

EXPANDING YOUR ETHERNET NETWORK

4 situations that call for action

Key Ethernet benefits

- Dedicated and scalable bandwidth.
- Private, secure data transmission.
- Reliable high-speed connectivity up to 100 Gbps.
- Symmetrical upload and download speeds.
- End-to-end service-level agreement (SLA) all the way into the client suite.
- Private WAN connectivity supports high-bandwidth applications and low latency.

As organizations grow, they need reliable connectivity that can keep up with changing network requirements. According to Rick Malone, principal of Vertical Systems Group, "During the past year there has been rising demand for secure, multi-gigabit Ethernet connectivity to data centers and other high traffic sites."¹ With any network, robust performance requires that IT decision makers proactively enhance service to counter digital demands.

Organizations are modernizing their networks with new technologies, deploying cloud-first strategies and embracing multi-cloud connectivity to bring their IT strategy to life. Forward-thinking enterprises are using Ethernet solutions to deliver fast, secure and reliable connectivity and stay ahead of digital transformation.

For most organizations, keeping pace with technology changes requires foresight. Recognizing when you need to install or upgrade an Ethernet network can help your organization ensure success. Here are four potential situations that call for a modernized Ethernet solution:

- 1. Slow network performance:** Employees can only work as fast as their network allows. Poor network performance can be frustrating, reducing application responsiveness, negatively impacting the user experience and making it impossible to get the full value from real-time collaboration and other critical workloads. Experienced enterprise-grade Ethernet providers will help you manage the various components of a modern infrastructure to deliver the enhanced performance and security that enterprises demand. Most will also supply an online portal, providing near real-time status updates and reporting capabilities. Network performance degradation can be caused by a shortage of bandwidth. Ethernet provides a simple solution with easily scalable bandwidth to support high-capacity applications on your network and in the cloud.
- 2. Mergers and acquisitions:** Business goals that lead to acquisitions or partnerships may introduce network complexity by combining multiple technologies to maintain and manage. Both organizations involved need to assess the comprehensive wide area network (WAN). This assessment should include a review of security policies, determine if legacy systems should be updated or ascertain if a new network is necessary.

IT needs to optimize security and collaboration while planning for network capacity. This presents the ideal opportunity to examine the benefits of an Ethernet network.

- 3. Opening or expanding locations:** Adding locations requires accessible and scalable bandwidth. As your WAN needs expand, the right bandwidth solution for all locations is necessary for optimal network performance.

Organizations need to address increasing bandwidth demands with a responsive, high-performance network. To ensure your growing business runs smoothly for the long term, partner with an enterprise-grade provider offering services that can be tailored and quickly configured to serve your unique needs.

From 2016-2020 alone, Charter Communications invested nearly \$40 billion in infrastructure and technology.

4. Implementing new applications: The new, advanced applications that many organizations launch to support employees and customers often put a strain on the network. The best bet for avoiding such issues is Ethernet service delivered over a network with equal capabilities across endpoints and abundant capacity that is never oversubscribed.

Ethernet Services from Spectrum Enterprise enables your organization to meet ever-growing data needs by connecting locations with a fast, secure, reliable, private wide area network (WAN) solution that is backed by performance guarantees and delivered over a dedicated fiber infrastructure. Scalable bandwidth up to 100 Gbps is available. An online portal empowers IT staff with network visibility, providing near real-time status updates and reporting capabilities. It also includes our high-touch, end-to-end service delivered with superior network design.

If your organization is experiencing any situation that impacts network performance, partner with Spectrum Enterprise. Work with an experienced provider that delivers an ongoing consultative approach to design while implementing and managing the right WAN solution for your organization. [Learn more.](#)

1. "2020 U.S. Carrier Ethernet LEADERBOARD," Vertical Systems Group, February 24, 2021, <https://www.verticalsystems.com/2021/02/24/ye2020-us-ethernet-leaderboard/>.

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

Not all products, pricing and services are available in all areas. Pricing and actual speeds may vary. Restrictions may apply. Subject to change without notice. ©2021 Charter Communications. All rights reserved.