

High growth best practices guide

How some of your industry peers overcame technology challenges and achieved breakthrough, transformational success for their businesses



What does high growth mean to your business?

Ask your business peers that question and you'll likely get many different answers. But chances are those answers will have critical elements and key priorities in common: the need for speed and efficiency, a future-proof technology strategy and high-performance network connectivity, just to name a few. And, of course, **reliability, scalability** and **security** will come up time and again as indispensable aspects of any high-growth solution.

This guide gives you an overview of the steps you need to build a foundation for sustainable growth—the kinds of investments, drivers and differentiators that are involved. It does so through the words and experiences of fellow decision makers who've overcome daunting technology challenges, and in doing so realized their greatest achievements.

Use the guide to get ready for great achievements of your own.



"We're pushing 30 times more data over our network than we were on the previous network."

Ted Tomita
SVP, Chief Technology Officer
Catskill Hudson Bank

Catskill Hudson Bank's vision of growth: from small community bank to business-banking powerhouse

With a network upgrade that included Dedicated Internet Access (DIA), Ethernet Private LAN (EP-LAN) and Primary Rate Interface (PRI) IP-enabled Voice, Catskill Hudson Bank can open branches virtually anywhere and roll out innovative products like virtual branches inside customer locations to better serve its customers. A great achievement—and a high-growth opportunity realized!

Building the foundation: Prepare for growth with an honest evaluation

How do you start mapping out a new technology strategy? Which critical factors should be part of your plan? What are the potential obstacles? The high-growth businesses cited in this guide succeeded by answering these questions and implementing reliable, scalable, secure solutions. The steps can vary in sequence, but most often involve these core principles:

Understand the competitive differentiators you have and the ones you want

Knowing what makes you different—and aligning with the right technology partner—are the first steps to implementing network solutions that will give you an edge you can keep.

Accurately assess your internal capabilities...and any gaps in capabilities

Before you can establish new expectations and new benchmarks, a clear picture of your business' strengths (and weaknesses) is essential.

Take a close look at your data usage—now and in the future

By understanding your current bandwidth and how you use data, you'll know which upgrades you need today, and which products and processes can wait until tomorrow.

Maintain a focus on security

Protecting customer data, operational data and intellectual property remain non-negotiable priorities among high-growth companies. Threats evolve, so your security measures have to as well.

Evolve your customer-facing processes and communication abilities

Meeting and then exceeding customer expectations are vital common elements in high-growth businesses. Better technology equals a better customer experience.



“Having an incredibly stable connection has allowed our teachers to utilize technologies in the ways that they envision, and to keep our students focused on their goals.”

Kevin Keelen
Chief Information Officer
Green Dot Public Schools

Green Dot Public Schools’ vision of growth: always-on connectivity that supports a range of technologies and devices

Green Dot Public Schools relies on high-speed connections to scale nationally and help teachers prepare students in underserved communities for college and rewarding futures. It’s a high-growth solution that enables them to keep pace with technology in the classroom—and a great achievement that links educators with the data to help their students succeed.

Planning ahead: Balancing internal factors and navigating roadblocks

High-growth leaders understand that you must get the technology right to get the growth right. Seventy-two percent of mid-sized companies surveyed plan to invest in their business network over the next 12 months¹, making it essential for IT teams to manage the impact of several critical factors, including:

Security

IT professionals rank maintaining security and compliance as their #1 challenge.¹

Device diversity

Workers are now more likely to connect to the company network with a laptop, tablet or smartphone than a desktop PC. More devices mean more applications used and bandwidth consumed.

Remote workers

Off-site employee traffic is flowing from the outside in rather than the inside out—entering the company through the WAN rather than originating within the LAN.

Cloud cover

Cloud applications—including popular CRM and business productivity solutions—are typically hosted in a remote data center rather than on the company LAN.

Backup and recovery

Cloud solutions are an increasingly attractive option for data storage, backup and recovery, with 44% of companies reporting they currently use, or plan to use, an online backup service.²

Planning for growth also requires getting in front of any potential challenges. For example, make sure as many infrastructure investments as possible are scalable, so that processes align smoothly as you grow.

Top challenges to overcome

- Controlling costs while maintaining quality
- Access to employees with the right skills
- Internal alignment around strategic goals
- Insight into market changes/needs
- Scalable technology solutions



“The ongoing use of technology-related products by our customers will continue to grow, and we need to grow with that.”

Kevin McLaren
Executive Vice President
Catskill Hudson Bank

Catskill Hudson Bank looks forward to even more growth, staying at the forefront of customers’ technology expectations

Improving the customer experience is the path forward for Catskill Hudson Bank. It continues to offer innovative banking products and better services to make customers’ lives easier. In Spectrum Enterprise, it has found a provider that enables it to meet these increasing and ever-changing demands.

Charting your course: Next steps to enable success

How your business moves forward will depend on various factors, but by following in the steps of industry peers, you too can be on your way to great achievements. The following are recommendations for enabling growth by enhancing and leveraging your business network:

1. Remember that performance outweighs cost

Ask yourself what’s most important: Reliability? Speed? Security? High-growth decision makers emphasize these factors over low cost when planning their network strategy.

2. Prioritize your investment based on critical enablement tools

High-growth leaders plan their short- and long-term network investments around critical enablers²:

58% of companies intend to invest in network infrastructure

48% are targeting cloud apps and services for investment

41% will prioritize web-based collaboration solutions

29% say they’ll invest in voice, data and video/TV solutions

3. Establish security as the cornerstone of your customer-centric approach

More than 75% of mid-market companies plan to increase investments in data security over the next 12 months.¹ Cyber crime can destroy trust and cause top- and bottom-line harm, so data security must be a driver of any customer-first culture.

4. See scalability as the game changer it is

Scalability allows high-growth companies to match capabilities with larger competitors. Having a system that can scale up to meet rising needs is invaluable for businesses looking to maximize IT expenditures

5. Know that sustaining growth requires anticipating and overcoming challenges

High-growth businesses are not immune to challenges that impact larger and smaller businesses. Knowing which ones will be most critical to sustaining future success takes vision and expertise, but pays off in numerous ways.

In addition to visionary thinking and breakthrough success, the organizations mentioned in this guide now share something else: a flexible, proactive partnership with Spectrum Enterprise.

With the support of dedicated account executives, and high-performance solutions like Ethernet Local and Wide Area Networks, Dedicated Internet Access and Enterprise Trunking, these businesses have realized high-growth goals in the here and now, and paved the way for more success stories in the near future. They've also freed up internal IT personnel to focus on the strategic tasks that lead to even more great achievements.

Now it's your turn...

ARE YOU READY YOUR NEXT GREAT ACHIEVEMENT?

Talk to a dedicated account executive today.

Visit enterprise.spectrum.com or call **866.382.0538**.

RESOURCES

¹. [“American Express Survey of Mid-sized Companies](#)

². [“The Mighty Mid-Market Growth Leaders Survey: Technology Priorities, Core Strategies and Near-Term Investment Plans-Exclusive Research Insights on High-Growth Drivers and Challenges”](#)

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers.

The broad Spectrum Enterprise portfolio includes networking and managed services solutions, including Internet access, Ethernet and Managed Network Services, Voice and TV solutions, Managed Application, Cloud Infrastructure and Managed Hosting Services. Our industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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