

## Know the Hidden Costs of ISP Down Time

Many of today's businesses are totally dependent upon their Internet / Wide Area Network (WAN) connection for daily operations. Do you know what it costs your business each time your Internet connection goes down? You should, because it can have a significant impact on your company's bottom line. Sling Broadband presents the following formulas for calculating the cost of ISP failure.

There are two cost areas to consider; lost employee productivity, and lost business opportunity. For the purpose of this example, assume that XYZ Company has 100 full-time employees each working 2,000 hours per year, \$5 million in annual payroll cost, annual company profit of \$10 million, and that over one year its Internet service is down a total of 40 hours, affecting half of its employees.

The calculation of lost employee productivity would be:

Labor cost:  $\$5,000,000 \text{ payroll} / 2,000 \text{ hours} = \$2,500 \text{ per hour}$

Productivity loss:  $40 \text{ hours} \times \$2,500 \times 0.5 = \$50,000$

Are you surprised? Now, let's look at potential business losses using the same company data.

To calculate business losses due to ISP connection failure:

Average profit per employee:  $\$10,000,000 \text{ profit} / 100 \text{ employees} / 2,000 \text{ hours} = \$50 \text{ per hour}$

Business losses:  $40 \text{ hours} \times 100 \text{ employees} \times 0.5 \times \$50 = \$100,000$

In this business scenario, XYZ Company lost as much as \$150,000 with only 40 hours of total network down time over the year. Although your business numbers may be significantly different, it is worth the time to calculate just what it might cost each time your Internet connection fails. For web-based e-commerce companies, the business losses could be even higher.

Protect your company from the hidden costs of ISP down time with one or more back-up circuits, known as a dual ISP failover configuration. Sling Broadband offers its Enterprise customers WAN failover protection termed "Business Assurance." This service creates a redundant connection that takes over automatically whenever the company's main Internet line fails. This Internet failover circuit detects any loss of service from cable, DSL or T1 wired connections, and instantly provides a network connection to avoid any interruption in service.

This cost-effective solution is quick and easy to install and practically eliminates any risk of losing your Internet connection. Sling Broadband provides and configures a remotely-managed router, to which the business customer's primary Internet service and the backup circuits are connected. The best protection is achieved by using a different delivery network for the redundant connection. For example, the business's T1 failover circuit could be provided by a WIMAX fixed wireless connection, or an LTE 3G / 4G mobile broadband circuit. Organizations with mission-critical operations should consider having both options, for complete confidence in their network continuity.

For a fraction of the cost incurred through lost employee productivity, and lost business opportunity, companies can ensure that their network connection and their business will keep operating without interruption. In many cases, Sling Broadband's Business Assurance service costs less than per day than your morning cup of coffee.

Calculate the cost of lost Internet connectivity for your business and you'll see not only why an Internet failover service is needed, but also how inexpensive in comparison a service such as Sling Broadband's Business Assurance is.

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