Building a future-focused business network

5 keys to smart and sustainable growth

Spectrum
ENTERPRISE

For a midsized business to compete effectively in the marketplace, it must build a fast, reliable and cost-effective network.

Best practice guide

Midsized businesses are challenged to keep pace with their larger competitors in a rapidly changing and increasingly complex technological environment. Today, companies of all sizes depend on secure, reliable and fast network connections to do business. As mobility, VoIP and support for remote workers become essential to business operations, networks play a critical role in addressing complexity.

Is your network moving you forward, or holding you back?

For a midsized business to enhance its productivity, compete effectively in the marketplace and enjoy long-term growth, it must build a fast, reliable and cost-effective network. In an effort to minimize costs, many businesses attempt to develop and maintain their own networks. This, however, may not be the best use of in-house resources. Alternatively, building a network in partnership with an experienced network solutions provider delivers the following benefits:

- Access to equipment and software expertise to operate effectively, upgrade in a timely fashion and maintain systems successfully over the long term
- Opportunity for key IT staff to work on the strategic initiatives your company must implement to move forward instead of focusing on routine maintenance and troubleshooting duties required to keep the network running efficiently
- Ability to leverage sophisticated, forward-thinking and innovative network solutions (e.g., optical wireless technology) as they become available — to maintain a competitive edge in the marketplace.

5 keys to developing a future-focused business network

Avoid falling prey to network risks and help ensure your business is leading the way, rather than lagging behind the competition. To build a network that can power your business both today and tomorrow, adopt these five best practices.

1. **Ensure speed and reliability**

    A poor-performing network can prevent your employees, customers and partners from gaining access to data and applications. Slow uploads and downloads are likely to impact productivity — and the end-user experience — and drive up costs. Instead, for a fast network that you can rely on, partner with a trusted network services provider. Select network technologies and solutions that deliver high uptime and can deliver maximum network performance. This is a cost-effective approach that — with the right provider — guarantees availability, low latency and rapid transmission all the way into your office suite.

Spectrum
ENTERPRISE

Partner with a trusted network services provider for a solution that can deliver maximum network performance.

2. Focus on security

Cyberattacks on businesses are increasing in frequency. Within the U.S., 65 percent of organizations have been breached at some point in their history, with 30 percent experiencing a breach in 2018.[1] Given the growing technological sophistication required to maintain cybersecurity in the face of increasingly ingenious attacks, 37 percent of all businesses choose to outsource a portion of their IT security needs.[2] Partnering with a network services provider allows your business to tap into the broad and deep security expertise of professionals who make it their business to keep abreast of the latest security risks and appropriate solutions. By enlisting the assistance of these experts, you can be confident that your business network is secure and your business is protected against risk, while freeing your IT staff to focus on more strategic projects.

3. Be prepared to scale

When opportunity strikes, will your business be ready to take advantage of it — or will an inadequate network slow you down? Rapid growth puts greater demands on business networks, yet scaling a network rapidly requires both capital investment and technological expertise that are often outside the scope of a midsized business's financial and human resources. Partnering with a network services provider that allows you to scale and reconfigure your network with less risk and shorter lead times enables you to quickly harness growth opportunities.

4. Concentrate on your core business

Continuous network monitoring and 24/7/365 support are essential to keep business operations running smoothly. However, such resource-intensive priorities can be cost-prohibitive to manage internally and may divert limited IT staff from core business issues. Teaming with a network services provider that offers best-in-class customer service enables your IT employees to focus on strategic tasks rather than routine network operations. To take network management off your IT team's hands, seek a provider that has a firm commitment to meeting service-level agreements and offers local service and support resources to ensure rapid response when needed.

5. Weigh economies both of scale and of expertise

When budgeting for building a future-focused network, it's important to consider long-term costs in addition to one-time upfront expenses. Add up the costs of planning and buying equipment, setting up your own network, keeping your IT staff properly trained, and developing the in-house expertise needed to maintain your business network over time. In addition to these ongoing expenses, don't forget potential costs that you may be exposed to as a result of building and maintaining your own network. These can include the cost of lost productivity from network downtime, expenses related to security breaches, or the cost of the man-hours involved in retrieving or reconstructing lost data. Obtain bids from network service providers that can provide a single source for setting up, monitoring and operating your business network. Then compare these costs to those of the do-it-yourself approach.

Spectrum▶
ENTERPRISE

Conclusion

The biggest potential benefit of partnering with an experienced network services provider is being empowered to take advantage of opportunities as they arise — with confidence that your network can support broad new initiatives.

Engage a provider that offers best-in-class service and support; and provides economies both of scale and of expertise, creating long-term value for its business clients. By choosing the right network services provider, you will ensure your company has a future-focused network that helps pave the pathway to success.

Visit our website to learn more about how Spectrum Enterprise can help your business grow.

Resources

1. "The Changing Face of Data Security," (IDC, commissioned by Thales eSecurity, 2019), https://www.thalessecurity.com/2019/data-threat-report (registration required).
2. "IT Outsourcing Statistics 2018/2019," (Computer Economics, Inc., 2018), https://www.computereconomics.com/page.cfm?name=Outsourcing (registration required).

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.

Spectrum►
ENTERPRISE