



CONNECT YOUR NETWORK

Accelerate Multiple Location Connectivity
with Ethernet Private Line Carrier Solutions





In today's competitive business environment, speed is the name of the game. And rapid, reliable connectivity has become an operational necessity. But for many businesses with multiple locations, while their data needs have skyrocketed, their bandwidth hasn't kept up.

This challenge has particularly impacted organizations such as healthcare facilities, financial institutions, retail chains and government agencies that need fast, private connections between multiple locations to keep pace with growing data contained in routine exchanges of large, critical files.

These organizations need a solution that delivers the reliability and privacy of a T1 line between their locations, but with the bandwidth that modern businesses demand at a cost that fits their budget. With Ethernet Private Line, businesses can finally get the speed, reliability and privacy they need to maximize branch office collaboration, efficiency and productivity.

MULTIPLE LOCATIONS, MULTIPLE CHALLENGES

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.

Our Carrier Ethernet Solutions can help you provide your customers with better connectivity and increased speed and security.

- **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.
- **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.
- **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.
- **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.



T1 BEHIND THE TIMES

Traditionally, two types of technologies have been used to connect multiple locations together, and these technologies are straining to supply the bandwidth and performance that today's businesses need. One of the most common approaches to joining multiple locations has been to use T1 lines with site-to-site VPNs. While T1 lines often provide good reliability, with only 1.544 Mbps of bandwidth available, the monthly cost per megabit of bandwidth is very high when compared with other technologies.

In addition, the low bandwidth of T1 lines results in productivity losses for organizations. Slow access to critical business applications and information slows the business down, costing money and staff productivity. Some businesses try to overcome the bandwidth limitations by bonding multiple T1s together to increase performance, but adding T1s adds a great deal of cost without adding much bandwidth.

Using site-to-site VPNs with T1 lines has its own troubles. They can be complex to configure, difficult to maintain and monitor, and are reliant upon having compatible equipment at each end of the VPN. While T1s were once the gold standard of site-to-site connectivity, organizations today find that they don't deliver the value or performance for today's business demands.

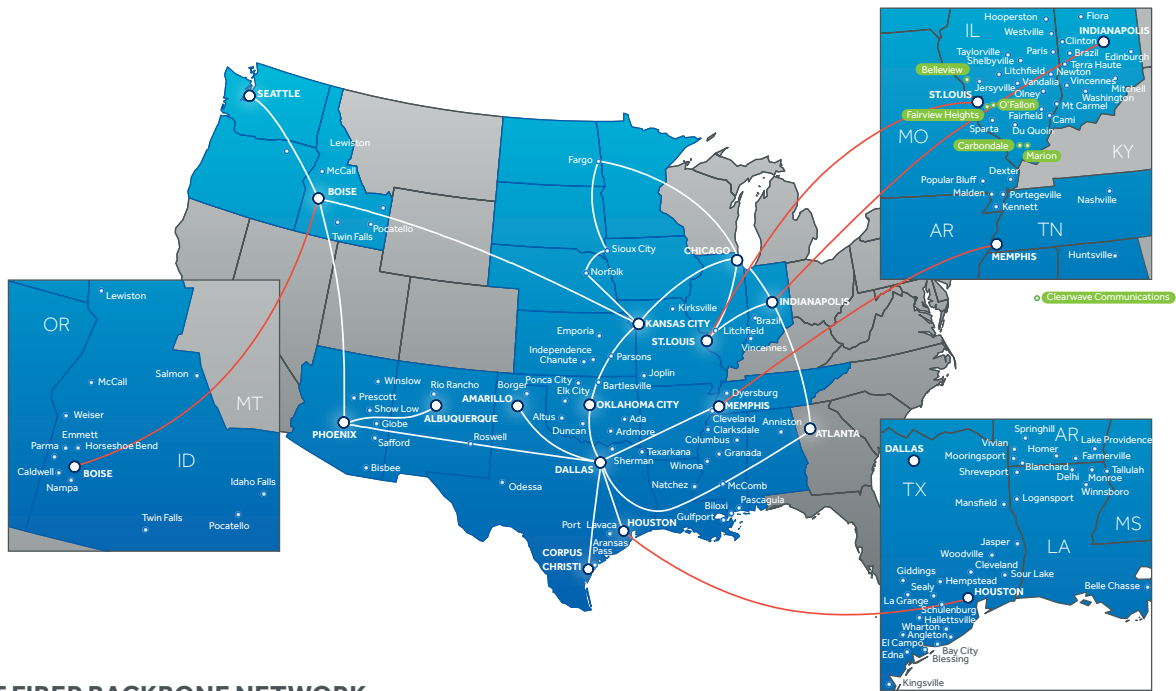
You can expand your network and provide new customers with fiber-optic connections with our Carrier Services.

MICROWAVE HAS ITS OWN DRAWBACKS

Where T1 lines have been unavailable or too slow to meet business needs, some organizations have turned to microwave Ethernet to provide connectivity between multiple locations. While microwave technology can provide better bandwidth than T1 lines, it has its own drawbacks.

Microwave equipment and towers can be very expensive to install, and maintenance is costly as well. In addition, line-of-sight and atmospheric conditions can affect the quality of the connection. Moreover, as microwave equipment is added, each hop adds extra latency, making reliability a problem, especially for latency sensitive applications like voice and video.

With the inherent limitation of both T1 and microwave technologies, organizations find themselves in a bind as to how to connect multiple locations efficiently and effectively. Data is growing at an ever increasing rate, businesses are moving to cloud, and high performance connectivity is no longer a luxury for businesses that want to remain competitive. They need a solution that will give them cost effective, reliable, and scalable bandwidth to meet their demands today and for the future.



GET MORE WITH AN ETHERNET PRIVATE LINE

No other solution can deliver the bandwidth, reliability, scalability and low cost of fiber. Ethernet Private Line (EPL) leverages Sparklight’s fiber network to connect all locations, from across town to across the country, with the bandwidth you need to meet the demands of your customers.

Sparklight is MEF 3.0 certified, which validates that our EPL solutions comply with the highest industry standards for performance, assurance, and agility.

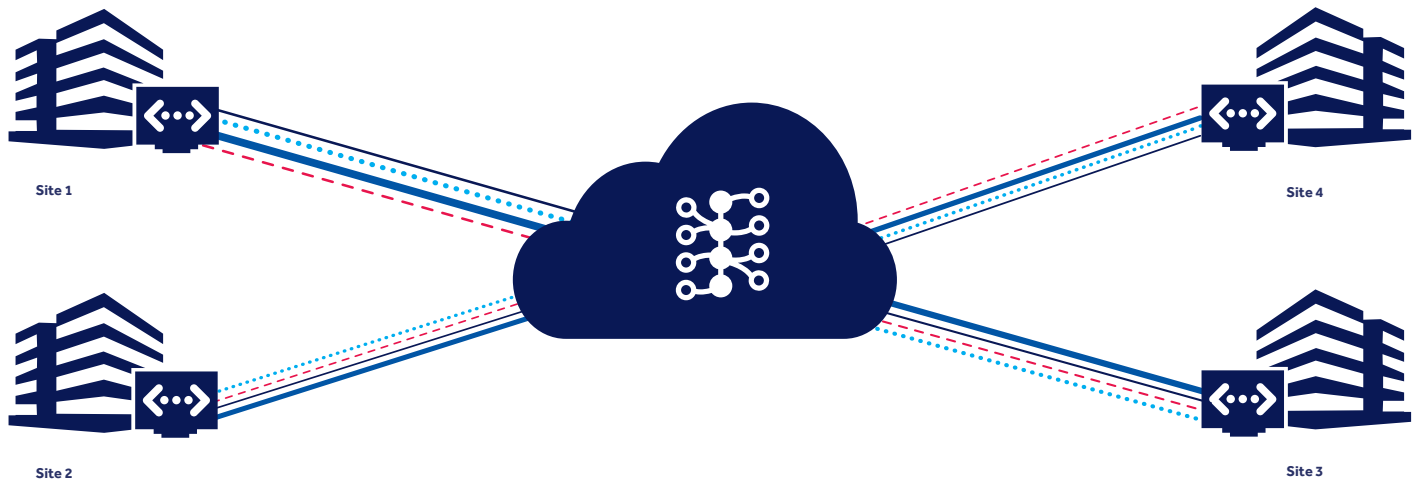
Ethernet Private Line solutions provide benefits that beat out competing solutions:

- **Fast, scalable bandwidth** – Deliver bandwidth from 10 Mbps to 100 Gbps, according to the specific needs of each remote location. Scalable in 1 Mbps increments, you can buy only what you need now, confident that you can grow your network as your business grows.
- **Best cost per megabit** – Because fiber-optic networks can supply a very large amount of bandwidth and scale easily, Ethernet Private Line offers a much lower cost per megabit than competing solutions.
- **High availability and low latency** – With 99.99% uptime and low latency between locations, remote locations can use the network resources they need, when they need them. The low latency of fiber networks delivers the dependability to run critical voice, video, and data applications from any location.
- **Security and transparency** – Sparklight Business private VLANs secure network traffic to ensure that data is visible only to those with appropriate access, and Ethernet Private Line solutions are transparent to the network.
- **Direct Ethernet connection** – Multiple locations are linked by a physical fiber path that delivers a Layer 2 connection to each site. This creates a truly integrated network and eliminates site-to-site VPNs.
- **Continuous performance monitoring** – Our Network Operations Center provides continuous 24/7 performance monitoring of the network to insure that data reaches its destination on time.



ETHERNET PRIVATE LINE

EPL connects your customers remote locations on a transparent network



Ethernet Private Line from Sparklight Business easily connects your customers' remote offices. Fiber is brought to each office and connected to the Ethernet network, where the bandwidth to each office can vary based upon business needs. Sparklight's network creates a physical fiber path between each of the sites for reliable, high speed connectivity.

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 to learn more at (855) 381-6431 or carrier.quotes@sparklight.biz