



# Business Continuity

## Managing the Risk of Business Interruption with Wireless Broadband

Motorola's MOTOwi4™ high-speed wireless broadband solutions mitigate the business risk of unplanned network downtime, allowing enterprises and governments to better comply with recovery time objectives (RTO). The U.S. Department of Labor estimates over 40% of businesses never reopen following a disaster, and of the remaining companies, at least 25% will close within two years. Clearly, providing rapid access to data, applications and the internet greatly increases an organization's ability to survive an unexpected calamity and remain competitive.

The MOTOwi4 portfolio, which includes wi4 Fixed, wi4 Mesh, wi4 Indoor, and wi4 WiMAX systems, provides complementary technologies for internet access and communications that are cost-effective, robust, scalable and easily deployed. These solutions are engineered to provide the stringent security required for business resumption management. Security standards and technologies available include over-the-air encryption, DES, proprietary scrambling and AES.

Motorola's wi4 Fixed and wi4 Mesh families of solutions are particularly appropriate for business continuity planning and disaster recovery, as backup and redundant network infrastructures.

### wi4 Fixed

- Deploy in hours, not days or weeks.
- Provide a reliable communications backbone for executives, employees and recovery teams.
- Eliminate single points of failure with network diversity.
- Quickly establish connections between remote sites and command centers.
- Monitor isolated and devastated areas with real-time video surveillance.
- Lower the investment required by alternative technologies.

### wi4 Mesh

- Meet the need for emergency communications in distressed metro WiFi areas.
- Decrease installation time with self-forming nodes that automatically power up and self-integrate into the network.
- Provide field communications for mobile first responders and rescue workers.
- Protect commuters and increase the safety of public transit systems.
- Monitor traffic conditions and fluid evacuation situations.

MOTOwi4 solutions provide for faster installation times than many alternatives. That's significant because network outages leading to data and application disruption cost organizations tens of millions of dollars annually. The cumulative Cost of Downtime (CoD) that may result from decreased customer goodwill, missed service level commitments, shareholder insecurity and overall corporate image is substantial. For example, according to market researcher Infonetics, large enterprises sacrifice more than \$30 million of their annual revenues as a result of losses associated with network downtime.

**FACT SHEET**

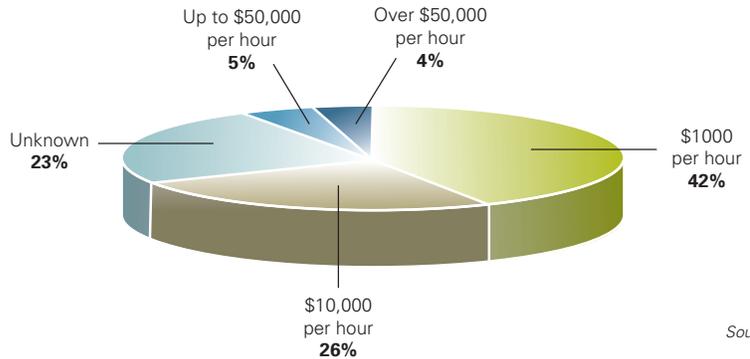
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Enterprises are under increased pressure to comply with regulatory requirements and industry standards for data availability, particularly in the finance, manufacturing and retail verticals that often have distributed computer networks. As a result, business continuity and Recovery Time Objectives for mission critical operations continues to be a key CIO concern.

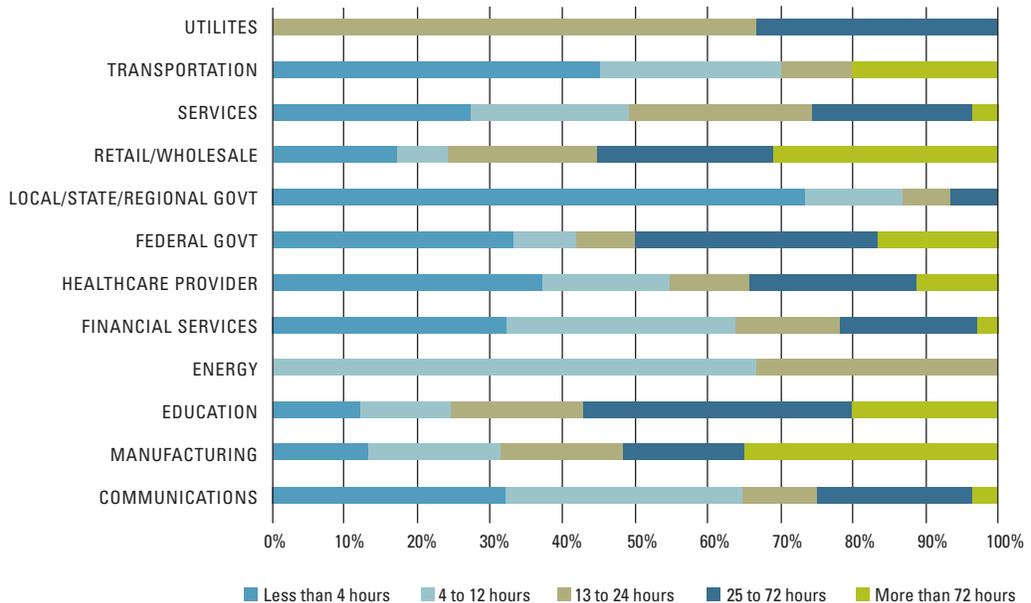
MOTOwi4 wireless broadband solutions decrease exposure to litigation by increasing network uptime. More and more enterprises and governments are incorporating Motorola's wireless broadband solutions as reliable and cost effective backup and redundancy contingency infrastructure.

**Cost of Downtime**

Network crashes eat profits. How much does an hour of downtime cost your business? One study reveals the following range of costs for companies:



**Recovery Time Objectives (RTOs) for Mission-Critical Functions by Industry**



Source: Gartner 2007



Motorola, Inc. 1301 E. Algonquin Road, Schaumburg, Illinois 60196 U.S.A.

[www.motorola.com/motowi4](http://www.motorola.com/motowi4)

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