



Preparedness Saves Time & Money

According to the federal government most businesses do not have a formal disaster plan for communications and business continuity. Hurricane Katrina caused nearly \$110 billion in damage and more than \$6.9 billion in direct business damages due to loss of communications and other essential business services and operational abilities.

Communication is Key to Recovery

Federal agencies cite lack of communications infrastructure as one of the major failings adding to the aftermath of disastrous events, leaving businesses and communities unable to recover quickly. Most incidents don't have to be a major disaster – more than 44 percent of businesses never recover from more frequent events such as fires.

Networks are Lifelines

Deploying a wireless PTP or PMP network can mitigate much of the aftermath or second disaster following an event. Having the ability to connect via voice, data and video allows for business continuity and vastly speeds the recovery process.

Disastrous Realities

Natural and man-made disasters are not remote possibilities, but real events for which all businesses must be prepared. One of the harshest lessons learned from tragic incidents such as Katrina, is the vulnerability of existing and – in particular – terrestrial based communications infrastructures. The FCC analysis of these events underscores the need to have backup non-terrestrial based integrated communications services available for first responders. Government officials and first responders in the aftermath of Katrina faced similar problems, with coordination of recovery efforts being hampered by the destruction of existing communications networks.

For businesses, a disaster can be doubly devastating causing not only a severe disruption to business operations, but permanently impacting the health of the business. It does not require a disaster on the scale of Katrina to severely impact or even cripple a business. According to the federal government, fires cause more than 44 percent of affected businesses to close permanently.

Communications Key to Survival

Whether a community or business, the key to recovering from any disaster is the ability to maintain communications. For businesses, this allows them to remain in contact with customers, suppliers and employees, while maintaining a link to the data and infrastructure required for business operations. Even if the office is closed, damaged or destroyed, a working communications infrastructure allows the organization to maintain operations independent of any specific physical location.

Motorola has deployed numerous Point-to-Point (PTP) and Point-to-Multipoint (PMP) wireless communication network solutions for business and communities throughout the hurricane regions of the U.S. The Motorola systems serve two main purposes. When hurricanes and disasters strike, the PTP and PMP networks have consistently been the last networks standing and survive most hurricane conditions in tact and operational. Additionally these networks are able to be deployed within a matter of hours bringing communications to areas and businesses cut off from their existing networks.

With PTP and PMP networks, businesses maintain vital access to voice, data and video services, enabling them to maintain operations and begin the recovery process to restore business normalcy much faster and prevent the second disaster of business failure. For a business enterprise requiring Internet connectivity, the wireless PTP and PMP networks can pay for themselves and provide positive ROI in a single day.

MOTOROLA WIRELESS BROADBAND

Purpose-Built Networks

Last One Standing - Proven Reliability

In several deployments of PTP and PMP wireless networks in the hurricane states, the Motorola solutions were literally the last functioning communications networks standing. The network owners and businesses using the infrastructure were able to assure customers, staff and business partners that the communication lines were functioning normally and open, while focusing on physical recovery efforts. In today's interconnected, networked business world, remaining connected means remaining in business.



About Motorola Wireless Broadband

Motorola's industry leading portfolio of reliable and cost effective wireless broadband solutions provide and extend coverage both indoors and outdoors. The Motorola Wireless Broadband portfolio offers high-speed connectivity systems that support voice, video and data solutions enabling a broad range of applications for both fixed and mobile public and private networks. With Motorola's One Point Wireless Suite of innovative software solutions, customers can now design, deploy and manage their broadband networks at lower installation costs that maximize up-time and reliability.



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