

FROST & SULLIVAN  
BEST PRACTICES



2026

NORTH AMERICAN  
ETHERNET SERVICES

**COMPANY OF THE YEAR**

**Spectrum** ▶  
BUSINESS®

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## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Spectrum Business excels in many of the criteria in the Ethernet services space.

RECOGNITION CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

### The Transformation of the Ethernet Services Industry

Ethernet services remain foundational to enterprise connectivity, but their role has evolved significantly in response to AI-driven traffic growth, multi-cloud architectures, and increasing performance expectations. Enterprises now rely on Ethernet not only for dedicated, high-speed, and secure connectivity, but also for deterministic performance across data center interconnect (DCI), cloud on-ramps, and distributed workloads. With guaranteed bandwidth, low latency, and SLA-backed reliability, Ethernet continues to outperform public internet alternatives for mission-critical applications. Enhanced security, including encrypted transport and network isolation, further strengthens its relevance amid rising cyber risks.

The market has also shifted toward higher-capacity services, with 100 Gbps widely deployed and 400 Gbps gaining traction to support AI/ML workloads and large-scale data movement. Ethernet has advanced beyond traditional point-to-point connectivity to support multipoint architectures, on-demand provisioning, and API-driven orchestration. Integration with software-defined wide area network (SD-WAN), secure access service edge (SASE), and network-as-a-service (NaaS) platforms is enabling more flexible, software-defined consumption models. As enterprises prioritize hybrid and multi-cloud strategies, Ethernet increasingly serves as a high-performance backbone, delivering scalable, secure, and low-latency connectivity across cloud, edge, and core environments. In the North American Ethernet services market, Spectrum Business is well positioned to address these high-bandwidth requirements through its extensive fiber footprint, support for up to 100 gigabits per second (Gbps) services, and strong presence across the enterprise and mid-market segments.

## Addressing Unmet Needs

Founded in 1993 and headquartered in the United States, Spectrum Business has established itself as a leading Ethernet services provider in North America, underpinned by a highly dense and scalable network infrastructure. With approximately 350,000 fiber route miles and more than 334,000 fiber-lit buildings across 41 states, the company is well-positioned to deliver high-capacity, low-latency Ethernet services at scale.

Backed by strong metro density and deep enterprise reach, Spectrum Business effectively addresses rising demand for high-speed, secure, and scalable connectivity driven by cloud, AI workloads, and distributed

*“Spectrum Business power its market position through sustained network investment and targeted capacity upgrades, reinforcing its commitment to innovation and market leadership.”*

**- Amrit Singh,  
Industry Principal**

operations. With a well-established infrastructure, the company offers future-ready, dedicated connectivity solutions. This strong foundation enables rapid service deployment, allowing Spectrum Business to address customer needs and adapt to market demands with exceptional agility. Its modern Ethernet solutions, enhanced by cloud integration, managed networking, and edge services, address the growing demand for seamless cloud connectivity and

network management. Serving diverse verticals from financial services and healthcare to hyperscaler, Spectrum Business demonstrates the ability to support large-scale, data-intensive use cases, positioning it as a trusted partner for enterprises requiring robust, future-ready Ethernet connectivity.

## Price/Performance Value

Spectrum Business offers MPLIFY (formerly MEF) CE 2.0-certified Ethernet services across its expansive fiber network and deep footprint. It offers various Ethernet services, including Ethernet Private Line, Ethernet Virtual Private Line, and Ethernet Private LAN, supported by stringent SLAs, including 100% availability commitments, reinforcing reliability for mission-critical enterprise applications. In addition, its value-added services bundle includes Cloud Connect, which links customers’ Ethernet connections to major public cloud providers, enabling seamless data sharing between its WAN and the cloud. The company’s Enterprise Network Edge solution integrates connectivity, equipment, and network management, supporting hybrid networks and remote workforces. Additionally, Spectrum Business offers Managed Cloud Security, featuring zero-trust network access and multi-factor authentication technologies to protect data from unauthorized access, both on and off customers’ networks, all fully managed with expert support.

Spectrum Business power its market position through sustained network investment and targeted capacity upgrades, reinforcing its commitment to innovation and market leadership. Its expansion to support Ethernet speeds of up to 100 Gbps enables customers to rapidly scale bandwidth to meet the growing data, cloud, and AI-driven requirements. Additionally, ongoing investments in its metro Ethernet footprint to expand coverage in rural areas strengthen its network infrastructure and position it as a

preferred partner for enterprises. These enhancements sustain Spectrum Business's growth, even in a relatively mature Ethernet market.

Equally important is its differentiated pricing strategy. Spectrum Business's flat-rate pricing model eliminates distance-based charges across the United States, simplifying cost structures and enabling

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predictable budgeting. While Ethernet services may involve higher upfront deployment costs, the combination of high reliability, scalability, and reduced downtime lowers the total cost of ownership over time. Spectrum's pricing model and efficient service delivery bolster its value proposition in the challenging market. This approach enhances transparency and removes pricing complexity for enterprises operating across distributed locations. It also strengthens customer trust by aligning cost

structures with predictable operational outcomes. As a result, Spectrum Business reinforces its competitiveness by delivering both financial clarity and long-term value.

## Customer Ownership Experience

Spectrum Business offers a comprehensive range of products and services designed to address the network service needs of businesses of all sizes, positioning itself as a one-stop shop. This integrated approach enables customers to simplify vendor management while accessing scalable, end-to-end services aligned with their growth requirements.

Spectrum Business continues to strengthen its capabilities and services through strategic partnerships and ongoing upgrades, maintaining a competitive edge and successfully addressing enterprises' requirements. The company collaborates with 70 carrier partners across North America, leveraging an extensive network of 580 interconnects to deliver robust, reliable connectivity throughout the region. Moreover, it partners with leading technology providers to offer integrated, innovative solutions that address the dynamic demands of modern enterprises. For example, its Managed Network Edge, powered by Cisco Meraki, combines connectivity, routing, security, and SD-WAN into a single, easy-to-manage platform. Similarly, the Enterprise Network Edge solution, developed with Fortinet, integrates SD-WAN, security, Wi-Fi, virtual appliances, and switching into a multi-cloud-ready platform, offering flexibility and enhanced control for hybrid networks and remote workforces.

Furthermore, its Managed Cloud Security, supported by Cisco, enables zero-trust network access, significantly boosting security and reducing exposure to cyber threats. With its comprehensive product suite, Spectrum Business empowers businesses to improve network management efficiency while ensuring the highest levels of security and reliability. Frost & Sullivan commends Spectrum Business for its focus on technology integration, partnerships, and enterprise-centric solutions. This strategy enables the company to deliver solutions that address modern enterprise needs, reinforce its leadership, and sustain growth despite challenges in the North American network services market.

## Customer Service Experience

Spectrum Business demonstrates a strong customer focus by delivering tailored services and comprehensive support across the full customer journey, spanning pre-sales, service delivery, and customer care.

In the pre-sales phase, a dedicated account team across sales, sales engineering, service delivery, and customer care collaborates closely with customers through technical workshops to align on business outcomes and map the current network (topology, applications, latency/resiliency, change windows) to inform design.

During service delivery, Spectrum Business assigns a service delivery expert responsible for implementation and a dedicated project manager to ensure a seamless installation, who oversees every step of the process for timely, efficient deployment.

In the customer care phase, the company provides 100% US based, 24/7 support with 1-hour dispatch for truck rolls using in-house technicians, offering rapid assistance, proactive account management, and end to end ticket ownership to maintain uninterrupted service and operations. Moreover, dedicated client services managers act as a single point of contact, bringing familiarity with each customer's environment and delivering proactive solutions.

Furthermore, Spectrum Business's online portal provides real-time network insights, enabling efficient troubleshooting and streamlined network and account management. This visibility helps businesses maintain high-performing networks and adapt quickly in a dynamic environment. Through its personalized approach, responsive support, and advanced tools, Spectrum Business delivers tailored solutions and the ongoing support necessary for optimal performance and business outcomes.

## Financial Performance

Spectrum Business continues to demonstrate strong momentum in the enterprise market, supported by consistent revenue growth across its midsize and large business segments. The company reported 3.6% revenue growth in the midsize and large business segment in Q3 2025 compared to Q3 2024, followed by an additional 2.6% increase in Q4 2025 compared to Q4 2024. The sustained performance highlights continued demand for Spectrum Business's connectivity, managed services, and fiber-based solutions. Its strong financial trajectory positions Spectrum Business favorably among Ethernet customers in North America. Consistent business growth provides greater capacity to invest in network expansion, service innovation, and higher-speed Ethernet offerings. It also reinforces customer confidence in Spectrum Business's long-term stability, operational scale, and ability to support evolving enterprise bandwidth requirements. As enterprises increasingly prioritize reliable, high-capacity connectivity partners, Spectrum Business's financial performance strengthens its competitive standing in the Ethernet market.

## Brand Equity

Cisco's recognition of Spectrum Business as its Americas Service Provider Partner of the Year at the 2025 Cisco Partner Summit strengthens Spectrum's brand positioning as a trusted, high-performance connectivity provider. This industry validation reinforces Spectrum's service excellence and alignment with evolving enterprise networking needs. Additionally, supporting over 90% of Fortune 500 companies

underscores Spectrum Business's credibility, scale, and reliability, demonstrating deep customer trust and broad relevance beyond its core mid-market focus.

Charter Communications continues to expand its commitment to digital equity across Spectrum Business service areas through its Spectrum Digital Education program. In February 2026, Charter announced it would award \$1 million in new Digital Education grants, bringing total investments to \$11 million since the program's launch in 2017. The initiative partners with nonprofit organizations to deliver broadband education, digital skills training, and access to laptops and tablets for underserved populations, including seniors and low-income households. By addressing awareness, skills, and access gaps, Charter enables communities to leverage online education better, reinforcing its long-term community investment strategy across the United States.

## Conclusion

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With digital transformation reshaping industries, the demand for dedicated, high-speed, reliable, and secure connectivity has become critical for business growth. Spectrum Business, a leading provider of ethernet services, meets these demands with its extensive network infrastructure, comprehensive connectivity solutions, robust security, and guaranteed high-performance services. Leveraging a vast metro network footprint, Spectrum Business delivers future-ready, enterprise-centric connectivity solutions tailored to modern businesses' evolving needs. Its integrated solutions, powered by strategic partnerships with technology leaders, offer exceptional flexibility and security. In addition, Spectrum Business provides end-to-end customer support, ensuring seamless implementation and uninterrupted service. The company remains a trusted partner, earning a reputation for offering the best in the market. With its strong overall performance, Spectrum Business earns Frost & Sullivan's 2026 North American Company of the Year Recognition in the ethernet services industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Visionary Innovation & Performance

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

**Visionary Scenarios Through Megatrends:** Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

**Leadership Focus:** The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

**Financial Performance:** Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

