

# Why Go Wireless-First?

Wireless can offer small businesses fast results and big business benefits

## The High Cost of Network Downtime

Average cost of downtime in 2024 was  
**\$9,000 per minute**  
 or \$540,000 an hour<sup>1</sup>

**91%**



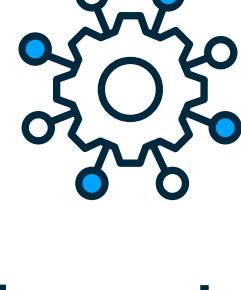
of businesses experience at least one network outage quarterly<sup>2</sup>

**84%**

of organizations report outage-related revenue loss of at least **\$10,000**, with one-third indicating their per-outage revenue loss ranged from \$100,000 to \$1,000,000<sup>3</sup>



**31%**



point to networking and connectivity issues as the most common cause of IT service-related outages<sup>4</sup>



## What About Wireless?

Wireless networks are available to the U.S. population 99% of the time<sup>5</sup>

Wireless network downtime on average is estimated at a few minutes per month

Multiple wireless carriers serve most locations, enabling multi-carrier deployment, providing additional backup, and minimizing network downtime

Wireless connections are not at risk of physical damage, which provides enhanced reliability and resilience, as well as less downtime and improved business continuity

Wireless connections can be easily relocated, minimizing downtime during moves or expansions

## Wireless Versus Wired Networks: A Clear Winner



Speed up time-to-market with rapid wireless deployments



Leverage carrier flexibility and multiple carrier options



Boost accessibility and reach with wireless



Cut costs and scale seamlessly with wireless



Harness wireless expertise with managed services and value-added features

## Putting Wireless to Work



Expand your business quickly with new locations



Conquer wired connectivity challenges with wireless broadband



Launch new businesses faster with wireless



Banish poor broadband performance with wireless connectivity



Enjoy the reliability of multiple internet connections for seamless redundancy



Steer clear of the high costs associated with wired infrastructure expansion

## Unlock the Rewards of Embracing Wireless-First



Cost-effective, efficient, and adaptable flexibility



Day 1 instant connectivity



Scalability solutions with instant accessibility



Diverse range of carriers ensuring ironclad redundancy



Simplified IT management with comprehensive managed services

## Embrace the Unplugged Revolution: Thrive with Wireless-First Managed Services

Streamline communications and management with one point of contact

Enjoy peace of mind with 24/7 expert support and services

Empower your organization with reliable solutions to drive business growth

## Go Wireless-First for a Competitive Edge

[Learn More](#)

<sup>1</sup> Forbes, 2024 <sup>2</sup> Opengear, 2023 <sup>3</sup> Cockroach Labs, 2024 <sup>4</sup> Uptime Institute, 2024 <sup>5</sup> Statista, 2024