IT'S NOT GAME OVER

1UP WE'RE THE EXTRA LIFE WHEN YOUR NETWORK GOES DOWN

Your network is the heart of your business. Service interruptions are your nemesis—your employees can't work and your customers can't reach you. But more than half of IT pros believe disaster recovery solutions are too expensive and a third believe they're too difficult to use.[1] When your network goes down, who's coming to the rescue?

LEVEL 1 KNOW YOUR FOE

Contrary to popular belief, extended outages are most frequently due to common events, such as these experienced by IT pros in the last five years[1]:

75% POWER OUTAGE

53% HARDWARE ERROR

35% HUMAN ERROR

34% VIRUS/MALWARE ATTACK

HOWEVER, THESE OUTAGES ARE AS COSTLY AS NATURAL DISASTERS[1]

Survey respondents say they've lost more than:

67% LOST > $20,000 PER DOWNTIME EVENT

27% LOST > $100,000 PER DOWNTIME EVENT

Over half reported they've experienced a downtime event lasting more than 8 hours in the last 5 years.

AND, IT'S NOT JUST ABOUT LOST REVENUE. IT PROS ARE ALSO CONCERNED ABOUT[1]

LOSS OF EMPLOYEE PRODUCTIVITY

DAMAGE TO COMPANY BRAND/REPUTATION

DELAYED PRODUCT/SERVICE DELIVERY

COST OF RECOVERY

LOSS OF CUSTOMERS

ADDITIONALLY, EVEN SIX MONTHS AFTER AN INCIDENT[2]

- Employee morale & corporate strategy still suffer
- In addition to the costs to remediate, other strategic investments have to be reprioritized
- Customer experience & brand reputation can still be damaged

LEVEL 2 BE THE HERO WITH MORE THAN JUST REDUNDANCY

You can save the day with Diverse Connect, a single-vendor, easy-to-deploy diversity and business continuity solution that ensures you can keep doing business, even in the event of a serious network incident.

POWER UP!
Highest uptime possible ›› Keep employees connected—and working—in the event of a network problem. Customers can stay in touch—no potential loss of business or revenue due to outage.

BONUS LEVEL?
Stay Plugged In! Business Continuity ›› It's highly available, even if there's a fiber cut or other last mile access impairment.

DAMAGE CONTROL DIVERSITY
By using alternate backup paths, critical endpoints are connected even during catastrophic network events.

TURBO BOOST
Five-nines Service Level Agreements ›› It's guaranteed uptime. If annual downtime exceeds five minutes/year, you're credited for time lost.

BYPASS HIDDEN TRAPS
Ensure every aspect of your solution is protected, not just the obvious items.

EASTER EGG DISCOVERED!
When deployed with high availability SD-WAN in an active/active configuration, a 100% end-to-end availability Service Level Agreement (SLA) is offered.

DIVERSITY VS. REDUNDANCY: WHAT'S THE BIG DEAL?

Simply put, redundancy is having more than **one element** to improve that network's reliability. On the other hand, diversity is having more than **one path**—across ALL elements—that improves the entire entire network's reliability and availability.

For example, having two fiber connections is redundant. Making sure they follow different routes and are connected to different equipment, so there are no single points of failure, is diversity.

LEVEL 3 EVERY HERO HAS A SIDEKICK

LET YOURS BE WINDSTREAM ENTERPRISE

EXPLORATION
Design & Deliver Solutions
Windstream Enterprise collaborates closely with customers

FOCUS
Leverage Our Team
of highly trained network engineers to design, monitor, and manage your WAN

ACHIEVEMENT
Grow Investments
Customers rely on us to achieve their enterprise growth goals

LEARN MORE AT WINDSTREAMENTERPRISE.COM

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SOURCES

1. Zerto State of Disaster Recovery Survey Reveals 91% of IT Professionals Using Cloud in their DR Solution are Confident. (2016, November). Retrieved from zerto.net
2. Balaouras, S. The State of Enterprise Risk Management 2016. Retrieved from dji.com

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