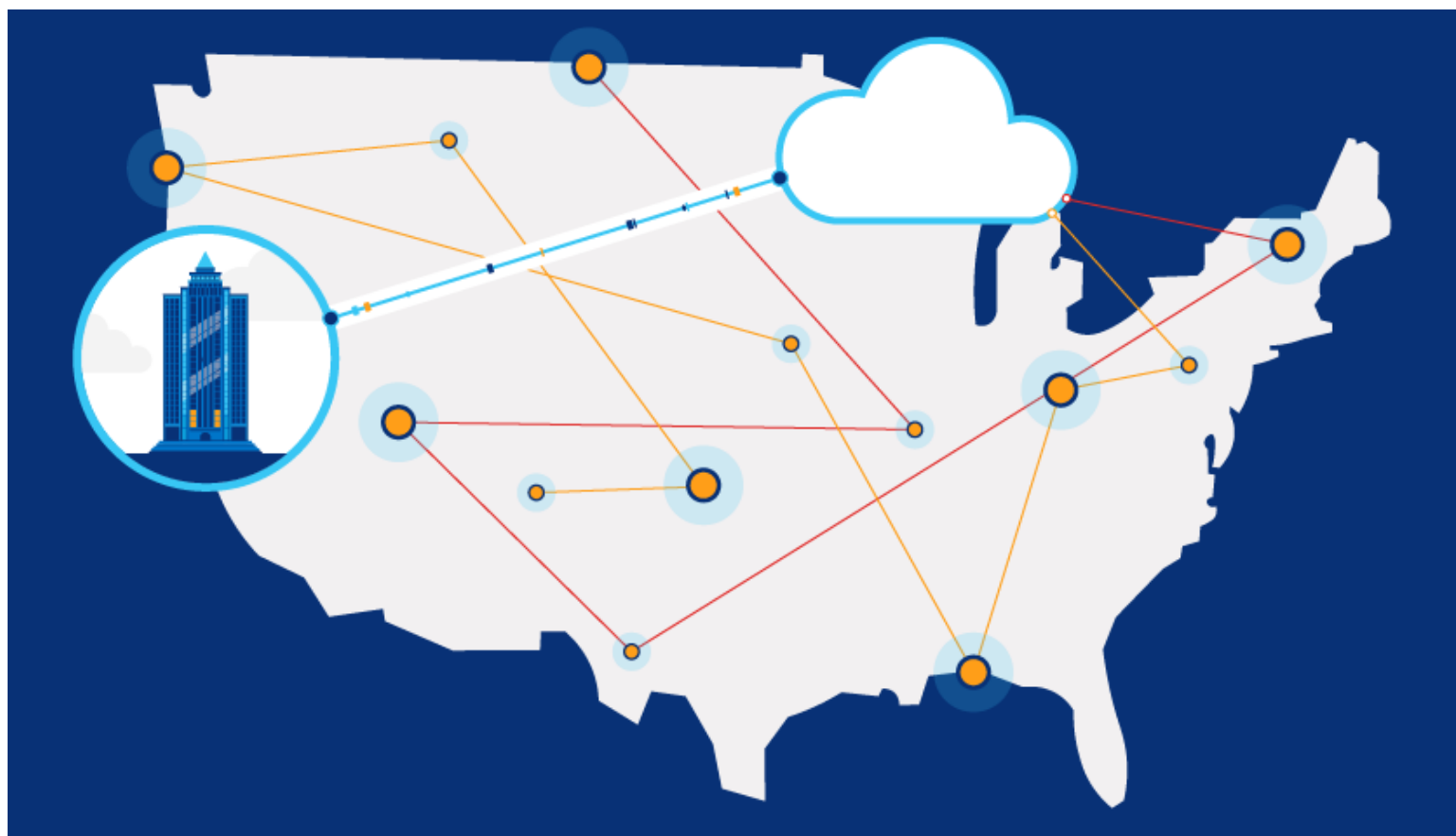


5 Reasons to choose Dedicated Internet Access

A fast, secure and reliable solution with dedicated symmetrical speeds is key for digital business





Summary

Is your business feeling the bandwidth pressure of today's digital demands? No matter what industry you are in, the answer is likely yes.

The surging demands of data-intensive cloud applications like AI and video conferencing, increased eCommerce traffic and hybrid workforces require most businesses to look beyond the limitations of broadband and MPLS solutions. In fact, 76% of IT decision makers who buy broadband are exploring fiber-based internet due to the need for greater bandwidth, reliability and security.¹



Dedicated Internet Access meets growing demands

Businesses today can't rely on shared bandwidth

Digital operations and online sales demands aren't slowing down, and neither is the competition for bandwidth. Businesses today simply cannot afford inefficiencies and downtime by sharing bandwidth when it's needed most.

Dedicated Internet Access (DIA) through the right provider can be your immediate solution. For businesses with many hybrid or fully remote employees, those running operations that are reliant on VoIP communications or that require a high volume of uploading and downloading content, DIA is an ideal choice.

Comparing Broadband and Dedicated Internet Access

Broadband is wide bandwidth data transmission with many individual users sharing the same public internet access. With some broadband services, shared bandwidth speeds are asymmetrical, meaning upload and download times vary. In comparison, DIA connections are dedicated to your business, creating a personal fast lane and eliminating competition for bandwidth.



“ Ranked the #1 peered global network,² Lumen offers the global capacity needed to meet enterprise demand.”

With DIA, your business gains a consistently high-performing fiber internet connection. DIA also delivers symmetrical upload and download speeds and is ideal for real-time applications like video and voice.

There are several factors to consider when determining if DIA is right for your business. Read on for five ways DIA can meet the digital demands of enterprises today.

5 ways DIA Delivers on digital demands

When delivered through a trusted global provider, DIA is a fast, secure and reliable solution with dedicated symmetrical speeds. What does this mean for your business? Check out these use cases to see how they can benefit significantly from DIA.

1. Dedicated Bandwidth to Power Next-Gen Apps

Unlike broadband, DIA connections are only accessible to enterprise customers so your business will never compete for bandwidth. This enables you to create a dedicated fast lane for your business to power next-gen applications like AI, ML, IoT and VR, streamline eCommerce and data-rich websites, and connect remote workforces.

2. Securing Data to Keep Customers Protected

Is your current internet connection trustworthy? DIA can enhance network security by strengthening your cybersecurity and insulating your network against breaches. Choosing a DIA provider that delivers security features broadband can't offer—such as sophisticated network protection, Resource Public Key Infrastructure (RPKI) and optional Managed Security services—can help you proactively identify issues that could endanger sensitive data.

3. Enhanced Speeds, Improved Experience

Response time and customer service quality go hand-in-hand. Whether your customers or your workforce are remote, connection speed is imperative. DIA typically provides speeds up to 100 Gbps with symmetrical upload and download times. With less competition for bandwidth, your business will experience consistent speed to help deliver quality customer service.

4. Global Scalability for Exponential Growth

Your internet access should propel your momentum for growth, not be a speed bump. To support market expansion and expedite business growth, the proper technological infrastructure is a necessity. DIA is an ideal and often cost-effective solution for businesses looking to enhance connectivity between data centers and other remote operational locations.

5. Remote Connections You Can Count On

As virtual connection and collaboration needs increase due to hybrid or fully remote workforces, providing your team with reliable and high-performing solutions requires dedicated support. For powering internet-intensive live streaming applications like Zoom, Webex or Teams, DIA helps ensure your workforce can stay connected even during high-demand periods to meet customer needs.

Lumen delivers a different DIA experience with fewer hops

DIA has many advantages, but choosing the right provider is critical to your long-term success. Ranked the #1 peered global network,² Lumen offers the global capacity needed to meet enterprise demand. Lumen® Dedicated Internet Access is powered by the trusted Lumen Network, delivering the speed and resiliency you need to securely meet your growing business demands and connecting you to global customers and vendors virtually anywhere.

Our Dedicated Internet Access solution is delivered on one of the largest, most connected networks with:

- Speeds up to 100 Gbps
- 6,300+ interconnects²
- ~400,000 global route miles of fiber
- 150,000+ on-net enterprise locations

With our solution your data travels a secure, direct path with fewer hops. Plus, more than 60% of the internet traffic originating on the Lumen Network stays there. Built-in security—including 24/7 network monitoring—

proactively detects malicious threats before they cause harm. With speed and scale are more critical than ever, our decades of network expertise can help you reach more of the global internet directly and securely.

Taking your business digital and powering next-gen applications requires dedication. Lumen offers an ecosystem of technology solutions and services dedicated to meeting your evolving needs.

You are dedicated to your business. Your internet access and provider should be too.

Footnote(s)/Disclaimer(s)

1. Atlantic-ACM, Businesses Looking to Boost Productivity Through Fiber Internet, May 2021.
2. The Center for Applied Internet Data Analysis, AS Rank, December 2022.

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Learn more about Lumen DIA

Reach out to your trusted Lumen channel partner to discuss your networking strategy.