HIGH-GROWTH BEST PRACTICES
GUIDE

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

Chris Roberts / CEO, Founder
Cloud Imperium Games
Client Since 2012
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 found lasting success.

Use this guide to help inspire your own success story.
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 and secure solutions. The steps can vary in sequence, but most often they 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’ll 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.

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

With a network upgrade that included Fiber Internet Access, Ethernet Private LAN and Primary Rate Interface 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 their customers. Now that’s a high-growth opportunity realized!

“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
PLANNING AHEAD: BALANCING INTERNAL FACTORS AND NAVIGATING ROADBLOCKS

High-growth leaders understand that you must get the technology right to get the growth right. Almost three-fourths of midsized companies surveyed plan to invest in their business network over the next 12 months\(^1\), 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 No. 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

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**Cloud Imperium Games’ vision of excellence:** revolutionizing the video game distribution model by building its highly ambitious Star Citizen game.

Fast, secure and reliable fiber-based Internet powers seamless global collaboration from top talent across Cloud Imperium Games’ four studios. This connectivity also supports over a million fans who not only fund the game, but also participate in its development.

“Speed is huge. Capacity is big. And, having reliability and data security are very, very important. Without a constant connection to our other studios and the cloud, we just can’t function.”

**Chris Roberts**
CEO, Founder
Cloud Imperium Games
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 lasting success. The following are recommendations for enabling growth by enhancing and leveraging your business network:

1. **Remember that performance outweighs cost.**
   Ask yourself which is 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 enablers:
   - 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.

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**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, Catskill Hudson Bank has found a provider that enables it to meet these increasing and ever-changing demands.
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 Enterprise Account Executives and high-performance solutions like Ethernet Local and Wide Area Networks, Fiber Internet Access and Enterprise Trunking, businesses can realize short- and long-term growth goals and pave the way for future success stories. These fiber-based solutions also make it possible for organizations to focus on new growth opportunities by freeing up IT staff to work on strategic tasks.

Now it’s your turn…

**ARE YOU READY FOR YOUR OWN HIGH-GROWTH SUCCESS STORY?**

Talk to an Enterprise Account Executive today.

Visit [enterprise.spectrum.com/achieve](enterprise.spectrum.com/achieve) or call 866.382.0538