

New technology provides innovative business continuity solutions

James Cope July 2011

With more companies and organisations increasingly placing more emphasis on business continuity management (BCM), professionals in the sector are consequently looking at new and innovative solutions to tackle communications issues.

A recent study conducted by e-Rewards Market research showed that 27% of the firms surveyed said they have had to use their own disaster plans for real to deal with such threats as IT failures. More than a quarter of executives indicated that the primary motivation for investing in new technologies is to grow and expand the business; followed by increased productivity as a secondary motivation.

Grant Chambers of Buzz Networks, a south coast based technology company, commented 'We are seeing growing enquiry levels for instant disaster recovery and fail over continuity solutions', he added 'with more businesses using cloud computing, increased emphasis on remote workers, as well as reliance on telephony and internet access, having always on systems is paramount'.

This is where 3G communications technologies come into their own, providing instant alternative connectivity for when ADSL or telephony fail. Having low cost and reliable portable solutions are today's intelligent choices.

When workmen drilled through telephone lines at a Holton Heath trading estate it brought businesses to a halt, losing phone and internet connectivity instantly. With a long delay to restoration of services local precision engineering firm, Pressure Integrity, were hunting for an instant recovery solution.

Ade Smith, MD of Pressure Integrity said "as a small business we rely heavily on our telephony and internet access, when these were lost our route to market was also cut, and we feared we would start to lose business quickly", Ade added "we knew we needed a solution but without big business budgets we could not simply move to another site, we needed alternative communications and quickly."

Using a 3G access gateway known as a Hubba, Pressure Integrity were up and running again within moments of the unit powering up. In addition the business had been experiencing 900kbps download and 300kbps upload, with the Hubba providing wireless ADSL equivalent they now enjoy 3Mbps download and 1Mbps upload.

Grant said 'with these new 3G technologies at cost effective prices I can foresee more utilisation in the future as companies reach for ways to ensure continuity'.