



Press Release

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Demand Surges for Nextera Communications' Fixed Wireless: Companies Seek Redundancy Options for Business Continuity

Fixed wireless provides a cost-effective backup for disaster recovery

Minneapolis, Minnesota – May 29, 2013 – Nextera Communications, one of Minnesota's leading voice, data, and Internet providers, is experiencing an unprecedented demand for [fixed wireless service](#) from businesses in diverse industries. Nextera provides an array of high-speed Internet and [business phone line](#) solutions to companies across the state.

"Nextera owns the largest fixed-wireless business network in Minnesota," said Greg Arvig, CEO of [Nextera Communications](#). "While many businesses choose fixed wireless as their primary Internet connection, we've seen a huge increase in companies combining fixed wireless with traditional fiber."

Due to the heavy reliance of businesses on Internet service, the cost of downtime per hour can be severe. Fixed wireless provides a cost-effective backup for disaster recovery to ensure [business continuity](#).

"Underground cable may experience outages as the result of fiber cuts, which can sometimes take a while to repair," said Arvig. "These issues don't impact our service because our network uses towers. This means if a company combines fixed wireless with wired service, we can ensure streamlined connectivity for uninterrupted communication and transactions."

"Because fixed wireless is the most effective and affordable path to [high-speed bandwidth](#), I think every business should consider using it as their primary service," said Arvig. "But if you're a business already committed to a fiber network, we offer the security of a very reliable, very smart Plan B."

Nextera backs up its service with a SLA (Service Level Agreement) that guarantees network availability and the minimization of bit error rate, latency and jitter.

About Nextera Communications

Nextera is a Minnesota-based telecommunications company with offices located in the Greater Minneapolis-St. Paul area, Duluth, Brainerd/Baxter and St. Cloud. Nextera provides customized, secure telecommunications services and exceptional customer service to small and mid-sized businesses statewide. Service offerings include [Internet T-1](#), Wireless/WiMax, [Hosted IP PBX](#), [SIP Trunking](#), and more.