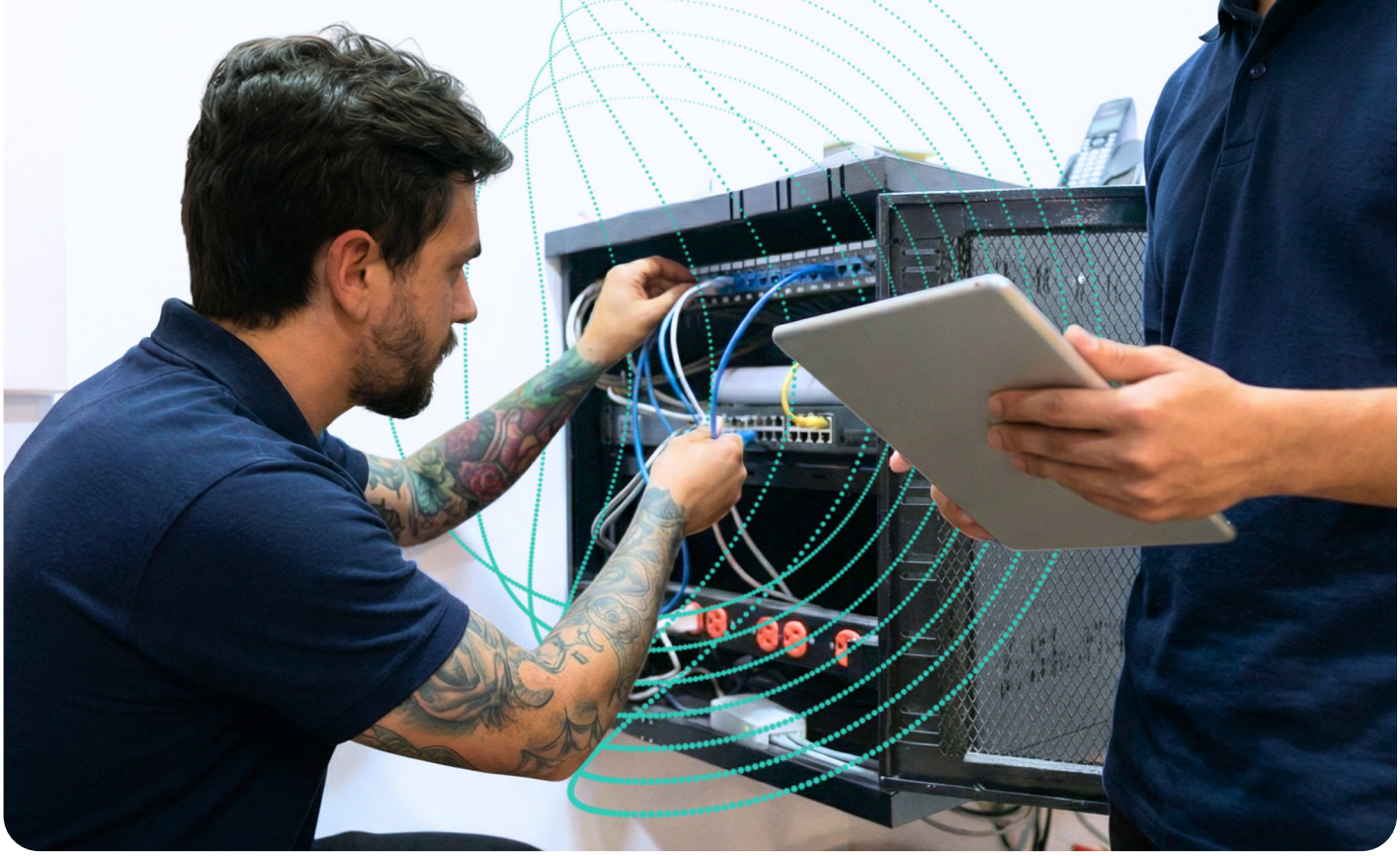

2026 Guide for MSPs

The Wireless Backup Guide for Managed Service Providers

How to select and onboard business-continuity internet (network resilience / wireless failover) using modern LTE/5G redundancy technology.

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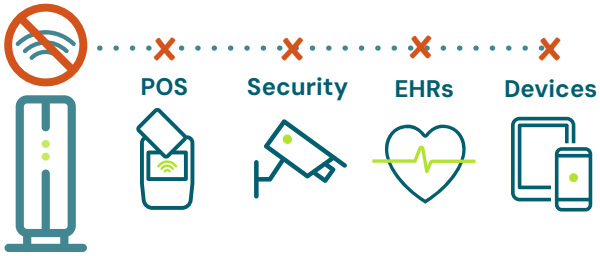
Introduction

Your clients don't experience an outage as "an ISP issue."

They experience it as **lost transactions**, **stalled operations**, **missed appointments**, and a helpdesk that suddenly becomes the center of the business.

Impact of Network Downtime for Clients



For managed service providers (MSPs), that reality has shifted connectivity from a baseline expectation to a mission-critical requirement—and it has created a clear market opportunity: providers who can deliver verified uptime and rapid recovery stand out in a crowded field.

This guide is here to help MSPs build a repeatable "always-on Internet" service using modern cellular LTE/5G redundancy solutions. Here are the topics we will cover:

- Preventing Outages: The Time is Now
- The Shrinking Tolerance for Downtime
- What is Network Redundancy, Anyway?
- Redundancy Options for MSPs
- Why Cellular LTE/5G Backup is a Clear Winner
- What MSPs Should Look for in a Wireless Backup Solution
- The Kajeet SmartFailover Approach
- Next Steps for Your Business

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Preventing Outages: The Time is Now

Businesses increasingly depend on cloud apps, card payments, VoIP, EHR systems, remote access, and real-time collaboration. That means their tolerance for downtime—especially surprise downtime—has dropped sharply. Even short disruptions can break revenue-critical workflows and damage trust.

And the most disruptive events often aren't total "blackouts" — they're brownouts: packet loss, intermittent drops, or DNS issues that leave the connection technically "up" while the business is functionally offline.

Wireless failover has matured into a practical solution for this world. Unlike traditional dual-wired redundancy that may share last-mile infrastructure, **cellular failover provides true path diversity via independent cellular tower infrastructure**. With 5G performance improvements and modern management capabilities, it's now possible to deliver continuity that's fast, scalable, and operationally friendly for MSP teams.

What Will You Learn In This Guide?

1. **What network redundancy actually means** (removing single points of failure, not just "adding another link")
2. **Which failover options fit which site profiles** (wired + satellite + cellular)
3. **The must-have capabilities in a modern failover service**

The Outcome

You'll leave with a simple playbook to:

- → Package cellular failover into tiered managed services for your business
- → Improve overall SLA performance
- → Reduce truck rolls through out-of-band management
- → Scale your failover strategy reliably using standardized deployment kits

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The Shrinking Tolerance for Downtime

Connectivity underpins nearly every business function your clients care about—revenue systems (payments, scheduling, e-commerce), operations (inventory, dispatch, collaboration), and regulated workflows (care delivery and records). When connectivity fails, it isn't a nuisance; it's an interruption to the business's ability to operate.

For MSPs, that raises the bar on what "managed service" means: monitoring alone isn't enough if the client can't transact when the primary ISP fails.

How long can your clients afford to be offline?

$427 lost per minute for small businesses

$9K lost per minute for mid-sized operations

Cost of Downtime: A Solution That Pays for Itself

Understanding the dollar value of wireless failover is a matter of simple math. Network outages are commonly estimated at about $427 per minute for small businesses, rising to $9,000 per minute for mid-sized operations.

What's more, according to Uptime Institute's Annual Outage Analysis, more than half (54%) of survey respondents say their most recent significant, serious or severe outage cost **more than $100,000** with 16% saying their most recent outage cost **more than $1 million**.

Even if it's hard to put a dollar value on downtime risk for a client's business, simply ask: "How many minutes could you be offline before the business impact becomes unacceptable?" For many organizations, the answer is measured in seconds or minutes, not hours.

When failover is explained as an **insurance policy that often pays for itself during the first incident**, it hits home immediately—especially in retail, healthcare, and financial services.

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Why This Benefits You as an MSP (and Your Clients)

Wireless failover improves your service outcomes, creates recurring revenue for your business, and creates a more positive experience for clients. Here's how:

Client Benefits to Lead With

- Fewer revenue interruptions (POS, appointments, service delivery)
- Better user experience during incidents
- Stronger resilience posture for business continuity planning

MSP Benefits That Compound Over Time

- Stronger SLA performance
- Clear differentiation (you're selling verified continuity, not "best effort")
- Faster time-to-revenue for new sites
- Fewer truck rolls via out-of-band access when network goes down

Faster Deployment = Faster Billing

Wired fiber installations often take 4–8 weeks, while turnkey wireless failover can deploy in 24–48 hours.

That matters because it lets you:

- Start billing continuity services immediately at new locations
- Cover gaps during ISP install delays
- Support pop-ups, construction sites, seasonal locations, and temporary offices

SLA Improvements in Plain Numbers

Single wired connections typically deliver 99.5% to 99.9% uptime, which translates to 43.8 to 8.76 hours of downtime per year.

A properly designed wireless failover layer supports 99.99% ("four nines") or even 99.999% ("five nines") SLA positioning for clients who demand it—particularly when paired with SD-WAN policies and strong monitoring.

What 99.99% Uptime Enables for MSPs

Offer premium pricing for enterprise-grade network reliability

Reduced exposure to SLA penalties and escalations

Confident service delivery into "zero-tolerance" verticals (healthcare, financial, legal)

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What is Network Redundancy, Anyway?

True network redundancy removes single points of failure by ensuring there is at least one independent, ready-to-use alternative for each critical connectivity component.

The key words are ***independent*** and ***ready-to-use***. A second link that shares the same physical path, or a backup device that hasn't been tested in months, is not reliable redundancy.

Network redundancy is also referred to as ***failover***, ***backup***, or ***business continuity***.

Redundancy also needs to account for brownouts

Many MSP teams see this pattern: the client reports "the internet is unusable," but the link still pings. A modern design should detect degradation and fail over based on real service health—not only when the circuit is completely down.

Key Building Blocks

Diverse Links

Mix access types to reduce shared risk (fiber/cable/FWA + cellular).

Provider/Path Diversity

Avoid common-cause outages by validating the "last mile" isn't shared.

Topology Fit

Active/Standby vs. Active/Active

- **Active/Standby:** cellular stays ready, takes over during failures (common for branches)
- **Active/Active:** both links run simultaneously, traffic shifts by policy (often via SD-WAN)

Resilient Edge + Separate Management Path

A resilient edge includes the switching logic and security posture that remains consistent during failover, plus an alternate management path so the MSP can still reach equipment during ISP outages.

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Redundancy Options for MSPs

Most redundancy conversations boil down to “how independent is the backup path?” and “how quickly can we deploy and manage it across sites?”

Use this menu of options to guide your decision-making process.

Dual Wired Providers

Dual wired can be strong for high-throughput environments—if you can validate real path diversity.

Best for:

Headquarters and high-throughput sites

Watch-outs:

Route diversity is the make-or-break

What to verify:

- Do both circuits share the same conduits, poles, or neighborhood aggregation?
- Is there documented physical diversity from building to the provider network?
- Any common upstream dependencies that create correlated failures?

Satellite Backup (LEO)

LEO satellite brings physical independence from terrestrial networks, making it useful when wired and cellular options are limited.

Best for:

Remote and outage-prone areas

Watch-outs:

Roof/sky access, higher latency vs terrestrial, and installation constraints

LTE/5G Backup

Cellular backup is often the most MSP-friendly option because it’s fast, scalable, and independent of local wired infrastructure.

Best for:

Most branches, healthcare clinics, retail, seasonal locations, financial services, pop-ups, distributed services

Watch-outs:

Signal conditions vary by site (mitigated through multi-carrier options, antennas, and readiness monitoring)

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Why Cellular LTE/5G Backup is a Clear Winner

Cellular is compelling because it combines three MSP priorities: independence, speed, and operational leverage. Unlike many dual-wired setups that share last-mile infrastructure, cellular uses independent tower infrastructure and separate restoration priorities. It also deploys quickly, which means you can standardize it as part of onboarding, expansion, and continuity programs.

Benefits MSPs Can Sell

Brownout Protection (Not Just Blackout Recovery)

Many failover solutions switch only when the primary link is completely down. Modern wireless failover can use health checks and monitoring to detect degradations—so you can fail over when users actually feel the problem, not only after the business is disrupted.

True Path Diversity

Construction and weather events often impact local cable/fiber. Cellular towers may remain operational or be prioritized for restoration, providing a realistic safety net when the wired last mile is compromised.

Scale Without Adding Complexity

Preconfigured devices, zero-touch provisioning, and centralized policies allow MSPs to expand from a pilot to hundreds or thousands of sites with consistent installs and fewer support escalations.

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5G Changes What Backup Feels Like

The shift from 4G LTE to 5G has fundamentally improved the failover experience. Where LTE might support basic operations, 5G can support more bandwidth-intensive workflows with far less degradation.

Technology	Speed Range	Latency	Business Application
4G LTE	5-100ms	50-100ms	Basic operations, email, light cloud applications
5G	100 Mbps - 1+ Gbps	1-10ms	Video conferencing, cloud-based ERP, real-time collaboration

SD-WAN & SASE Synergy (Why It Matters)

Wireless failover becomes even more powerful when integrated with your clients' modern networking and security architectures. Here is how it works:

SD-WAN + Failover Enables:

- → Active-active configurations (both links usable)
- → Intelligent load balancing and app-based routing
- → Sub-second failover that preserves VoIP/video sessions
- → Dynamic policies that adapt to available bandwidth

SASE + Failover Enables:

- → Continuous connection to cloud security policy engines
- → Fewer "fail-open" security gaps during outages
- → Maintained zero-trust access controls regardless of link type
- → Unified threat protection across primary and backup paths

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What MSPs Should Look for in a Wireless Backup Solution

MSPs should evaluate failover solutions based on **readiness, control, security, and how cleanly the service fits operations at scale.**

Centralized Visibility

- Signal quality, link/session health, usage, lifecycle control
- Multi-site monitoring from a single dashboard
- Automated event reporting (failover, failback, performance)

Session Continuity

- Fast failover and smooth failback
- Traffic prioritization and bandwidth controls
- SD-WAN compatibility where applicable

Security That Travels

- Threat/malware detection and policy enforcement
- Consistent reporting across primary & backup connections
- Controls that prevent “backup link = security exception”

Operational Fit

- Zero-touch provisioning and standardized kits
- Transparent plans (avoid surprises and hidden constraints)
- Separate troubleshooting/ management path (OOBM)
- Readiness validation so you’re not guessing during emergencies

Carrier Flexibility

- Multi-carrier options
- Smart steering to reduce site-by-site variability
- Coverage approach aligned to your client footprint

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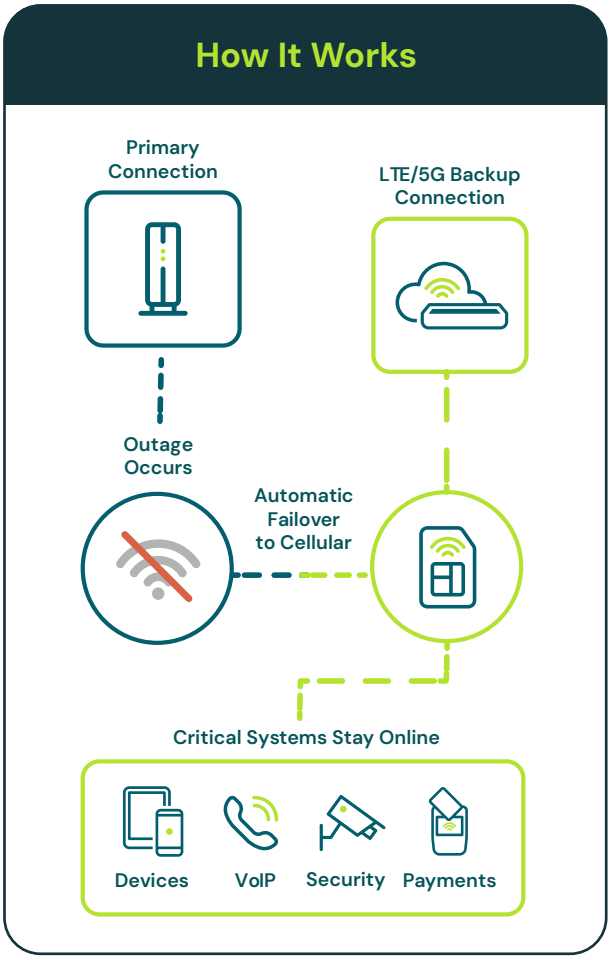
The Kajeet SmartFailover™ Approach

How It Works



Kajeet SmartFailover™ is a managed cellular failover blueprint that integrates with a customer's existing internet platform.

It's designed for MSPs who want to productize continuity into a repeatable offer—without creating a new operational burden.

What differentiates SmartFailover is that it's built around certainty. Many cellular backup solutions are "set it and forget it" until the day they fail during an outage.

SmartFailover addresses that by validating readiness continuously, supporting multi-carrier intelligence, and providing practical controls that protect business-critical workflows.

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Why MSPs Love Partnering With Kajeet

1 Multi-Carrier Connectivity for Reliable Cellular Continuity

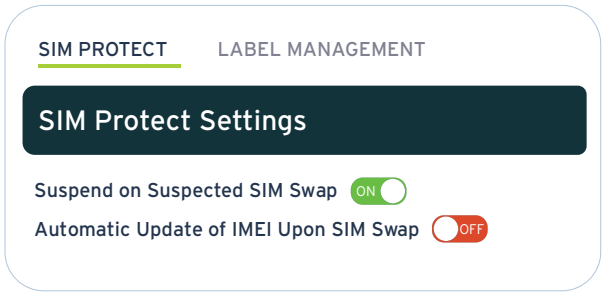
Why It Matters: Reduces dependence on a single carrier's local performance and improves consistency across multi-location fleets.

2 Enterprise-Grade Security with Threat/Malware Detection, Policy Enforcement, and Reporting

Why It Matters: Resilience shouldn't create a security exception. Failover should preserve security posture, not weaken it.

3 Pairs SIM to Approved Device Identity with Alerts & Protocols for Theft or Tampering

Why It Matters: Distributed deployments are exposed to loss and misuse risk—especially in retail and temporary sites.



4 Deploy & Scale Rapidly with Standardized Kits, White-Glove Logistics

Why It Matters: Simplifies rollout, reduces install time, and standardizes operations across hundreds of sites.

5 End-to-End Controls to Define Who Connects, What They Access, and What Leaves the Network

Why It Matters: Ensures backup connectivity supports business operations without becoming an unmanaged open pipe.

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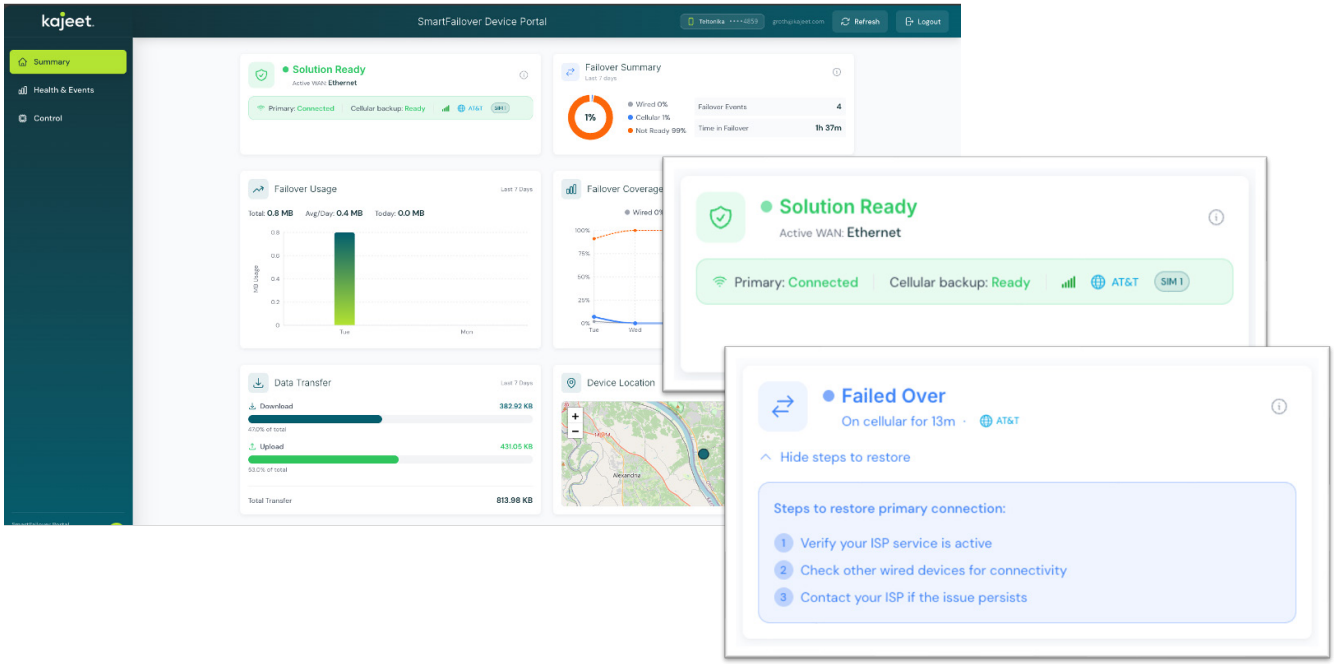
6 Continuous Network Monitoring (Readiness & Performance)

Why It Matters: Helps prevent “silent failures” where backup breaks unnoticed until a real outage occurs.

7 Continuous Readiness Monitoring to Prevent “Silent Failures”

Why It Matters: Traditional backups can fail quietly until the worst possible time. SmartFailover-style readiness monitoring helps maintain confidence through:

- **Daily connectivity validation tests** (cellular networks & internet endpoints)
- **Signal strength monitoring** to detect degrading coverage early
- **Data plan verification** to prevent throttling/overage surprises
- **Hardware health checks** (router/antenna)
- **Automated alerts** when readiness metrics drop below thresholds



Next Steps for Your Business

Ensuring business continuity is becoming a baseline expectation — and it's one of the best ways for MSPs to create sticky recurring revenue while improving client experience.

Make Internet continuity a managed service your clients can't afford not to have. **Kajeet is here to make it happen.**

"Kajeet is more than a connectivity provider... if you are looking for a partner that truly invests in your success, Kajeet is the right choice."

Matt Gigli, Sales and Business Development Associate
API Alliance

Ready to Explore the Kajeet SmartFailover Solution?

- Learn more about Kajeet SmartFailover
- Watch our **on-demand webinar**, "The Next Era of Failover Connectivity"
- Engage a Kajeet Solutions Engineer for a **redundancy blueprint + cellular failover plan** tailored to your customer site profiles and your managed-service packaging strategy.