



Windstream launches Always-On wireless internet backup solution for Kinetic Business customers

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LITTLE ROCK, Ark., Nov. 05, 2018 (GLOBE NEWSWIRE) -- Windstream (NASDAQ: WIN), a leading provider of advanced network communications and technology solutions, today announced the launch of Always-On, a new wireless internet backup solution for Kinetic Business Internet customers.



A recent [survey](#) found 78 percent of consumers prefer to pay using debit or credit cards – options which require internet connectivity for payment processing. In the event of a temporary disruption of their primary internet service, retailers using Always-On would automatically failover to a wireless internet connection, allowing them to continue processing credit card and tap-to-pay transactions.

“We know that more and more Americans reach for their debit or credit cards to make purchases. In today’s world, merchants who can’t process transactions with a simple swipe or tap will lose sales,” said Jeff Small, president of Windstream’s Consumer and Small Business division. “We also know customers will not likely return to make a purchase if a business cannot take a card or mobile payment right away. They will simply purchase the same product elsewhere. Always-On can help prevent this loss of business.”

Other business-critical applications that could benefit from a wireless internet backup solution, such as Always-On, include Wi-Fi Access, IoT devices (thermostats, security systems, door locks), and cloud-based software programs. Always-On, which requires a Kinetic Business Internet connection, delivers an SLA-backed 99.999 percent internet uptime guarantee for \$39.99/month.

“At Windstream, we know small businesses are competing with each other as well as with large companies, some without a physical presence in the community,” Small said. “Always-On is peace of mind and business continuity for the 21st century ensuring your connection to the digital world is available when you need it most.”

To learn more about Kinetic Business by Windstream, please visit windstream.com/smallbusiness.

About Windstream

Windstream Holdings, Inc. (NASDAQ: WIN), a FORTUNE 500 company, is a leading provider of advanced network communications and technology solutions. Windstream provides data networking, core transport, security, unified communications and managed services to mid-market, enterprise and wholesale customers across the U.S. The company also offers broadband, entertainment and security services for consumers and small and medium-sized businesses primarily in rural areas in 18 states. Services are delivered over multiple network platforms including a nationwide IP network, our proprietary cloud core architecture and on a local and long-haul fiber network spanning approximately 150,000 miles. Additional information is available at windstream.com or windstreamenterprise.com. Please visit our newsroom at news.windstream.com or follow us on Twitter at @Windstream or @WindstreamBiz.

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Source: Windstream Holdings, Inc.