

# COMCAST BUSINESS

## BUILT FOR BUSINESS

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### COMCAST BUSINESS CONNECTION PRO

#### OVERVIEW

When the Internet goes down, business stops. That's why Comcast Business is introducing Connection Pro. It provides an automatic internet backup connection for complete reliability. Business Internet customers need **continuous internet connectivity**. And we're making it happen—thanks to a **4G wireless backup connection**. Comcast Business is the first broadband provider to protect customers' connections against network or power outages.

#### KEY BENEFITS



##### AUTOMATIC CONNECTION

4G wireless automatic internet backup connection for complete reliability.



##### 8-HOUR BATTERY BACKUP

Backup battery provides up to 8 hours of power in the event of an outage.



##### LOW COST

Avoid costly disruptions to your business for less than \$1 a day.

#### WHY IT MATTERS



For more than a third of businesses, just a single hour of Internet outage can cost up to \$20K.  
– *The Atlantic*



Downtime can drop productivity by a whopping 43% for small businesses.  
– *Adweek*



90% of companies have experienced unexpected downtime, including 33% who deal with them every month.  
– *Adweek*

#### PROBLEM SOLVING

Discovery Questions	Bridge/Response
What happens if your business experiences a power or broadband outage?	With Connection Pro, your business can maintain complete Internet reliability with automatic cellular backup.
What Internet-powered devices does your business depend on?	Connection Pro lets you connect your mission critical devices to keep your business humming.
How do you provide a smooth customer experience and keep operational disruptions to a minimum?	In the event of a power or broadband outage, Connection Pro will automatically switch to our cellular backup.

#### OVERCOMING OBJECTIONS

Objection	Response
I haven't needed it in the past. So why now?	Internet outages are more than an annoyance. They can hurt your bottom line. Your business needs constant internet reliability.
Why do I need a backup? Is Comcast Business Internet unreliable?	Many outages happen beyond the networks control, like power outages, storms, etc. Gain peace of mind that with Connection Pro, you will be protected from any outage.
I can't afford it.	Connection Pro can help your business stay connected for less than \$1 a day. An Internet outage can cost much, much more.

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## HOW DOES CONNECTION PRO COMPARE?

Feature	Comcast Business	Verizon	AT&T		
<b>Pre-integration Solution</b>	All components have been pre-integrated and engineered to work together seamlessly.	Customer must DIY—purchase the components, choose a data plan and wire everything together.	Customer must DIY—purchase the components, choose a data plan and wire everything together.		
<b>Profession Installation</b>	Available at no added cost.	Not available.	Not available.		
<b>Upfront Costs</b>	<ul style="list-style-type: none"> <li>\$99.95 Activation (one time fee)</li> </ul>	<ul style="list-style-type: none"> <li>Gateway \$599</li> <li>Activation \$20</li> </ul>	<ul style="list-style-type: none"> <li>Activation \$20</li> </ul>		
<b>Monthly Fee</b>	<ul style="list-style-type: none"> <li>\$29.95 with unlimited data</li> <li>\$10.00 equipment fee (reoccurring)</li> </ul>	<ul style="list-style-type: none"> <li>Est \$45 (data plan) plus overages</li> <li>Gateway Management Fee \$7.50</li> </ul>	<b>MRC</b>	<b>Data (MB)</b>	<b>Overage (KB)</b>
			\$39.99	50	\$0.00097
			\$49.99	250	\$0.0003
			\$59.99	1000	\$0.0003
<b>Wireless Network Coverage</b>	Connection Pro selects the stronger signal of two different LTE networks assuring high signal strength	Verizon Only	AT&T Only		
<b>Uninterruptable Power Supply</b>	Included	Not included	Not included		

## FREQUENTLY ASKED QUESTIONS

**Q: Will customers get charged for using too much cellular data if they experience long or multiple outages in a month?**

A: No. They pay one flat fee.

**Q: Do customers have to pay for cellular minutes?**

A: No. Cellular minutes are included and unlimited.

**Q: Who is the carrier for cellular service?**

A: We use two major carriers so all businesses have the best coverage.

**Q: What if my customers don't get any/good cellular coverage near their Comcast Business modem?**

A: The antenna has a 10-foot cable, so it can be positioned in a more desirable location.

**Q: Is Comcast Business Internet Required?**

A: Yes, Comcast Business Internet is required to purchase Connection Pro.

**Q: How fast are uploads and downloads when Connection Pro is in use?**

A: Regardless of the speed tier, Connection Pro provides speeds up to 10 Mbps download and 1 Mbps upload.

**Q: Will Connection Pro support my business' Static IP?**

A: No. When the product is in failover mode, the customer's Static IP will not function. When the business' primary Internet is restored, Static IP will reestablish itself.

**Q: Is there a minimum speed tier requirement?**

A: No, there is no minimum speed tier requirement.

**Q: Will Connection Pro support the SmartOffice Video Monitoring Solution?**

A: No. SmartOffice will not function or stream live when Connection Pro is in use.

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