

The 4G Value to Businesses

4G can offer significant value and benefits to businesses either complementing existing fixed-line connectivity or as an alternative. Here are just some of the things that you need to know:

Keeping Your Business Connected



It is estimated that **1.5 million** businesses have an issue with their fixed line connectivity each week

£904

When connectivity is lost it costs a business, on average, **£904** per working hour.

Having 4G as your back-up is a cost-effective failover for fixed-line connectivity and is **likely to pay for itself within an hour.**



Pop-Up Locations

This year, it is estimated, there will be **3.4 million** pop-up shops in the UK and this does not include pop-up show homes, offices or information points.



Office Moves

On average businesses move office or open a new office every **2 years**. Getting connected is often a challenge.



Time Is Of The Essence

2 weeks

average lead-time for business broadband setup.

2 hours

average lead-time for 4G.

Breaking The Myths

You may think that there will be significant sacrifices if you opt for 4G connectivity instead of a common business broadband (FTTC) solution. This is simply not the case, here are some of the facts.



Performance

Common FTTC - **76 Mbps**
4G Connectivity - **70 Mbps**



Coverage

98% of the UK population have indoor 4G coverage, with a 90% coverage geographically.



Flexibility

With an FTTC solution you will have a **12 month fixed contract** with a re-connection fee if you move, with **4G** you can simply take it with you.

Regardless of what existing connectivity you have, 4G can be an attractive option for either your primary or secondary fallback option.

If you can see the value that 4G can offer your business and would like to explore the options in more detail, please give the amatis Networks team a call on **0118 321 9944** or visit our website **www.amatisnetworks.com**