



3 Reasons to move

# **Your business to a Fiber connection**

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It wasn't long ago that you weren't connected to your team or to your customers unless you were in your office. Today, you can stay connected wherever you are, with nearly every business function taking place online, from customer support to weekly meetings.

While that may be better for business, it leaves room for a single point of failure: your connection to the outside world via your Internet service provider (ISP). If a business's network connection goes down, everything goes down.

For businesses, the reliability of an Internet connection is critical, which is why many companies are choosing providers that offer Fiber optic Internet access, commonly known as Fiber.

### Here are a few reasons your business should consider switching to Fiber.



#### 1. Reliability and the bottom line

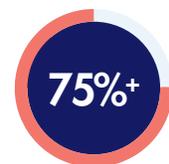
Reliability has never been more important for businesses, because any interruption has a real cost. US small and midsize businesses are expected to lose more than **\$40 billion** in productivity because of Internet outages in 2020, according to Independence Research. Naturally, this is bad for companies, with more than two-thirds of survey respondents saying that such an outage would have "critical" or "extreme" effects on their operations, equating to **75% or 100%** productivity loss.

For many organizations, the problem starts with their ISP. Connections provided on copper or coax rely on legacy hardware and depend on outdated and unreliable technology for consistent uptime. These connections run on shared infrastructure, which means that, during times of high usage, businesses are competing for their bandwidth with everyone else in their area. That's not ideal for reliability.

With Fiber, each office or location receives its own private line rather than a shared connection. It ensures that bandwidth is always available and dedicated only to that office, which is key to protecting companies because any outage could negatively affect their business.

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## 2. Unrivaled performance

A Fiber connection provides the best way for companies to deliver their services. Why? Because it's not only a speedy network—Fiber technology transmits information through millions of light pulses every second—but also a high-performing one. A Fiber connection is a direct link between an organization and its ISP. Previous technologies, such as cable, used shared connections, so an issue with your neighbor or your neighborhood could affect your connection. Fiber optic cables, on the other hand, provide dedicated access between you and your provider.

It also helps that Fiber is a low-latency technology. Many people think connections that provide more bandwidth are better, but it's latency that's key. Put simply, bandwidth is how much information you can send at once, while latency is how quickly it gets there. When you're downloading a lot of data, what you want is bandwidth. But when it comes to mission-critical services and two-way communication, you want low latency. When you use cloud applications, connect to a video conference or stream data, you require the low latency that Fiber provides. Fiber does that better than any other technology.

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## 3. Your dedicated connection to business growth.

Having a dedicated Fiber line from an ISP to your business can have a big influence on your company's growth. If you know your connection won't go down and will always perform at a high level no matter how many other businesses are in your area, then you'll take more chances, launch more products and push your operation further. You can be confident knowing that your business-critical services will be there when you need them.

One of the main advantages of a Fiber connection is that it offers a better overall Internet experience, while staff can receive the same fast and reliable connection wherever they may be in a building, even if they're working far from the main connection point. Also, businesses are using more complicated cloud-based programs, which require high bandwidth and low latency, more efficiently. The more seamless the experience, the more your company can grow.

### Hooking up to Fiber

While an increasing number of companies are offering Fiber connectivity solutions, Breezeline is one of the leading providers of this technology in key markets up and down the East Coast.

With Breezeline, organizations can get wired Internet access as well as TV, phone and Wi-Fi bundles, with cloud-based hosted VoIP services.

It also offers seamless connections to 20 data centers through its Cisco-powered network, and customers can rely on its fully redundant regional networks and 24-hour monitoring 365 days a year for consistent availability.

Today, the only way to build a business is with a backbone of digital services, which means that Internet performance and reliability have never been more important. When choosing a connection, there isn't really a choice: Fiber is the only one that offers the reliability and speed that businesses demand.

Find out how Breezeline™ is helping businesses run more efficiently.

Call **855.284.3804** or visit [breezeline.com/business](https://breezeline.com/business).