



Cellular Backup

# Make your connectivity dependable by design

Add a second, independent connectivity path so digital operations aren't exposed to fixed-line vulnerabilities.

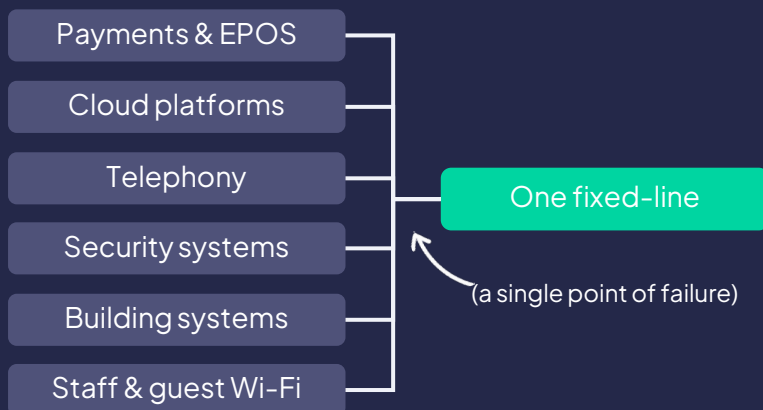


# The one vulnerability your digital operations shouldn't have

Cloud platforms, payment systems, logistics tools, telephony, warehouse applications and everyday workflows all rely on the same foundation: a live, dependable connection.

Yet many sites still depend on a single fixed line to carry that full digital load. When business-critical systems share one route, even a short connectivity issue can create disruption across the organisation, stopping transactions, delaying services, affecting communications and preventing teams from working as normal.

## One line carries the full digital load:



# A small fix for a big risk

Cellular Backup adds a second, independent connectivity path alongside your fixed line, reducing the single point of failure created when every digital workflow depends on one connection.

By giving traffic another route when the primary line is unavailable, Cellular Backup helps prevent common fixed-line issues from becoming operational disruption, including:

- Last-mile faults
- Cabinet or exchange issues
- Connection instability
- Upstream works or routing disruptions

It stays in the background when your connection is working, and steps in automatically when it is needed most.



### Fast to deploy:

Pre-configured, plug-and-play SIM + hardware



### Low cost:

A fraction of the cost of a second fixed-line or a disruptive outage



### Low maintenance:

No ongoing management for your team

## How it works

# Continuity That stays out of the way

Failover happens automatically. The router continually monitors your primary connection and, if it detects a disruption such as a local cabinet fault, fibre issue or exchange problem, it redirects traffic to the cellular backup path within seconds.

- No manual switching
- No staff intervention
- No login changes
- No new workflows
- No visible interruption

When the primary connection is restored, traffic moves back automatically. For your teams and customers, the experience is designed to be seamless. Services remain available, operations continue and the connectivity issue is far less likely to become a business disruption.

### We provide:

- ✓ A preconfigured continuity router
- ✓ A business-grade multi-network SIM
- ✓ Automatic failover logic
- ✓ Secure routing options (private APN, static IP)
- ✓ Ongoing diagnostics and monitoring
- ✓ Simple installation



# Engineered for business-critical continuity



Traditional 4G failover often depends on consumer mobile infrastructure and public internet routing. These routes can be affected by congestion, instability or wider mobile network issues, particularly during peak usage or local disruption.

Unlimited Cellular Backup is built on business-grade mobile infrastructure with dedicated routing architecture. It uses a more controlled connectivity path, separate from everyday consumer mobile traffic, helping provide a more stable and dependable backup route for business-critical services.

## **+ Independent routing and breakout**

Traffic leaves the mobile network through dedicated enterprise infrastructure, not the consumer internet.

## **+ Multi-network resilience**

The SIM connects to the strongest available carrier, and moves again if that carrier has issues.

## **+ Stability under load**

Your failover traffic doesn't compete with general consumer usage or peak-time congestion.

## **+ Secure integration**

Support for private APNs, static IPs, and controlled routing for business environments.

## **+ Managed performance**

Real-time diagnostics and business-grade SIM profiles that give you visibility and predictable behaviour.

# Cellular Backup FAQs

## Does this replace my broadband?

No, it protects it.

## Will staff notice the failover?

Almost never. It activates within seconds.

## Is it secure?

Yes. It uses encrypted mobile networks with dedicated breakout.

## What hardware do I need?

We'll give you a plug-and-play router that supports SIM-based failover.

## Is this the same as a 4G dongle or hotspot?

No. This uses enterprise routing, independent breakout and multi-network resilience. Hotspots use consumer data paths and manual switching.

## What if a mobile network has an outage too?

The service doesn't rely on the mobile carrier's public internet path, so issues like consumer congestion or public gateway failures don't affect continuity.

And because the service is multi-network, if one operator has a local radio issue, the connection can register on another available carrier.

# Proven in environments where downtime isn't tolerated

**Cellular Backup is already used across:**

- ✓ Healthcare and clinical environments
- ✓ National retail estates
- ✓ Logistics and warehousing operations
- ✓ Safety-critical IoT deployments
- ✓ 24/7 service environments
- ✓ Multi-site corporate networks
- ✓ Public-sector and frontline services

**A single outage can cost more than a year of Cellular Backup,** whether through lost revenue, idle staff, missed transactions, delayed services or breached service commitments.

Unlimited Cellular Backup provides a small, practical safeguard for one of the biggest dependencies in modern operations: the connection that keeps your business running. It helps make digital services safer to depend on, across every site, team and workflow your organisation supports.

**Cellular Backup:**  
The essential component in modern  
connectivity models

Powered by

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