BUILT TO PERFORM

Why you need a high-performance
WAN for tomorrow's digital demands

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As bandwidth demands surge, organizations need a WAN that can keep up with the speed of business.

78%

of businesses report using video for their team meetings and stand ups.[2]

Business and IT leaders are increasingly challenged to plan not just for today's network demands but those of tomorrow. Cloud computing, mobility, big data and video collaboration are forcing IT decision-makers to reevaluate network designs. Indeed, 97 percent of employees now consider cloud resources essential to their jobs.[1]

Businesses today need an always-up wide area network (WAN) that can deliver large files faster, handle multiple types of time-sensitive traffic and increase the performance of cloud-based applications. They need a high-performance WAN that can keep pace with business models that increasingly rely on cloud-based infrastructure and services to support both employee and customer needs.

A high-performing network is about more than just bandwidth. It's about reliability, secure connectivity and the flexibility to change or expand services as needs change. It also facilitates the rapid transfer of data between locations, users and the cloud; simplified network management and increased visibility into performance at all times. Most importantly, it's about finding the right solution for your unique business needs, ensuring optimal performance across locations and business applications.

Your network is the backbone of your organization. If you're considering revisiting your network design, there are a number of factors that can impact your WAN's ability to stay a step ahead of tomorrow's requirements — things that you should consider when selecting a WAN that will keep your business connected and productive at all times. In this white paper, we'll explore why you need a high-performing WAN, what to look for in a solution and how you can partner for success.

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Performance is about more than speeds and feeds

There are many ways in which you can define and measure network performance. Commonly, performance is equated with the speed of a network connection. At **Spectrum Enterprise**™, we look at it a bit differently. We define a high-performing network as not just meeting your bandwidth, throughput and latency goals, but as providing an exceptional level of service to support your business needs both today and tomorrow.

Think about your current network for a moment. Is it high-performing? Meaning, can you keep business-critical processes moving with direct, high-speed access to cloud applications, services and infrastructure? Can you confidently and efficiently share large files, stream videos and orchestrate video conferences across distributed offices? Are you able to scale services as your business evolves? Do you have visibility over network performance to ensure availability? And most importantly, are you able to reliably and cost-efficiently deliver services to your employees and customers?

A high-performance network can deliver all of the above, but a legacy network might not be able to meet the same standards. These networks, built on old technologies such as time-division multiplexing (TDM), are often expensive to manage and maintain and can require lengthy change management periods. And the lack of programmability makes legacy networks less suitable to support cloud-based applications and workloads that need to be prioritized. Packet-based networks (Ethernet) are more accommodating to the growth and unpredictability of data traffic patterns than TDM networks. With TDM, the service provider is the one with the control and this is typically not shared with the user. In short, they are poorly-equipped to support the digital demands of an evolving enterprise.

94%

of all enterprises use cloud services.[3]

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Paths to Performance

Ethernet Services

Meet ever-growing data needs by connecting locations with a fast, reliable wide area network (WAN) solution backed by performance guarantees and built on a dedicated fiber infrastructure. Bandwidth up to 100 Gbps is available.

Enterprise Network Edge

Powered by Fortinet, the solution simplifies IT operations by providing SD-WAN and security in a multi-cloud-ready platform that brings together connectivity, equipment and network management to support both hybrid networks and workforces.

Cloud Connect

Extend your network with fast, secure and dependable private connections to cloud service providers.

By contrast, an Ethernet-based WAN provides reliable, secure, private point-to-point, point-to-multipoint or multipoint-to-multipoint connectivity with minimal equipment requirements. Typically running on fiber, it offers high-speed, scalable bandwidth. SD-WAN offers a migration path to a hybrid WAN, pooling all of a network's resources together within a single, centrally managed architecture. This allows organizations to not only optimize bandwidth utilization, but to prioritize business-critical applications.

Unlike legacy solutions, high-performing network services like Ethernet and SD-WAN can often be deployed with no up-front hardware costs. Some network service providers offer fully managed solutions that include all the infrastructure for a single, monthly price. Network planning, design, implementation, management and monitoring support may be included, and the solutions may be backed with service-level agreements (SLAs).
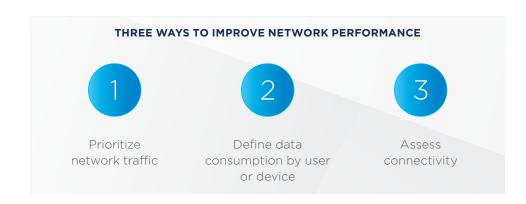
High-performing networking services are better designed for the needs of modern, digital-forward businesses, and they come at a lower cost and with more perks than many other solutions.

Performance isn't optional, so make it optimal

A high-performing WAN is essential to support today's cloud-centric business environment and the dynamic needs of distributed offices. It can help you meet your organization's goals, while also improving reliability for your end-users. When planning for your long-term business needs — a high-performance network designed for your specific needs is no longer an optional part of your strategy.

Spectrum Enterprise Ethernet, Enterprise Network Edge and Cloud Connect services deliver the reliable infrastructure, ubiquitous connectivity and performance modern organizations need to succeed in the digital world.

Enterprises can stay ahead with enhanced visibility and control via an interactive services portal. And they can count on the expertise of an experienced, award-winning partner for local support from network design through implementation and ongoing management.

THREE WAYS TO IMPROVE NETWORK PERFORMANCE

1 Prioritize network traffic

2 Define data consumption by user or device

3 Assess connectivity

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Why companies choose Spectrum Enterprise

Deep end-to-end experience

- **1200+** MEF certified professionals.

National network reach

- **230,000+** fiber-lit buildings.
- **50** buildings added daily.
- **230K+** fiber-route miles.
- **3rd largest** Ethernet provider in the U.S.

Unparalleled service and support

- **24/7/365** U.S. based support.
- **Local** support specialists, all within the U.S.
- **Unparalleled** SLAs.
- **MEF** award-winning solutions.

Spectrum Enterprise offers a powerful network, multiple connectivity options and expertise to move your organization forward. Our solutions deliver the performance needed to support your traffic requirements, keep your business connected and maximize productivity across your enterprise — now and as your needs change.

With Spectrum Enterprise, you'll have the confidence of knowing that your solution is driven by a next-generation, geo-redundant network and supported by an award-winning partner. We are the third largest Ethernet services provider in the United States based on port deployments, with more than 1,200 MEF-certified professionals.

Spectrum Enterprise will work with you to design a network specific to your requirements with the flexibility to change or expand as your business evolves. Our Ethernet services are delivered over our private fiber network with a 99.99 percent service availability SLA that spans to the suite.

When it comes to your network, you can't afford to stand still. We're here to help you confidently take your network in the right direction — always keeping you a step ahead. If your organization is experiencing digital transformation, or moving critical applications, workloads and infrastructure to the cloud, you need a high-performance network that can deliver to the speed of your business.

> Learn more about how Spectrum Enterprise can help you maximize your WAN performance at enterprise.spectrum.com/services/internet-networking.

1. "Cloud Computing Statistics," Cloudwards, Vladimir Sumina, July 23, 2021.
2. "2019 Impact of Video Conferencing Report," Lifesize, August 27, 2019.
3. "Cloud Computing Statistics," Cloudwards, Vladimir Sumina, July 23, 2021.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of 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. The Spectrum Enterprise 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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