourcing industry, but also the stock exchanges,

the travel industry and of course the telephone and television services. The situation was referred to as a giant “wake-up call” for the region.

### Let business continue with EXPLORER

Are you aware of the impact that an Internet outage will have on your business? If not, maybe the time has come to ask the person responsible for the IT strategy. Because whether you are in the business of production, information/knowledge, sales, consultancy, services or the financial market you are probably very dependant on communication with the outside world.

Implementing the Thrane & Thrane EXPLORER into your backup system is an inexpensive and efficient way to secure your business. The EXPLORER terminals are designed to work beyond your existing infrastructure by facilitating satellite technology, and will not be affected by a normal Internet outage.

The small lightweight easy-to-use terminal will work no matter what happens to the traditional communications network. Much like an insurance policy, this is an emergency provision – ready to provide instant communication through Internet, voice and data, should the need arise.

## Consider yourself insured with EXPLORER

Thus, you may regard the EXPLORER backup system as an insurance policy. Hopefully you will not need it. But in case you do it will kick in automatically, enabling you to continue business as usual. So if you are just about to close a deal or in the middle of a financial transaction, if you are online with an important client or forwarding or receiving an important order – you will be able to continue work as if nothing had happened.

Also, consider how one thing can lead to another, so that a delay that strikes you may cause delay or failure for your suppliers, clients and others, as all links in the chain tend to be affected. Will they hold you reliable?



## Business Continuity

Most companies already have a Business Continuity Plan with policies, guidelines, standards and procedures to ensure that critical business functions will be continued in case of a disaster. An important aspect of a Business Continuity Plan is ensuring connectivity to the outside world under all circumstances. This is what a Thrane & Thrane EXPLORER will do for you.

Learn more on [www.thrane.com/businesscontinuity](http://www.thrane.com/businesscontinuity)

## Questions to ask yourself

For example, in case of an Internet outage would it be a problem for you to be cut off from:

- Financial transactions
- Receiving and processing orders
- Currency transactions
- Communication with field staff
- Access to bank accounts
- Placing orders
- Tracking shipments

## Murphy's Law

“If anything can go wrong, it will”

## Ripples in a pond

As was the case after the major Internet outage in January 2008, the consequences may continue to spread like ripples in a pond. So, the next issue to be considered is whether the outage would put your company at risk of:

- Loss of revenue for your company
- Violation of third party responsibilities
- Brand damage
- Loss of revenue for your customers and suppliers
- Penalties due to breach of contract, failure of delivery, etc.
- Termination of customer and supplier contracts
- Loss of contracts and deals
- Loss of other opportunities

# SECURE BUSINESS CONTINUITY WITH EXPLORER SATELLITE TERMINALS



EXPLORER 500

EXPLORER 700



**World Wide Web** – With EXPLORER, you can surf the Internet as always.



**E-mail** – With EXPLORER, reading e-mails and downloading attachments is swift and easy.



**Phone** – You can connect a handset via cable to the EXPLORER. The Wireless Bluetooth connection offers support for up to 7 devices, including head-, hand- and earsets.



**Fax** – Easily connect your fax via cable.



**Corporate LAN** – You can gain access to your corporate network for access to critical informations



**Streaming Data** – Guaranteed data rates on demand up to 256 kbps. Choose the data rate on case basis, depending on your application.

The EXPLORER terminals are handy, lightweight pieces of equipment that will allow you to easily connect to the Internet as well as make regular phone connections via Inmarsat's Broadband Global Area Network. By implementing an EXPLORER terminal within your communication infrastructure, you can enjoy a reliable backup connection to the rest of the world, thereby maintaining your business and processes even if an Internet outage should occur.