

BROCHURE

# Choosing the right Ethernet solution

How to make the best choice for your business

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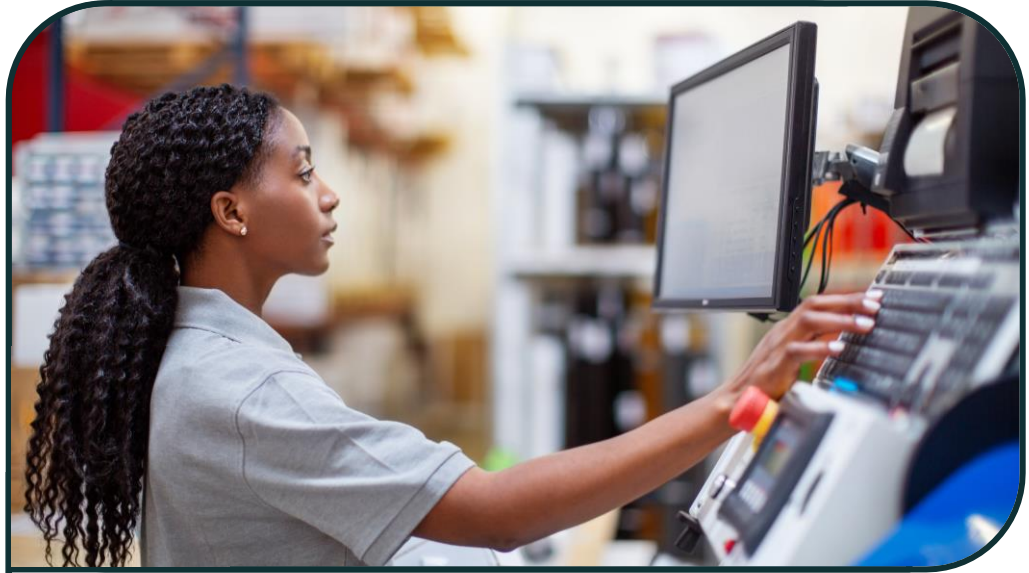
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# Summary

As AI continues to reshape industries, businesses are searching for higher bandwidth and capacity to better support evolving digital demands. Over 3 years, 43% of businesses plan to invest in upgrading their network infrastructure and 42% in their AI capabilities.<sup>1</sup> Whether your organization is just beginning to explore AI, integrating AI-driven applications, or fully scaling AI workloads, a strong, secure, and reliable network is essential. Ethernet has long been a proven solution for organizations that want administrative control and security over their network traffic – without requiring a lot of specialized knowledge or onsite IT staff.

With Ethernet, you can authorize and manage anyone connected to your network at any time, from any connection. Because Ethernet is based on LAN technology and utilizes wired ports, it's an excellent solution for preventing unauthorized usage and malicious security breaches.

As IT decision makers prepare for the increasing bandwidth demands of AI, they are turning to Ethernet as a cost-effective solution for easily managing voice, data files, storage and more – with bandwidth that is simple to scale. In this guide, we explain why Ethernet may be a good fit for your company. We also look at why choosing the right vendor with the right solutions for your business will help ensure your organization's success.



## Why Organizations Choose Ethernet



Ethernet services remain one of the most important transport technologies in the US market. Enterprises' demand for private networks, specifically Ethernet services in the 1G and higher bandwidth ranges, will remain as companies require flexible, reliable, secure, and scalable networks"

–Frost & Sullivan, Frost Radar: Ethernet Services in North Americas, 2023

As businesses expand and adopt AI-driven applications, they need a network that is secure, scalable, and high performing. Ethernet delivers low-latency connectivity – crucial for content-rich applications like video conferencing, financial transactions, and AI workloads that demand real-time data processing.

With a familiar, easy-to-manage infrastructure, Ethernet helps reduce complexity and maintenance time while providing a reliable backbone for secure data sharing across local, metro, and national sites, including cloud environments. As data volumes grow as a result of AI, Ethernet remains the de facto standard for high-bandwidth, flexible networking. Its Layer 2 architecture keeps traffic off the public internet, to help reduce security vulnerabilities while enabling seamless topology adjustments to meet evolving business and AI needs.

**LUMEN**<sup>®</sup>

# Your business is only as strong as its connections

Lumen® Ethernet Services give you the high-performance connectivity you need today – and the flexibility to cost-effectively adapt to new networking requirements. Your business benefits from maintaining a secure, private connection to your business locations and cloud-based applications. Customized for your business, our Ethernet solutions help keep your content flowing everywhere it needs to go – all from a trusted partner who can handle your voice, data, cloud apps, storage and more.

**Counted on by organizations across the globe, Lumen Ethernet Services provide the business benefits companies demand, including:**



## **Reliability**

Competitive availability and site-specific SLAs, supports minimal jitter, latency, and packet loss for optimal performance.



## **Performance excellence**

Lumen has earned the MEF CE 3.0 Certification, highlighting our commitment to top-tier Ethernet performance and reliability



## **Privacy and security**

Private network connections for customers requiring secure voice, data, backup and other network services



## **Application performance**

High-performance voice and data applications supported, with visible class of service performance, network reliability and advanced security



## **Wide-Area coverage options**

Regional, national, and international connectivity gives you great coverage options



## **Network monitoring**

Lumen network monitoring and network management expertise helps minimize downtime, increase application performance and address the latest networking requirements



## **Scale bandwidth on-demand**

Scale bandwidth to accommodate peak traffic demands, while provisioning connections between data centers and cloud providers in real-time

# Choose your Ethernet solution

## **Lumen® E-LAN**

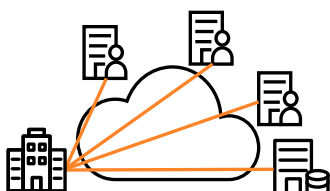


Lumen E-LAN is a multipoint-to-multipoint Ethernet service type that can be used to connect multiple user network interfaces between any Ethernet enabled markets in North America and Asia Pacific. The service is also well suited to voice and video applications.

### **Lumen® E-LAN provides:**

- Bandwidth options from 2 Mbps to 30 Gbps
- Four classes of service to prioritize traffic
- Custom solutions designed by Lumen engineers

## **Lumen® E-LINE**



Lumen E-Line is a simple, powerful Ethernet private line service designed to help you increase operational efficiency and improve your return on investment.

Offering point-to-point and point-to-multipoint, private connectivity with scalable bandwidth, Lumen E-Line is ideal for providing high-speed connections among corporate headquarters, data centers and other business locations around the world.

### **Lumen® E-LINE provides:**

- Dedicated bandwidth options from 2 Mbps to 30 Gbps
- Visibility into network performance statistics on an end-to-end, site-by-site basis, with enhanced management

## Lumen® E-Access



Lumen E-Access is a point-to-multipoint Ethernet service that connects External Network-to-Network Interfaces (ENNIs) and User Network Interfaces (UNIs) across Ethernet-enabled markets in North America and Asia Pacific. This service provides high-speed, reliable, and secure connectivity, making it ideal for data center and cloud applications

### **Lumen® E-Access provides:**

- Bandwidth options from 2 Mbps to 30 Gbps
- Carrier-grade design choices and templates for robust performance
- Direct connection to the Ethernet core with no reach restrictions, regardless of metro design or parameters

## Enhance your Ethernet Solutions

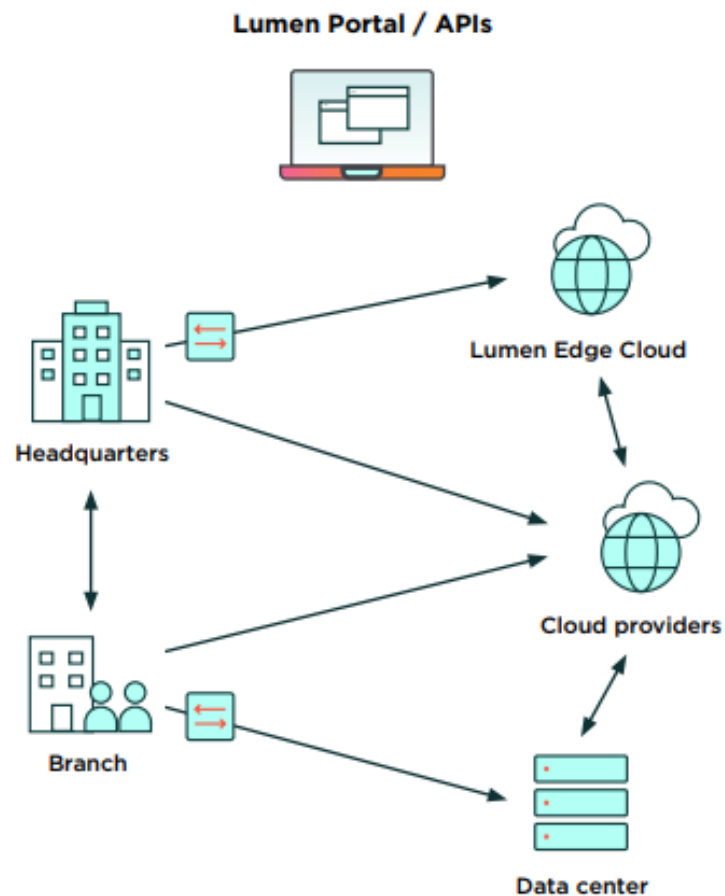
### **Lumen® Ethernet On-Demand**

Lumen Ethernet On-Demand enhances traditional Ethernet services by providing flexible, real-time network management. This solution is ideal for customers who need to connect data centers and cloud environments seamlessly and efficiently.

With 87% of businesses planning to be fully or mostly digital within two years<sup>2</sup>, leveraging Network as a Service (NaaS) becomes essential. It offers the added benefit of on-demand scalability and enhanced agility needed to quickly adapt to shifting network demands through digital provisioning.

# Lumen<sup>®</sup> Ethernet On-Demand

Lumen Ethernet On-Demand also enables cost efficiency by allowing businesses to pay by the hour for bandwidth, eliminating the need for over-provisioning. This dynamic approach supports rapid innovation and growth, helping companies stay competitive in a fast-evolving digital landscape



## **Lumen Ethernet On-Demand provides:**

- Self service portal
- Pay as you go billing model
- Securely link additional locations, data centers or cloud environments using our private Ethernet connections
- Connectivity to Azure, Oracle, Equinix, Digital Realty and over 2,200 third-party data centers



## Conclusion

Your business can't afford to wait any longer to update its communications. Every day you delay can be costing your organization money, time and lost opportunities for growth. Now is the time to optimize efficiency and employee productivity simply by updating your business network with a cloud-based, on-premises or fully managed solution from Lumen.

**Discover the full value of Lumen Ethernet Services.**

Learn more at [Lumen.com](https://lumen.com)

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1. Modernizing the Network with Performance-Enabled Digital Infrastructure Info brief, IDC, November 2023
  2. The State of Digital and Network Transformation in U.S Enterprises Infographic, IDC, December 2023

## Why Lumen?

Lumen empowers businesses to thrive in today's ever-changing digital world with trusted solutions in networking, cloud connectivity, and cybersecurity. Backed by a powerful global network and a deep commitment to innovation and security, we deliver seamless, secure, and scalable operations to fuel transformation.

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