



## ATS Communications Educates SMBs on the Importance of 4G Backup

*Leading Unified Communications  
Provider Finds New Way to  
Strengthen Internet Performance for  
Businesses*

Concord, CA – July 31, 2017 - ATS Communications, a leader in unified communications, announced today that the company will be launching an awareness campaign to educate small to mid-sized business (SMB) owners about the importance of having a 4G backup plan in their organizations. With the vast majority of business owners virtualizing their infrastructure and investing heavily in cloud-based technologies to support an increasingly mobile workforce, businesses need more reliable connection to the internet than ever before. While many SMBs are routinely frustrated by incessant internet outages, especially in a wireless network environment, companies must understand the power of 4G Internet. As a trusted technology advisor, ATS Communications is launching a campaign to teach business owners the power of 4G backup and how organizations can utilize this advancement in order to bolster productivity and ensure smooth operations, at all times.

For many businesses, a WAN (Wide Area Network) outage is largely inevitable. Many businesses simply accept these outages as an unavoidable fact of life while they simultaneously cause damaging losses, in terms of tens of thousands of dollars in lost

productivity, and missed opportunities, each instance that these outages occur. In the past, business owners purchased additional analog lines to circumvent the problem and to ensure that their staff wouldn't be prevented from doing their work, however, today those extra analog lines are no longer necessary. ATS Communications has found that using a 4G cellular network, as a backup to a traditional wireless network, can serve the bottom-line goal of keeping their employees going, no matter what hiccups arise in internet connectivity. The goal of 4G backup is simple, it's to provide a secondary network interface for remote routers to access when the primary link is unavailable. With inevitable internet outages facing almost every organization, and the staggering costs associated, it simply makes no sense for a business to risk its entire well-being on a single point of failure. While it is still advisable for an SMB to utilize their existing networks as a primary resource, it's also prudent for organizations to have a 4G failover in place, in the event of an internet outage, so that employees can keep going no matter what happens.

As SMB infrastructure continues to migrate more and more to a cloud-based environment, nearly all SMBs have an even heavier demand on internet connectivity than they did, even only a few years ago. Employees have grown to simply expect the

internet to "always remain on" and without this in place many employees simply cannot perform their jobs. The ubiquity of 4G cellular networks has helped to strengthen cellular networks across the nation as a whole and at this point in time, this has now become a very cost-effective, minimally intrusive, means to create redundancy in a SMB in virtually no time. Paired with a high-performing wireless network, 4G backup simply makes sense for SMBs who take their productivity seriously.

"We advise our customers on how to create redundancy, in the most cost-effective means possible," stated Sanford Gladding, President of ATS Communications. "Our goal as a technology advisor is always to innovate and find ways to leverage futuristic technology to increase our customers' profitability, today. We believe that our customers should incorporate this solution into their networks to ensure that their businesses remain in operation regardless of what's going on in the WAN environment."

### **ABOUT ATS COMMUNICATIONS**

ATS is a technology solutions provider that partners with businesses to implement the latest enterprise networking and IT infrastructure, unified communications, cyber-security,

business continuity, video surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. With expertise on a wide range of voice and data products, ATS Communications is a business' complete voice and data partner. Their services match the

needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and makes a positive impact to the client's bottom line. With over 40 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been

recognized for outstanding performance by several of the industry's top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit [www.atscommunications.com](http://www.atscommunications.com).