



# Business Continuity Case Study

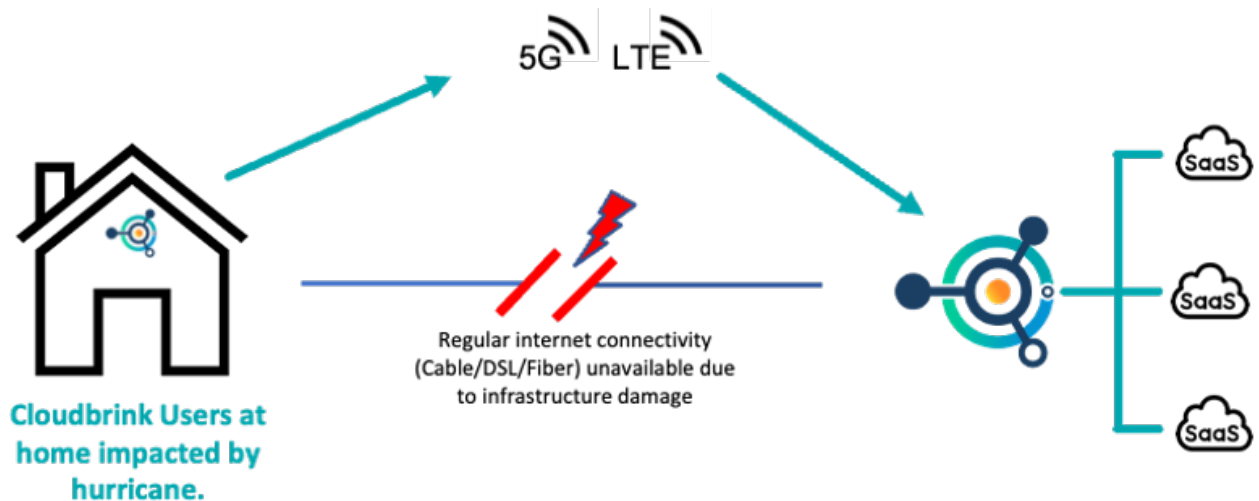
Hurricane Ian cuts off the Internet  
Cloudbrink saves the day.

## Background

This case study outlines how Cloudbrink delivered business continuity during the [Hurricane Ian](#) disaster that struck the Southeastern United States. This Category 4 hurricane was the deadliest in US history since the 1935 Labor Day Hurricane. Hurricane Ian caused a loss of at least 157 lives and over \$50 Billion US Dollars in damages.

## Impact

Hurricane Ian struck the coast of Florida with torrential rain and 155 Mile per hour winds. This caused several key pieces of telecommunication infrastructure to fail, including “Terrestrial” internet service providers. This caused 4/5G connectivity to become the main source of connectivity for the region.



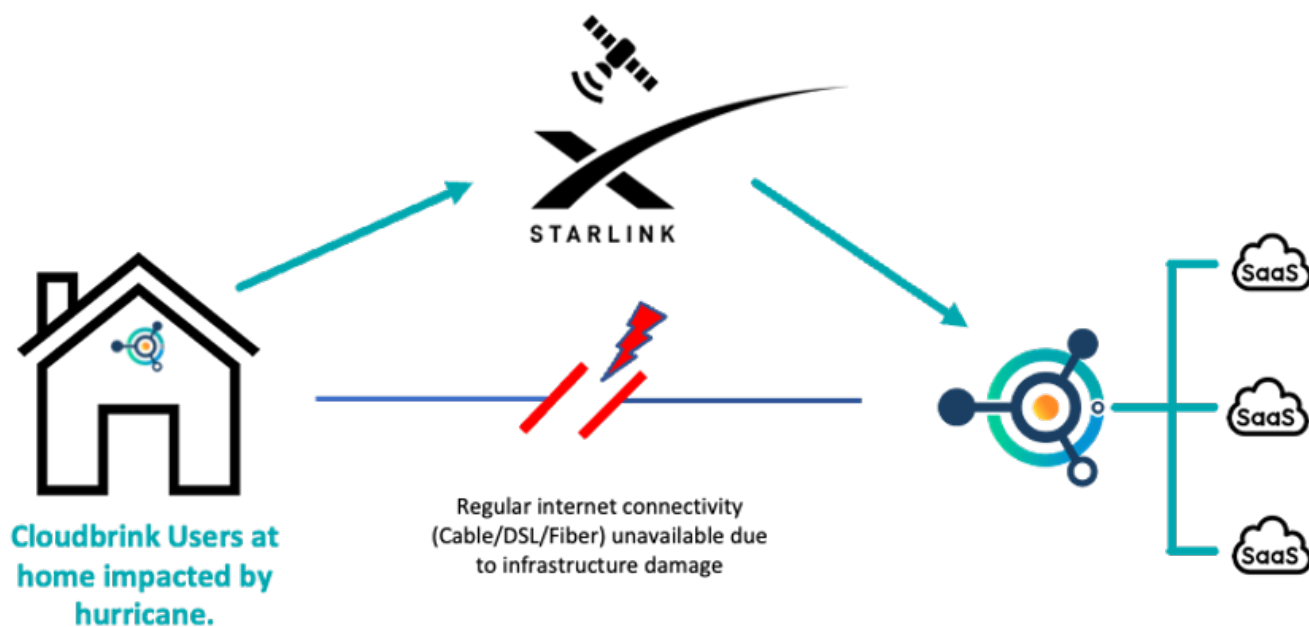
## Results

While this data connectivity was conveniently available, the network quickly became overloaded as all users in the area were attempting to utilize it causing a larger number than usual of dropped packets. However, through Cloudbrink’s Hybrid Access as a Service (HaaaS) overlay technology which utilizes the Brink Protocol, this customer could still perform their mission-critical tasks and overcome the network challenges in place. To quote the customer directly:

**“Were it not for Cloudbrink, I would have been unable to work. The ISP’s were all down, so everyone reverted to 4/5G connectivity, which quickly overloaded the circuits. Without Cloudbrink, web pages wouldn’t load or would give a 404 error. With Cloudbrink, I was actually able to accomplish critical work tasks”.**

## Taking it out of this world

After the storms had passed, and things started to settle down, terrestrial ISP connectivity still had not been restored. In order to gain additional bandwidth, this customer then attempted to connect via Starlink (low earth orbit satellite connections.) Combined with Cloudbrink, using Starlink connectivity resulted in a 10x improvement over the 4/5G connectivity. Cloudbrink's HAaaS improves bandwidth, lowers latency, and delivers an even better overall experience to the user.



## Conclusion

Cloudbrink technology has been designed from the ground up to overcome challenges in consumer-grade networks at every network segment. It has now been field tested in a natural disaster emergency situation with proven results. Cloudbrink's HAaaS is the only solution with proven capabilities to deliver secure, reliable, and highly performant connectivity over a multitude of remote connectivity options. **Cloudbrink provides a certain solution in an uncertain world.**

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Corporate Headquarters  
Cloudbrink, Inc.  
530 Lakeside Drive, Suite 190  
Sunnyvale, CA 94085