



# Downtime costs you big – here's how Singtel 5G Priority access can protect your bottom line

A single hour of downtime can cost over \$100,000 for 98% of organisations.<sup>1</sup> When communication breaks down, the impact is even more severe—they're productivity nightmares, derailing operations and hitting the bottom line hard.



### Connectivity frustration primarily affects non-senior employees

Only 14% of connectivity-frustrated employees are at a senior level (managers, directors, or CEOs).<sup>2</sup>

### Managers are the most affected by connectivity issues among senior staff

Of senior employees reporting issues, 55% are managers, 23.5% are directors, and just 3.1% are CEOs.<sup>2</sup>

### Remote work productivity at risk

A Guardian survey reveals that 62% of remote workers rely on stable technology to stay connected, underscoring its critical role in morale and productivity.<sup>2</sup>

## One of the ways to calculate downtime cost:

Minutes of downtime X Cost per minute = Total loss<sup>1</sup>

## Industry-specific downtime costs<sup>1</sup>



## Introducing Singtel 5G Priority: your communication lifeline

With advanced 5G network slicing, Singtel 5G Priority, optimises resources in real-time, ensuring critical applications like Microsoft Teams, Google Drive, and Zoom stay uninterrupted. Even during downtimes or peak traffic, it keeps your business connected and productive, no matter where you are.



## How network slicing benefits your business operations

<p><b>Minimised downtime</b></p> <p>Network slicing provides dedicated bandwidth for crucial apps</p>	<p><b>Enhanced resource allocation</b></p> <p>Efficiently prioritise network resources for essential applications</p>	<p><b>Seamless collaboration</b></p> <p>Crystal-clear video calls and real-time file sharing without a hitch</p>	<p><b>Future-ready communication</b></p> <p>Adaptable infrastructure supporting evolving business needs and emerging technologies</p>
---	---	--	---

**Business continuity** | These benefits ensure your business stays operational, productive, and resilient.

## Transform connectivity across industries with 5G Priority



Even during network congestion, your business doesn't have to miss a beat – Singtel 5G Priority ensures business as usual.

**Discover always-on reliability**

### References

<sup>1</sup> Pingdom, Average Cost of Downtime per Industry, 2023  
<sup>2</sup> Engage Employee, Productivity problems due to network connectivity issues, 2023