Cox Introduces New Internet Continuity Service, Protecting Businesses from Costly Outages

Cox Business Net Assurance will give customers uninterrupted connection amid Internet and power loss

ATLANTA, July 21, 2021 – Cox Business announced today the launch of its new Internet continuity service, Cox Business Net Assurance. With this solution, Cox customers will be protected from losing Internet connection during outages – giving business owners and their employees peace of mind during the unexpected.

Maintaining Internet connectivity is essential for successful businesses of any size. Net Assurance provides high-availability connectivity and combats Internet interruptions in two ways. First, if there is a loss of Internet access, wired and private WiFi connections will automatically failover to an LTE wireless network. And in the event of power loss, an uninterruptible power supply (UPS) battery backup with surge protection provides around four hours of power to keep systems on.

Marylou's Coffee, with multiple locations in the Northeast, is a prime example of the power of Cox Business Net Assurance. Cox Business Net Assurance customer Jody Murphy, Chief Operating Officer of Marylou's Coffee states, "Marylou's Coffee requires reliable broadband internet connectivity and stable equipment to serve "The Best Coffee in Town" in our convenient and friendly Rhode Island and Massachusetts café locations. Losing power or internet connections at the stores results in unhappy customers and loss of revenue. The Net Assurance LTE backup is a safeguard against these service interruptions which allows Marylou's Coffee to remain operational during any unexpected outages."

"Loss of power shouldn't result in a productivity outage, too. Today's businesses need reliable connectivity service to keep operations running smoothly," said Catherine Mitchell, vice president of product, Cox Business. "Net Assurance will reduce downtime for our customers and give them the protection they need to keep their teams online."

Cox Business Net Assurance is always working in the background to provide a reliable backup solution. The service automatically chooses from multiple wireless providers, automatically selects the best connection for customers, so there is no need for customer intervention.

Customers can also sign up for proactive notifications for changes in their network statuses, as well as receive round-the-clock customer care and access to MyAccount online tools – all for one low monthly fee.

Learn more about Cox Business Net Assurance and how it can benefit your businesshere.

About Cox Business
The commercial division of Cox Communications, Cox Business provides voice, data and video services for more than 370,000 small and regional businesses nationwide, including health care providers; K–12 and higher education; financial institutions; and

federal, state and local government organizations. The organization also serves most of the top-tier wireless and wireline telecommunications carriers in the U.S. through its wholesale division. For more information, please visit www.coxbusiness.com.

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