



HIGH-SPEED CONNECTIVITY FOR TODAY'S GROWING BUSINESSES

Deliver Stability and Blazing Performance with Dedicated Internet Access Solutions





For today's companies, fast Internet connectivity has moved from being a convenience to a critical component of business success. With more organizations conducting business online, moving applications and data to the cloud, and interacting with their customers, vendors, and partners, they depend on fast, reliable connectivity more than ever.

To meet these needs, traditional Internet access solutions like T1 lines are no longer adequate for exchanging large audio, video, and image files commonly used by manufacturing, retail, finance, healthcare, government and other organizations.

To meet their needs today and in the future, these organizations are on the hunt for Internet access solutions that offer extreme reliability and faster performance. Dedicated Internet Access (DIA) from Sparklight Business gives these organizations stable, fast Internet connectivity to meet the demands of modern business.

THE GROWING NEED FOR BANDWIDTH

Whether exchanging emails, large files, collaborating over voice and video, or accessing company, customer, or partner information in the cloud, companies today find that they need more bandwidth and more uptime than ever before. But their current Internet connectivity can't keep up with the demand.

Organizations from many industry verticals experience a number of challenges with the Internet access technologies they use today.

- **Slow performance** – For many years, T1 lines were the gold standard of Internet connectivity, delivering reliability and acceptable bandwidth. Today, the 1.544 Mbps of a T1 line is easily overwhelmed with modern voice, video and data applications.
- **Unpredictable reliability** – Most common Internet solutions, such as DSL from the phone company, promise higher bandwidth and fast speeds, but because that bandwidth is shared among customers and dependent upon location, the speed may not be consistent at peak times, leading to lost productivity and frustration. Microwave solutions can be affected by line-of-sight and atmospheric conditions, and experience degradation over long distances.
- **Expensive equipment and maintenance** – In addition to being affected by environmental conditions and natural disasters, microwave equipment and towers are expensive to purchase, deploy and maintain.
- **Poor scalability** – Some companies try to address bandwidth problems by bonding multiple T1s together to build the bandwidth they need with T1 reliability. However, adding T1 lines doesn't scale well from a cost and time perspective. Instead, doubling the number of T1 lines at a business just doubles the cost.



With all the challenges of existing Internet access options, companies are struggling to find an Internet solution that works well. They need a solution that eases their pain today and prevents them from having to worry about how their solution will keep up in the future.

THE CHANGING NEEDS OF BUSINESS

With the continued growth of cloud computing, social media and collaboration tools, on top of the ever-increasing volume of digital information sent and received across the Internet, companies need an Internet connectivity solution that provides the reliability and speed they need for today and tomorrow, while keeping costs under control.

No matter what the industry, companies need stable, fast Internet connectivity to stay current and competitive. Some industries have unique business requirements that leave them searching for better Internet connectivity.

- **Manufacturing** – Customers now expect instant insight into their manufacturing orders, and being able to respond to customer inquiries in a timely manner relies upon reliable connectivity. Electronic communications and the exchange of large files with suppliers and contractors is crucial.
- **Retail** – From inventory management, to point-of-sale and timekeeping systems, to online storefronts, retail operations depend upon reliable Internet connectivity in order to serve customers effectively.
- **Finance** – Financial organizations often have to meet regulatory requirements to keep Internet connectivity to each branch. When that connectivity is down, financial transactions may not be able to be processed.
- **Healthcare** – Electronic medical records systems, secure patient portals, e-prescribing, and insurance and payment handling all place additional demands on bandwidth. When the Internet is down, providers and staff have to resort to manual processes and paper transactions, causing a loss in productivity.
- **Government** – Government agencies often need to exchange large files over the Internet, provide access to public records ranging from real estate records to court records, as well as communicate with state and federal agencies, and need stable, fast Internet connectivity.
- **Education** – From online libraries and other research sources to Internet based multimedia and video delivery of educational materials to students and faculty, schools depend upon Internet connectivity branch. When that connectivity is down, financial transactions may not be able to be processed.

DEDICATED INTERNET PROVIDES RELIABILITY AND PERFORMANCE

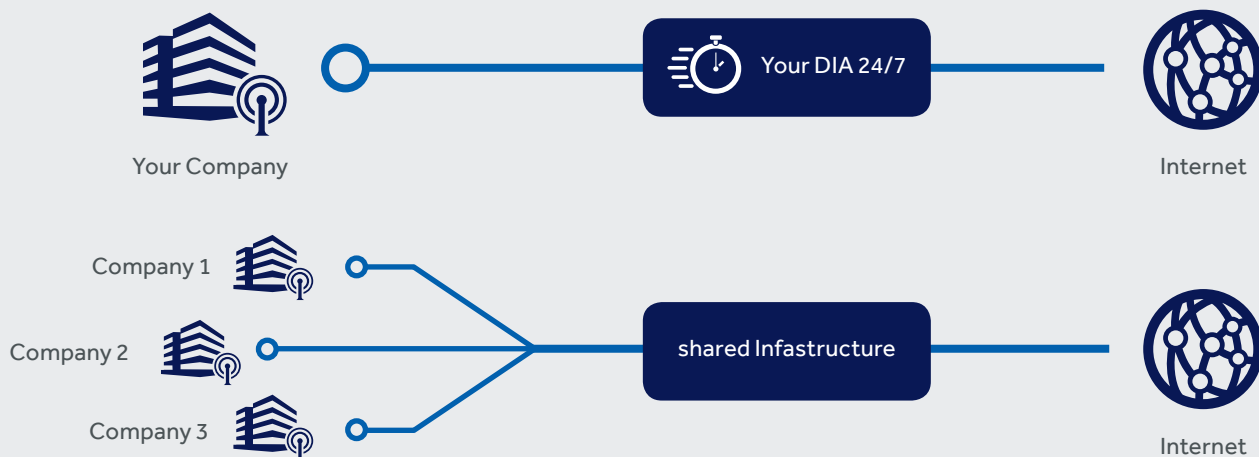
Even with the high speeds promised by competing solutions, a fiber-optic infrastructure offers the best combination of reliability, bandwidth, scalability and cost effectiveness. Dedicated Internet Access from Sparklight Business leverages a nationwide fiber backbone to provide the fast, reliable Internet connectivity today's businesses need.

Dedicated Internet Access solutions provide business benefits that outshine competing solutions:

- **Reliable, dedicated bandwidth** – Dedicated Internet Access solutions offer 99.99% uptime, so businesses get the stability they need. With dedicated bandwidth, they don't have to worry about traffic from external sources impacting Internet performance. The bandwidth they pay for is the bandwidth they get.
- **Fast, scalable performance** – Get Internet access at speeds ranging from 10 Mbps to 100 Gbps, tailored to meet specific business needs. And as business needs grow, Dedicated internet Access scales to give a company the speed it needs.
- **Best cost per megabit** – Because a fiber-optic infrastructure can supply a very large amount of bandwidth and scale easily, Dedicated Internet Access delivers cost-effective Internet access with a lower cost per megabit than competing solutions.
- **Security and transparency** – Sparklight Business ensures that Internet traffic remains private and is not visible to other customers.
- **Continuous performance monitoring** – Our Network Operations Center provides continuous 24/7 performance monitoring of the network with no additional maintenance or administrative burdens for IT.

DIRECT INTERNET ACCESS VS. SHARED INFRASTRUCTURE

DIA provides direct, dedicated fiber connectivity. Other solutions require you to share bandwidth with other subscribers.



With other types of Internet access, companies share bandwidth with other subscribers, and they may not get the highest speed at all times, especially during peak hours. Dedicated Internet Access provides a dedicated fiber-optic connection from the business to Sparklight Business' network. The physical fiber path provided by Dedicated Internet Access gives dedicated bandwidth, so that full bandwidth is always available to a business when it needs it.



CASE STUDY

Government Agency Gains Reliability and Performance

A government organization with multiple locations was running its operations, including city planning and real estate to finance, healthcare, and police dispatch over the Internet. The offices used a combination of T1 and coax technologies delivering 30 Mbps shared bandwidth to the main location, with branch offices connected by T1s. Using T1 lines did not provide enough bandwidth to efficiently conduct daily business. Shared coax bandwidth experienced fluctuations during peak usage, and they were unable to find a solution within their budget constraints.

Sparklight Business provided the government organization with a 100 Mbps Dedicated Internet Access connection to the main office, and Ethernet Private Line (EPL) connections between the main office and branch offices. With the Sparklight Business Dedicated Internet Access solution, the organization's bandwidth tripled without impacting the government budget. Uptime increased, and dedicated bandwidth increased the stability of the network. Now, this government organization has more control over bandwidth and can prioritize traffic to ensure critical applications receive the bandwidth they need.

DRIVE BUSINESS PERFORMANCE WITH FASTER, DEPENDABLE INTERNET ACCESS

Without quick, reliable Internet access, many companies have found that they can't operate effectively. Internet options that made sense in the past are now performance and productivity bottlenecks, which may not provide the consistent uptime and performance that business demands. As data continues to grow, so does the need for faster access and greater bandwidth.

Dedicated Internet Access from Sparklight Business offers reliability and speed for today's connected businesses. Delivering speeds

from 10 Mbps to 100 Gbps, Dedicated Internet Access provides a 24/7 performance-monitored transparent connection through our rock solid fiber-optic infrastructure. With Dedicated Internet Access, users enjoy lightning-fast performance, organizations improve overall productivity, and administrators gain peace of mind knowing Internet access and speed are optimized to meet their needs.

Contact Sparklight Business today to find out how to boost your Internet reliability and performance with Dedicated Internet Access.

WHY CHOOSE SPARKLIGHT BUSINESS?

Sparklight Business uses the most current technologies to deliver fiber-optic services to meet the needs of businesses of all sizes. We leverage our existing infrastructure and equipment to deliver high-quality, highly reliable broadband and networking services your business can depend on. By implementing a customized fiber-optic solution from Sparklight Business, you can take advantage of your business' full potential – utilizing the fastest and most reliable fiber-optic network available today. The more your business relies on connectivity, the more you need Sparklight Business.

Contact us: (855) 603-4237 or visit us at business.sparklight.com/fiber