Sling Broadband Recommends Dual ISP Configuration for Business Continuity

Most companies today are dependent upon the Internet for employee productivity, for sales, or both. While planning their company's marketing, sales efforts, staffing and inventory, owners and managers also need to consider the underlying technology that keeps their business operating.

No business owner wants to think about all the things that could go wrong. But, to ensure the success and continuity of their business, that is exactly what they must do. The first question to ask is: How dependent is your business upon an uninterrupted Internet connection?

There are many reasons why your data network might fail. Although natural disasters, terrorism and sabotage make the newspaper headlines, these occurrences are rare. Your business is more likely to experience an outage due to human error, hardware failure or a service outage at your Internet provider.

Assess the risks to your business. Ask yourself where the weaknesses are in your data management system. Every business should have a disaster recovery plan which includes methods of preventing a technology disaster from occurring in the first place. For Internet-dependent companies, a dual Internet connection should be part of that plan.

Built-in redundancy is a good way to prevent disruption to your business operations. There are several types of redundancy to consider: power, hardware, geographic and network.

Power:
Make sure your network hardware has surge protectors and a backup power supply provided by UPS batteries or a generator to keep your equipment running during an electrical outage.

Hardware:
Murphy's Law dictates that your equipment will fail at the worst possible moment. Circumvent that by having redundant equipment, such as mirrored drives on your servers and spare work station devices. You don't want to have to wait days for a replacement to arrive and be installed.

Geographic:
Send your data back-up copies offsite, whether they are on physical storage such as tape drives, or stored on a remote server. Businesses with multiple locations can also set up redundant network systems, so that if one location is affected the business can continue operating from branch offices.

Network:
In today's technology and data-driven world, a failure of the Internet connection can bring a business's operations to a screeching halt. The simplest and least-expensive way to protect this critical link is by installing a dual WAN failover circuit.

It is important that the backup Internet connection provide at least the same bandwidth speed as the primary line. You don't want to skimp on this to save a few bucks, or your business will be seriously hobbled during a system failover.

More importantly, this dual Internet connection should utilize different delivery paths. For example, Sling Broadband's Business Assurance service provides a redundant circuit delivered by fixed wireless, or by LTE 3G / 4G transmission to customers whose primary Internet connection is over T1 telco lines or fiber optic cable.

Sling Broadband installs and configures a dual WAN ISP configuration via a remotely-managed router to which the customer's main Internet circuit and the failover circuit are connected. This backup circuit remains inactive until the main circuit experiences an outage; it then activates automatically, providing uninterrupted service.

This service is an example of the type of precautions a business can take to prevent the inevitable loss of productivity and sales caused by Internet service outages. Sling's Business Assurance service can even include multiple redundant circuits utilizing both LTE and wireless technology; a good option for organizations with mission-critical data communications, where a loss of connectivity is not an option.

The cost is less than you might think—as little as the price of your morning latte per day. Consider the risks to your business from Internet connection downtime. Then, take the steps outlined here, such as installing a dual WAN failover connection, to ensure the continuity of your business.