



KLOUD 7

# CREATING THE ULTIMATE FAILSAFE NETWORK

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REDUNDANCY WITH KLOUD 7

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## WHITEPAPER

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Kloud 7 is a business communications provider that has been operating for almost a decade now. From UCaaS, to Managed IT Services and everything in between, we provide the industry's leading software and hardware communications solutions alongside the best customer experience you could ever ask for.



Can a business, today, afford to be offline for even an hour? Especially for regions that are prone to power outages due to natural disasters or problems with internet service providers, every minute spent offline is a detriment to a business's existing customers and a threat to potentially new ones. That, and the fact that most businesses today have switched their communications to UCaaS - a service dependent on a working internet.

The information technology industry has, or is in process of, developing a solution to almost all of the problems that a modern business could face, most of which exist within the Kloud cloud. Among them, establishing a redundant network should be on top of the priority list for almost all businesses.

## **Defining Network Redundancy**

Making your network redundant refers to a process of establishing alternate routes for data traffic and communications by setting up appropriate infrastructure. In simpler terms, it is how you ensure that you always have a backup for your internet connection, in case the primary connection fails.

## **Setting up our own redundancy**

Before addressing potential connectivity issues that customers may face, it is important to ensure that we're well-equipped to provide quality service and maintain our level of performance, which we do by setting up our own geographically redundant data systems. Kloud 7 has numerous physical servers spread across multiple locations in the country that guarantee that we're not just reliant on one site to keep us live, but is instead standing on a layered network with geo-redundancy.

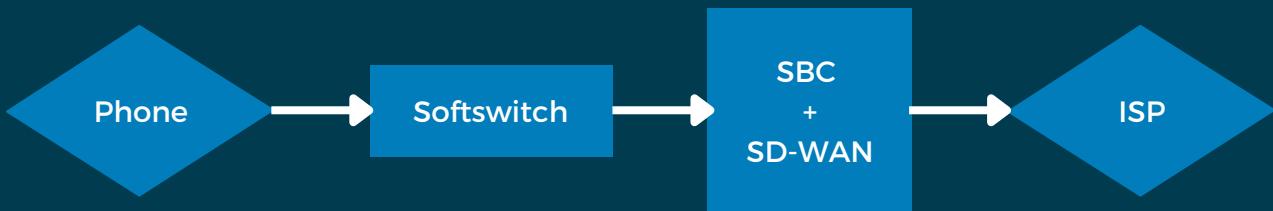
## **Identifying the weakest link**

A huge part of actually solving network connectivity problems, preparing for unforeseen circumstances, and establishing redundancy that makes your network truly failsafe includes identifying the weakest link - you.

Identifying the customer site as the weakest link means equipping you with the necessary infrastructure to prepare backups in case of failover. Years of hands-on experience have resulted in the creation of the ultimate recipe for network redundancy.



## The System



As shown in the diagram, your regular communications route is now paired with a combination of a soft-defined wide area network (SD-WAN) and a session border controller (SBC).

An SBC is a device that manages the quality and safety of VoIP sessions (phone calls), as it is deployed at the border between private and public sectors, i.e., between your branch's private PBX and the public switched telephone network (PSTN).

Paired with this, you have your SD-WAN, which is the key instrument in making your branch network redundant. Aside from its other features, your SD-WAN is responsible for your network's bandwidth aggregation and route management. In simpler terms, it aggregates the combined bandwidths of your internet connections, enabling greater internet speed. On top of that, in case your primary internet connection goes offline for any reason, it reroutes traffic to your backup connection, providing you with a seamless experience. It is also important to note that with Kloud 7, you get SD-WAN for both data and voice.





## **Finding the best solution for your business**

Whether you are running an up-and-coming business that needs a quick, reliable, and consistent network solution or if you are an established business with multiple offices across multiple geographic locations, network redundancy is a necessary tool for your operations.

How does it work? Do you need an SD-WAN at every site? Are there multiple options in the equipment that is deployed? How much does it cost? How much will it save you in terms of opportunities availed?

These are among an endless list of questions that you may have after learning about network redundancy for the first time. Here's the easy answer: depending on your needs and requirements, follow the steps below to find the right solution for you:

1. Research types of redundancy solutions.
2. Outline your business needs according to sites, issues, and size of operations.
3. Reach out to telecommunications service providers.
4. Understand the solution, set-up, and the reliability that they're offering.
5. Get a quote.

There's no excuse that is good enough to justify your business operations being halted - not even a hurricane. For that reason, network redundancy solutions are a significant asset to have today.