

Expanding your Ethernet network

5 situations that call for action

Overtaxed networks are a common pain point for businesses of all sizes. Upgrading your network capabilities will ensure efficiency as network demands grow.

As organizations flourish, they need connectivity that grows with them. Case in point, business installations of Ethernet ports in the United States are over 1 million¹ strong—and growing. With any network, robust performance requires that IT decision makers proactively enhance service to counter digital demands.

Business networks continue to face new stressors, including growing data and business demands from advancing technologies—such as IoT and mobile devices. Forward-thinking enterprises are using Ethernet solutions to deliver fast and reliable service and stay ahead of digital transformation. In fact, U.S. retail Ethernet services revenue is expected to increase annually, topping \$20 billion by 2021², according to Vertical Systems Group.

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In business, staying ahead of the competition requires foresight. Recognizing when you need to install or upgrade an Ethernet network can help your business ensure success. Here are five potential situations that call for an optimized Ethernet solution:

1. **Slow network performance:** Employees can only work as fast as your network allows. Network glitches can be frustrating, as well as costly. Experienced enterprise-grade Ethernet providers will help you manage the many components of a modern infrastructure to regain your desired performance level. They will also supply network visibility via a [portal](#), allowing you to take control. Plus, where the cause of performance degradation is a shortage of bandwidth, the fix is built into your network: Ethernet readily scales, which is a primary reason for the technology's enduring popularity.
2. **Outdated phone system:** Is your phone system flexible enough to support your current workforce needs? Can your current setup keep pace with modern needs such as mobility and collaboration? Separate from your data network, an Ethernet-based hosted phone system can easily connect to your company's local- or wide-area network (LAN or WAN) to support multimedia and unified communications (UC).

Consider the advantages of just one UC feature: the ability to turn a cellphone into an office phone. It enables employees to receive calls wherever they're located. Plus, the cloud component eliminates expensive PBX purchases, dedicated data circuits and physical port connections. For more information, [click here](#).

Key Ethernet benefits

- Dedicated and scalable Internet bandwidth
- Private, secure data transmission
- Reliable high-speed connectivity from 10 Mbps to 10 Gbps
- Symmetrical upload and download speeds
- Service-level agreements for jitter, latency and packet loss
- Performance and availability guarantees including MTTR

3. **Mergers and acquisitions:** Studies show that roughly 70 percent³ of mergers and acquisitions fail to achieve strategic objectives set forth. Sidestepping post-deal problems with email, voicemail, HR and payroll often means merging systems in the back office and in billing, as well as consolidating IT platforms. For IT, this means closely examining both organizations' infrastructures to determine the best network restructure possible.

IT needs to optimize security and collaboration while planning for network capacity. This presents the ideal opportunity to examine the benefits of Ethernet (see sidebar).

4. **Opening or expanding locations:** Growing your business through expansion requires accessible and affordable bandwidth. Leading technology companies, like Spectrum Enterprise, are investing billions of dollars⁴ in infrastructure that could solve capacity problems for the foreseeable future.

Businesses need to match swelling bandwidth demands with the reach of a responsive, high-performance network. To ensure your growing business runs smoothly for the long term, partner with an enterprise-grade provider offering services that can be customized and quickly configured to serve your unique needs.

5. **Implementing new applications:** It's a common problem—An organization installs a new application and suddenly network performance stalls, and not just at peak usage times. The causes of app performance problems are many and varied—from infrastructure to code to data to the network to the app architecture. The best bet for avoiding such issues is Ethernet service delivered over a network with equal capabilities across endpoints, and abundant capacity that is never oversubscribed.

It's imperative to partner with an experienced provider committed to ensuring consistent network performance. Look for Ethernet connectivity guaranteed by service-level agreements that exceed MEF specifications for jitter, latency and packet loss. For best results, your provider should offer 24/7/365 support and local teams who stay in contact with you until your issue is resolved. In this way, the apps you install to enable complex business services will run smoothly when you need them.

If your business is experiencing any situation that impacts network performance, Spectrum Enterprise can help you navigate your way to a stronger connection. [Learn more.](#)

1 "Total U.S. Ports, Outlook to 2021." verticalsystemsgroup.com. Vertical Systems Group. Oct. 23, 2017. <https://www.verticalsystemsgroup.com/ens/enscategory/16/14159/> (accessed June 18, 2018).

2 "Total U.S. Revenue, Outlook to 2021." verticalsystemsgroup.com. Vertical Systems Group. Sept. 29, 2017. <https://www.verticalsystemsgroup.com/ens/enscategory/32/1203/> (accessed June 18, 2018).

3 Robert L. Martin, "M&A: The One Thing You Need to Get Right," *Harvard Business Review*, June 2016 issue, <https://hbr.org/2016/06/ma-the-one-thing-you-need-to-get-right>.

4 <https://newsroom.charter.com/press-releases/spectrum-enterprise-to-invest-1-billion-to-increase-the-density-of-its-national-fiber-network-and-transform-its-approach-to-the-client-experience/>.

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 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.