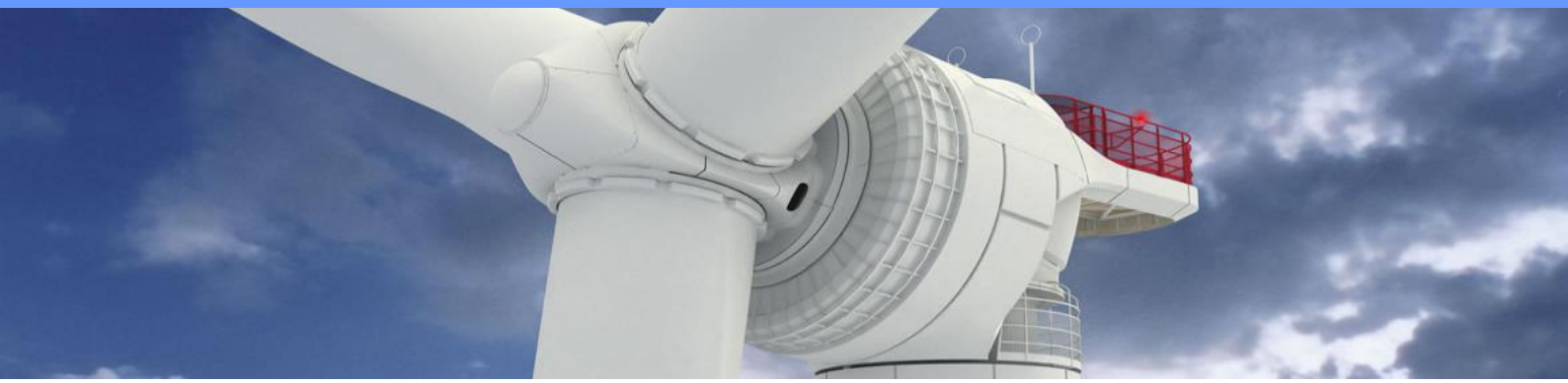
Network Resilience



Network Resilience

What is the true cost of Network Outage?

The rapid adoption of SaaS and Cloud Computing together with the more recent emergence of SmartCity and Internet of Things has done a lot to galvanise the thinking and focus around the paramount importance of 100% connectivity.

The main question that is repeatedly asked is what is the true cost of downtime?

According to Aberdeen group, on average there are 3 business interruption events per year, with an average of 4.7 hours of disruption per event and therefore a total of 14.1 hours of total disruption per year. If this is taken into account with the factors highlighted earlier, you can start to get an idea of the true cost of downtime to your business.

After reviewing the latest reports from the European Union Agency for Network and Information Security, factors to consider for an impact downtime calculation include:

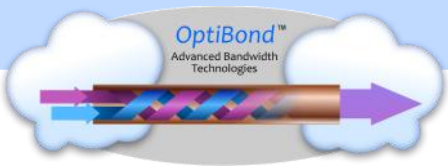
- Number of users affected by the network service disruption
- Number of network elements affected by the network service disruption
- Financial impact of service disruption (financial liabilities such as contractual fines)
- Monetary cost
- Loss of market share
- Percentage of decrease in revenue
- Criticality of impacted and dependent services
- Number of / increase in helpdesk calls or incident tickets
- Reputation damage

Possible answers

1. Make sure unnecessary or uncontrolled changes are minimised
2. Ensure your connectivity is optimised for 100% uptime
3. Just upgrading bandwidth would still leave you with a single fixed line with no redundancy, therefore leaving a business at risk
4. Adding redundancy with an additional fixed line could potentially still leave you exposed to severe weather or construction work damage

i-MO 200, 310 & 540 Series
Bonding Routers

- More experience of the technology, the market and delivering this type of bonded service, than anyone else.
- High quality UK manufacture.
- This is truly an office in a box, to provide the same level of benefits would be considerably more expensive and complex with competitors.
- i-MO is the most cost effective, robust, and professional solution for enterprise mission critical applications.
- Direct access to manufacturer for instant support and knowledgeable staff.
- Enables existing IT infrastructure investments to be utilised if required making it the most cost-effective professional solution.
- Greater bandwidth for bonding and better resilience than competitors.



i-MO 200, 310 & 540 Series

Bonding Routers

Network Resilience

Possible answers continued

5. Multi-channel Bonding and load Balancing Routers with automatic and controlled failover/failback from primary data channel
6. Electronic Media Services Ltd, were the independent pioneers of cellular bonding technology with multi award winning i-MO™ (Intelligent Mobile Office) Industrial grade Routers
7. The latest version of our i-MO™ routers include OptiBond™ software and have been designed with resilience as a core focus and handle fixed line, cellular and satellite channels

i-MO™ OptiBond ™ Capabilities

- Multi-award winning Load balancing, broadband bonding router
- Automatic fail over and back from primary channel, in less than 60 seconds.
- Multi- port for fixed line, cellular and satellite input giving maximum resilience
- Can be used as an alternative to leased lines, bonding dsl lines together
- Boosts MPLS speeds
- Vast range of configuration options to suit your business needs including data prioritisation
- Cellular capability of up to six SIM's, all from different networks and continuously monitors connections, automatically selecting and bonding the best performing cellular
- Provides instant secure data connectivity at remote, new or temporary locations, with up to 5 IPSEC VPN's
- VOIP options (up to 20 handsets)
- Can be specified with built in storage , so can act as local file server if required
- Wi-Fi and multiple LAN/WAN inputs and WAN optimisation
- Automatic back up
- IP- CCTV
- Unique 'VMWare' based concentrator, minimising unnecessary hardware investment

Connectivity Management Console

The OptiBond™ Connectivity Management Console, includes a dashboard that quickly shows the status of i-MO™ appliances. The user can drill down to detailed reports on data usage and performance.

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