



Your power doesn't stop when the lights go out.

Whether it's a natural or man-made disaster, at Verizon Wireless we have solutions to help your business maintain connectivity. And it's all thanks to America's most reliable wireless network.

Trust us to keep your business connected.

In the event of a major crisis, you can rely on Verizon Wireless. Our Business Continuity and Disaster Recovery programs can help keep your business up and running. Our disaster preparedness and practices include:

- + Identifying critical business functions, systems, and risks.
- + Implementing strategies to minimize the risk of a disruption.
- + Developing plans to recover operations in the event of a disruption.
- + Utilizing nationwide crisis management teams led by Verizon Wireless senior management to routinely test crisis situations.

Why is Business Continuity important to your company?

If your network goes down and you don't have a reliable backup system, your company may suffer severe losses.

Examples of typical industry downtime costs:

Average	Financial	Health	Logistics	Manufacturing	Retail	Total
Total hours	1,180	393	298	766	518	478
Total costs	\$222M	\$42M	\$32M	\$154M	\$41M	\$77M
% of revenue	16%	4%	2%	9%	5%	6%
% of cost from outage	61%	59%	59%	69%	77%	65%
% of cost from degradation	39%	41%	31%	31%	23%	35%

Source: "The Costs of Enterprise Downtime; North American Vertical Markets 2005," Infonetix Research, Inc.

In addition to lost revenue, a natural disaster has other consequences:

- + Negative impact on your company's brand.
- + Potential damage to your company's credit rating and reputation with customers, vendors, banks, etc.
- + Inability to process transactions.
- + Decreased cash flow and lengthy periods of unbillable time.

With our business-class solutions you can:

- + Utilize wireless solutions to minimize the risk of disruptions.
- + Deploy alternate methods of communication in the event of a disaster.
- + Take advantage of our national network operations dedicated to maintaining connectivity.

When natural disasters strike, America's most reliable wireless network will be there.

Because you never know when disaster will strike, we want to tell you how and why Verizon Wireless stands ready for natural disasters and other crises.

Our strength is our network; now it's your strength, too.

We maintain a large national network of operations which makes reestablishing and maintaining connectivity easier. The size and geographic diversity of our network contribute to its resilience. Our design concept extends from our equipment and technology capabilities to our business procedures. These include:

- + Preventive maintenance.
- + Real-time monitoring of key system components.
- + Trained maintenance personnel available 24/7.
- + Wide deployment of personnel and spare parts to permit rapid response.

In addition, we maintain redundant equipment, systems, and sites that can be used to restore connectivity during an outage. These include:

- + Multiple switching centers.
- + Backup cell sites and power generators.
- + Design diversity that spreads connections across many components, to ensure that the loss of one component or system doesn't disrupt the entire network.

Helping you and your employees stay safe during times of crisis.

At Verizon Wireless, we regularly seek to enhance our relationships with public safety and law enforcement officials before disasters strike, so that we can do what is needed to keep your business connected during disasters. In addition, we have experienced crisis management teams to help minimize the impact of a major disaster. These highly trained and seasoned crisis management teams are implemented across the country and help you to:

- + Enhance communication during crisis events.
- + Provide a robust command-and-control structure.
- + Facilitate resource allocation and management.

The tools your business needs to survive the unexpected.

Mobile Broadband Wireless Router service.

Get a reliable primary or back-up connection with select Wireless Wide Area Network (WWAN) routers and Mobile Broadband service from Verizon Wireless. Whether your business needs a back-up failover connection or an immediate high-speed primary connection, we can help keep your business up and running.

FAST FACT

"Only 40% of businesses survive after a disaster, and only 28% of those last longer than a year afterwards."

—U.S. DEPARTMENT OF LABOR

"At no time before, during, or after the storm did I lose service with my Verizon Wireless phone. During a 28-hour period, I was without all basic utilities; however, I was able to communicate with friends and loved ones 1,000 miles away as they watched the events on the national news. I believe that a Verizon Wireless phone is essential during a natural disaster or other crisis."

—VERIZON WIRELESS CUSTOMER
ORLANDO, FLORIDA

What is Mobile Broadband Wireless Router service?

Mobile Broadband Wireless Router service is an alternative to a primary wireline connection, providing businesses and remote offices with a high-speed, wireless connection as a primary or back-up connection. When implemented, Mobile Broadband Wireless Router service:

- + Enables select WWAN routers to connect over the Verizon Wireless Mobile Broadband network.
- + Offers a cost-effective primary and back-up failover 3G WWAN connection.

The advantages of the Verizon Wireless network.

Mobile Broadband Wireless Router service features all the advantages of the Verizon Wireless network, including:

- + **Reliability.** Since its formation in 2000, Verizon Wireless has invested billions to maintain and expand its high-quality wireless network. As a result, Verizon Wireless offers America's most reliable wireless voice and wireless broadband networks, reaching more than 245 million people in the United States.
- + **Security.** The Verizon Wireless network offers the security advantages of Code Division Multiple Access (CDMA) technology and supports most virtual private network (VPN) solutions for critical business communication.
- + **Redundancy.** The Verizon Wireless network is built for reliability in emergencies, with battery back-up power. For additional reliability, generators are installed at all switching facilities and at many cell site locations. And during extended power outages, Verizon Wireless can quickly deploy a fleet of portable generators to cell sites without permanent generators.
- + **Speed.** Mobile Broadband Wireless Router service with EV-DO Rev. A offers users download speeds of 600 Kbps to 1.4 Mbps, with upload speeds of 500 to 800 Kbps.¹ In some service areas where Mobile Broadband with EV-DO Rev. A is not present, Mobile Broadband Wireless Router service EV-DO Rev. 0 offers download speeds of 400 to 700 Kbps, with upload speeds of 60 to 80 Kbps.²

How can Mobile Broadband Wireless Router service help your business?

Failover connection.

Mobile Broadband Wireless Router service offers a reliable failover option for large businesses or their extensions, such as branch offices, retail stores, warehouses, banks, or mall outlets.

Failover connection benefits.

- + Low-cost, high-bandwidth solution.
- + Circumvents disruptions to local networks.
- + Perfect for deployment in a highly distributed network.
- + Simplified deployment.
- + Easy integration.
- + May be more cost-effective than ISDN or other wireless solutions.
- + America's most reliable wireless broadband network.

"We've never done a formal [return on investment] ROI analysis because we didn't need to. The folks that work for us are very well paid people, so a few hours of increased productivity, in the taxi, in the airport, at other points in their travels, that's very valuable. This [Mobile Broadband] assures that they have better access to email and all the real-time information they need—it's invaluable."

—MALON WILKUS
CEO, AMERICAN CAPITAL

"I wanted to tell you that my Verizon Wireless cell phone NEVER, NEVER, NEVER went down. Even during the brunt of the storm! It was amazing. My neighbors all had their services interrupted, many of which are just now being restored. My phone was the only one working!"

—JANIN
VERIZON WIRELESS CUSTOMER
PUNTA GORDA, FLORIDA

¹ An EV-DO Rev. A-capable device is required to achieve EV-DO Rev. A speeds where coverage is available. Your device indicator will show when you are in an EV-DO Rev. A coverage area. Coverage not available everywhere. Network details & coverage maps at vzw.com.

² Speed claims based on our network tests with 5MB FTP data files without compression; actual throughput speed varies.

Primary connection.

Mobile Broadband Wireless Router service provides a cost-effective and reliable alternative to wireline connections, and can serve as a primary connection for small businesses and retail stores, including gas stations, convenience stores, and kiosks.

Primary connection benefits.

- + High availability.
- + Easy integration.
- + Can be more cost-effective than ISDN or other wireless solutions.

Disaster Tested. Disaster Proven.

"Keeping the Louisiana Technology Council [LTC] connected to our partners, members, city, and other government officials was paramount during Hurricanes Katrina and Rita. While many businesses lost the ability to communicate and access their essential data, I was able to provide important LTC services using Verizon Wireless broadband data services. The value of being able to connect to my email and the Internet with my broadband aircard during and after the hurricanes cannot be measured in dollars. As I travel across the southern region, I rely on Verizon Wireless for my wireless data services to help keep us operational. They have been very reliable and have helped me be very responsive to our partners and member needs, which is critical to the services that we provide to the community."

Mark S. Lewis

President
Louisiana Technology Council—Louisiana-Tech Capital of the South®

"I wanted to let Verizon Wireless know how much I appreciate the help Verizon Wireless gave during Hurricane Rita, first with the reliable/non-stop service before, during, and after the storm, and second, with my account, by waiving overages during a very difficult time. Communication is very important for airport operations and Verizon Wireless provided that for our staff. Thank you."

Chris Clary

Director of Operations
Southeast Texas Regional Airport

"...the service I received from Verizon Wireless before, during, and after Hurricane Rita was outstanding. Immediately upon our return to Port Arthur from Lumberton on Saturday, September 25, 2005, cell phones were the only means of communication available. Our radio system was out of service, and the satellite phones were useless. During the critical 72 hours following the storm, when we were reestablishing city operations to start the recovery effort, cell phone communication was critical to our success and Verizon never let me down..."

Larry D. Richard

Fire Chief
Port Arthur Fire Department

WHY CHOOSE VERIZON WIRELESS?

We know that it's vital for you and your employees to have connectivity when it matters most. When you choose Verizon Wireless to implement your Business Continuity and Business Recovery programs, you can count on us to provide you with:

- + America's most reliable wireless voice and data network.
- + Wireless solutions that easily integrate into your Business Continuity Program.
- + A product that functions as both a failover and a primary connection to keep your business up and running.



"I am a victim of Hurricane Katrina living here on the beach in Gulfport, Mississippi. I want to commend you and Verizon for your outstanding service during this devastating tragedy here on the Mississippi Gulf Coast! I really do believe you should be using a marketing campaign of 'Verizon Wireless—The ONLY Cell Phone and Wireless Internet Access Working for Victims of Hurricane Katrina!'"

Mississippi publication owner

"Your service was the only reliable telecommunications service in the area...other rescue workers kept stopping by to borrow my Verizon Wireless phone, since it was the only one working."

Utah doctor, working in New Orleans as part of a volunteer medical care support effort

"I just want to thank you all. I am originally from New Orleans and now have family living with me. BY FAR Verizon had the best customer service and options for my evacuee family to work with. The Verizon store we walked into was so helpful and understanding. I'm recommending you all to all my evacuee family and friends and will switch when my contract expires. Thank you for the AMAZING customer service. It's appreciated and really needed at this point."

Georgia customer, whose New Orleans family obtained our service after the storm, since only Verizon Wireless had working wireless in the area

FAST FACT

In the wake of Hurricane Katrina in 2005, Verizon Wireless drive tests found the company's network averaged an impressive 90% call completion rate in impacted areas after the storm, compared to rates of 79% and lower among our competitors.