BUSINESS GROWTH CHECKLIST

Follow the steps of industry peers to turn technology challenges into outstanding success.

Ted Tomita | SVP & Chief Technology Officer
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When technology challenges are daunting and you need new solutions, some of the best guidance comes from those who’ve been there. Who better than your peers in business? They know the importance of issues like security, reliability and customer experience. And they’ve managed not only to overcome, but to turn challenges into innovative accomplishments.

Use this guide to see what questions you should be thinking about, and how other businesses have answered them. We’ll cover:

- Implementing a future-proof technology strategy
- Managing security challenges
- Demanding reliability standards
- Planning for agility
- Improving customer experience

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IMPLEMENTING A FUTURE-PROOF TECHNOLOGY STRATEGY

Make sure you have a technology partner to help you implement the solutions that’ll help give you a competitive edge.

What role do government and industry regulations have on your IT strategy?
“Exceeding the expectations of our auditors and examiners is part of our business. When your business is deemed largely impeccable, it’s a huge benefit to the safety and soundness of the organization.”

How important are best practices to your technology strategy?
“We have to be aware of the best practices within information technology to keep up with where we want to be. The use of technology-related products by our customers will continue to grow, and we need to grow with that.”

Has technology improved your organization?
“Fiber Internet Access helps us do our jobs. Most of our day is spent accessing technology, and if it weren’t for Spectrum Enterprise and the solutions they provide our school, we’d be stuck. A lot of our work would be slowed down and our productivity would not be there.”

Can your network handle multiple routine IT tasks at any time?
“I can do patches, deploy software, or run major security scans in the middle of the workday. The network has helped us improve our productivity because we no longer wait for anything. Before, we would have delays for opening large files. Everything now is instantaneous, so when you’re looking for data, it’s instantly available to us.”

Kevin McLaren
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MANAGING SECURITY CHALLENGES
Protect your business network from cybersecurity threats today and in the future.

What role does security play in business decisions?
“A lot of our day-to-day staff communications utilize the Internet, as opposed to through traditional phone lines. This enables more of the security and the confidentiality that we have now.”

How does your network ensure data security for both the business and your customers?
“The safety of customer data is of utmost importance. Our ability to use the myriad monitoring and security tools that we do is due to our IT infrastructure. Without our bandwidth and connectivity, we would be unable to meet the ever-increasing demands for data security.”

Do your security measures set you apart from the competition?
“What gives me a maximum sense of accomplishment is knowing that we’ve protected our bank in a way that is unheard of in the industry. We know with certainty that our bank will be running tomorrow, and it’ll be secure tomorrow.”

Is your data as secure as it could be?
“Our secure network enables us to support students with their sensitive, personal needs by looping in the different providers that we might work with, and maintaining the utmost confidentiality.”

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DEMANDING RELIABILITY STANDARDS
Reclaim time spent dealing with network downtime—and spend it on the strategic tasks that will boost business.

How important is secure connectivity to your operations?
“The secure and reliable network provided to us by Spectrum Enterprise enables us to support students with whatever needs they have.”

Is your network equipped to support a surge of users at once?
“More of our students are able to access the Internet at the same time. Whereas before the numbers would have been maybe 30 to 60 students, now we’re looking at a quarter of our entire school on the Internet at the same time, thanks to Spectrum Enterprise.”

How does network downtime affect your customers?
“It’s paramount that banking not be a disruption for our business customers. That they can promptly and adequately have their banking needs met and get back to their business. When our business is disrupted, so is theirs, which is a problem.”

Does network reliability give your business a competitive advantage?
“We’re not keeping up with trends; we’re setting them. The reason we built this network is so that we could go well past what everybody else was thinking. We’re trying to set a new expectation of how our network runs.”

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PLANNING FOR AGILITY

Ensure that your business network can scale with your organization’s growing needs.

Is your network equipped to handle growth in diverse markets and geographic regions?
“We knew that we had to revamp the entire system, and we were able to develop a network that can grow with us as we expand into different areas and different markets.”

What products and technologies will give you an advantage over the competition?
“We’re able to provide remote banking on a solid, stable infrastructure. If you’re really going to build something unique, something state-of-the-art and advanced, you have to start at the bottom. We built our fiber infrastructure on the concept of remote locations.”

What role does mobility play in your business? Does your infrastructure support the mobile connectivity and transactions that customers demand?
“Everything has become mobile. Nobody wants to walk into a store anymore and stand at a teller line; they want to be able to do it from their phone, computer or tablet. Our infrastructure allows us to process transactions, regardless of where the customer is.”

Does your network allow real-time collaboration among employees and customers?
“It’s incredibly important for teachers and students to collaborate using cloud-based tools, because it allows us to check for understanding in real time. Teachers can provide feedback to the students immediately, and students can provide feedback to each other immediately.”
IMPROVING CUSTOMER EXPERIENCE
Offer your customers more of what they want—with better service—and see business grow.

What can you offer to customers to improve their experience with your organization?
“Technology has definitely enhanced learning at our school in recent years. Cloud-based devices have transformed the way we’re doing our teaching and learning. It’s exciting to provide this opportunity to our students.”

What products or services can you offer to customers to make their lives easier?
“Our mobile banking app allows customers to transmit checks, process transactions and check balances. Additionally, customers can submit questions and get direct responses.”

How does your organization rely on technology to better serve your customers?
“Technology allows us to provide remote banking by giving us a solid, stable infrastructure. Our customers can connect, submit their data, and know that there will be no break in consistency for what they’re trying to do.”

How do you stay at the forefront of your customers’ technology expectations?
“The continued use of technology-related products by our customers will continue to grow, and we need to grow with that. We need a provider that will allow us to meet those demands.”
Partnering with Spectrum Enterprise helps many diverse organizations achieve success.

Fiber-based solutions make it possible for organizations to focus on new growth opportunities by freeing up IT staff to work on strategic tasks. With the support of Enterprise Account Executives, and managed solutions like Ethernet Local and Wide Area Networks, Fiber Internet Access and Enterprise Trunking, businesses can not only secure, but future-proof their networks.

READY FOR YOUR OWN BUSINESS SUCCESS STORY?

Talk to an Enterprise Account Executive today.

Visit enterprise.spectrum.com/achieve or call 866.382.0538