CONNECTING YOUR WAN TO THE CLOUD.

Why cloud performance begins with secure, reliable, agile and fast connectivity.

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96%

of organizations leverage public cloud capabilities[1]

Enterprise adoption of the public cloud has become mainstream, but many organizations are missing an important consideration — the right connectivity.

It's no secret that cloud adoption is accelerating. Currently, the percentage of workloads hosted in a public cloud is 53 percent and is expected to increase to 60 percent in the next 12 months.[2] Nearly every enterprise today (93 percent[3]) operates a multi-cloud strategy, with a majority of those using a hybrid approach that employs multiple private and public clouds.[4]

Public clouds, in particular, are becoming an increasingly important component of enterprise business and technology strategies. Workloads have migrated from traditional data centers to cloud service provider (CSP) environments. Ninety-six percent of organizations leverage public cloud capabilities today[5] and a 2019 Frost & Sullivan survey indicates that businesses worldwide use an average of 2.2 public cloud providers.[6]

The cloud offers enterprise businesses myriad competitive advantages but doesn't come without some inherent risk or challenges. Sending traffic over the public Internet can leave organizations vulnerable to disruptive and costly intrusions and malicious attacks. Many try to mitigate this risk by using IP-VPN connectivity to create secure tunnels.

However, this approach can lead to inconsistent bandwidth availability that can hinder business performance. And, of course, managing IP-VPNs adds a layer of complexity for internal IT teams, who are often resource-constrained.

In this white paper, we'll explore the benefits of a private connection to cloud service providers, leveraging Spectrum Enterprise Ethernet Service combined with Cloud Connect. This high-performing, secure, fiber-based connection enables you to confidently access cloud-based compute, storage and applications from any location on your wide area network (WAN). These benefits provide organizations a competitive advantage. We'll also showcase how private connectivity with dedicated bandwidth can deliver enhanced security, reliable performance, agility and speed. And we'll explore how Spectrum Enterprise can help your organization maximize its investment in cloud services.

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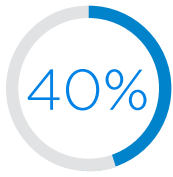
of enterprise workloads now run in the public cloud[7]

### Connectivity matters to cloud-based business

Organizations are increasingly dependent on reliable cloud access to maintain their daily operations, and for good reason. Cloud computing enables organizations to operate more efficiently, leveraging shared resources and scaling up services as needed, in a fraction of the time and the cost of traditional data center models.

TOP BENEFITS OF MOVING TO THE CLOUD

- Flexibility – access to data and resources on-demand and at lower cost.
- Reliability – built-in redundancy protects against access and data loss.
- Accessibility – improved productivity and satisfaction with mobile access.
- Improved ROI – lower capital and operational expenditures, pay-for-usage models.

What happens in between your organization and the cloud is just as important as what happens in the cloud. Inefficient, insecure, inflexible networking services can hamper your ability to capitalize on the cloud's many benefits. That's where a solution like Cloud Connect, combined with Ethernet Services from Spectrum Enterprise, comes in. A private, secure connection to the cloud gives you the confidence you need to plan future cloud strategies, knowing that you'll have reliable, secure performance not just in the cloud, but between the cloud and your locations.

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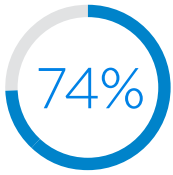
of enterprises report concern about the security of the public cloud[8]

Secure, private connectivity

While most public cloud environments, particularly those of leading providers, are highly secure, using the public Internet as an access method can create risk — even with precautionary measures, such as the usage of IP-VPNs. Private connectivity protects your organization against intrusions and malicious attacks that can disrupt operations, cause data loss and privacy issues, and lead to breaches that may have compliance repercussions.

Cloud Connect by Spectrum Enterprise transmits your data to leading cloud service providers over a secure, private Layer 2 Ethernet network — keeping it completely separate from the public Internet, where it could be exposed to malicious threats.
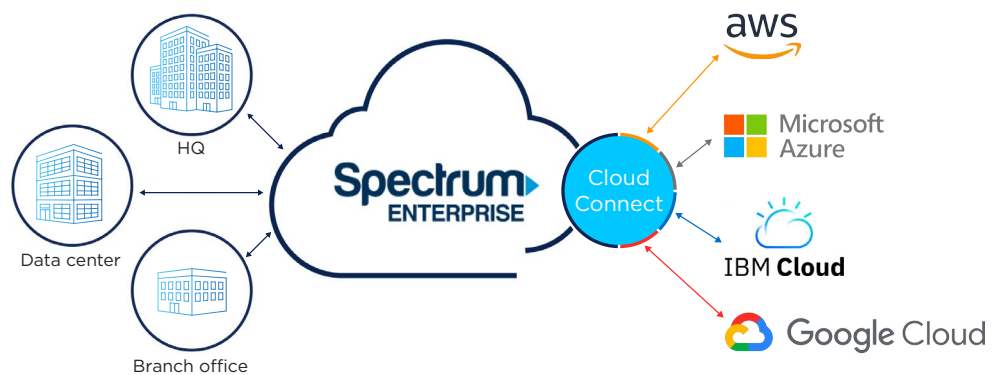
Reliable network performance

With the path from origination to destination fluctuating, the public Internet delivers inconsistent performance. Additionally, Internet bandwidth can be spotty during periods of high traffic volume. To get the most out of your public cloud, you need reliable, private connectivity to cloud service providers.

Built to run exclusively on the Spectrum Enterprise Ethernet service, Cloud Connect extends the performance of your network from the suite to the cloud. Cloud Connect is provisioned over a high-performing, next-generation fiber network designed to avoid oversubscription. It offers dedicated network connectivity with scalable access speeds up to 10 Gbps and a powerful network SLA that extends to the cloud service provider gateway point that includes 99.99 percent service availability.

Agility for scale

Cloud computing is built to scale, with the ability to add resources as application, platform and infrastructure demands grow. This level of agility can provide businesses with a significant competitive advantage. But your WAN also needs to be built for agility and scale in order to capture this advantage.

Because Cloud Connect leverages the Spectrum Enterprise dedicated high-performance fiber infrastructure, bandwidth can be increased quickly and easily. We utilize gigabit ports at your location to design a solution that can grow with your cloud connectivity requirements, enabling you to capitalize on emerging opportunities.

Fast access

If your business-critical data, applications and workloads reside in the cloud, you can't afford interruptions or delayed access. Organizations that rely on the public Internet for connectivity to the cloud may be subject to inconsistencies in Internet speeds. These inconsistencies can impact the performance of public cloud-based applications and delay the transfer of time-sensitive files when you need them most.

Cloud Connect offers a private connection to your cloud service provider with speeds available up to 10 Gbps that scale as your needs grow. It delivers symmetrical upload and download speeds over a private network, ensuring application performance. Spectrum Enterprise offers physical and virtual connectivity options to meet your business needs.

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Make the most of the cloud

Offering many benefits, public clouds are becoming an essential part of nearly every enterprise business and technology strategy. However, making the most out of cloud requires a holistic approach that takes into account not just performance in the cloud, but also performance in between locations and cloud service providers.

Cloud Connect provides network performance from the customer premises equipment to the cloud service provider's gateway point. This allows organizations like yours to truly realize the benefits of today's cloud services. Clients have the ability to integrate multiple cloud service providers on a single connection to lower costs, simplify administration, scale bandwidth as needed and support public and multi-cloud strategies.

Learn more about how Spectrum Enterprise can help your business achieve the maximum return on your investment in the cloud — with a suite-to-cloud private connection that delivers unmatched security, reliability, agility and speed. Visit enterprise.spectrum.com/cloudconnect.

1. "2020 State of the Cloud Report," Flexera, 2020, https://resources.flexera.com/web/pdf/report-state-of-the-cloud-2020.pdf.

2. Ibid.

3. Ibid.

4. Ibid.

5. Ibid.

6. Roopa Honnachari, "The Role of a High-performance WAN in the Enterprise Digital Transformation Journey," Spectrum Enterprise, Frost & Sullivan, 2020, https://enterprise.spectrum.com/insights/resources/white-papers/the-role-of-a-high-performance-wan-in-the-enterprise-digital-transformation-journey.

7. Koen Stegman, "Organizations Run 40 Percent of their Workloads in the Public Cloud," Hosting Journalist, March 8, 2019, https://hostingjournalist.com/cloud-hosting/organizations-run-40-percent-of-their-workloads-in-the-public-cloud/.

8. David Mundy, "DivvyCloud's 2019 State of Enterprise Cloud and Adoption and Security Report," DivvyCloud, March 4, 2019, https://divvycloud.com/2019-state-of-enterprise-cloud-adoption-and-security-report/.

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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