

## ANVIL ADDS PROVU TO ITS LEADING LIST OF NEW PARTNERS

Tuesday 8 July, 2025

Anvil and ProVu Communications have announced a new strategic relationship with Anvil's market-leading IoT platform, vM2M, which is set to power ProVu's router 4G/5G failover solutions.

The partnership gives customers and resellers of ProVu a fast, secure, multi-network SIM solution, built for business continuity, within their broadband router product portfolio.

This leading new solution further enhances ProVu's comprehensive range of hardware solutions within the telecoms market.

Alan Shraga, Managing Director of Anvil said: "The increasing reliance on digital infrastructure means that even brief internet outages can lead to significant revenue losses, decreased productivity, and potential reputational damage.

"As businesses continue to drive the adoption of digital technologies, ensuring reliable internet connectivity becomes ever more critical and our software solution, vM2M IoT powered by Anvil, combined with the marketing prowess of ProVu, will help to ensure that such issues are mitigated as far as possible for businesses across the UK."

Justin Carl, Managing Director of ProVu Communications concurred: "ProVu are launching the simplest, most cost effective and above all the very best router failover solution in the market.

"Security and business continuity are essential to everyone. Whether you are an educational establishment needing to meet compliance regulations, a retail store needing card machines to stay online, or a busy 24/7 warehouse needing to function, we have your backs when there is an internet outage."

A broader economic assessment\* estimated that fixed connectivity outages cost the UK economy £17.6 billion in lost output over a 12-month period, with London alone accounting for £5.7 billion of that loss.

\*Source: [Computer Weekly](#)

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**About Anvil:** Anvil is a market-disrupting business management system that helps VARs and MSPs unify their software requirements in a single platform. This centralises CRM, operational tools and end-user billing to create a seamless, integrated solution. Anvil delivers automation and efficiency, enabling users to make better, data-driven decisions with streamlined service management tools.

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