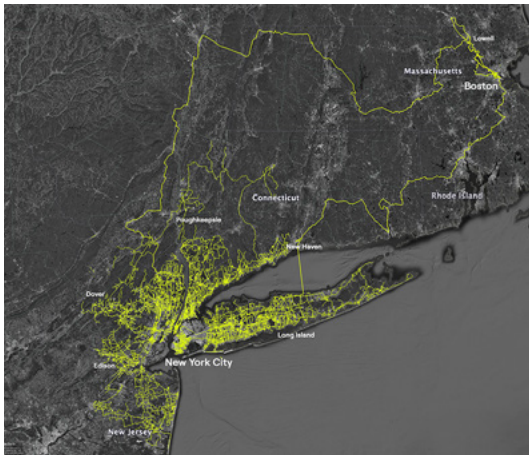**Lightpath**

6 Signals It's Time to Rethink Your Bandwidth

In partnership with

ciena.

Companies in the New York tri-state and Boston metropolitan areas need every competitive edge to succeed, which means moving faster, communicating more seamlessly, and connecting more securely. Businesses in the region are outpacing the stated averages for bandwidth demand, so there can't be a delay in considering new services or adding capacity.

Technology leaders may not have time to evaluate alternatives for optical transport — they just want reliable, secure bandwidth with the lowest latency from existing vendors. But it's not always that simple.

Current outdated network services from the big providers aren't keeping pace. Legacy networks and wireless alternatives weren't built to handle the higher loads companies need now. Enterprise applications are consuming more bandwidth by the day. Fast, redundant, diverse capacity is no longer an afterthought — it's a requirement to successfully run a scalable, resilient business.

It's time to rethink bandwidth.

Chances are your business underwent massive changes in the last few years, and your network needs aren't the same as they were. Not every business needs a network overhaul, but most are good candidates for added bandwidth, heightened security, and increased diversity. Start by reevaluating your network provider and transport services to make sure they are aligned with the new needs of your business.

It's possible to look beyond an all-in reliance on incumbent providers that can't quickly adapt or don't have your success as their top priority. IT leaders must take control of bandwidth decisions and collaborate with a flexible partner that truly understands their ever-changing needs rather than staying with the status quo from existing network providers. Consider these key areas to understand if your current network provider is capable of enabling your success so you can achieve your goals.

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Answer these 6 questions for signals it's the right time to rethink your bandwidth.

1   How is your quality of service?

A. I've noticed an increase in quality of service issues, including latency that interferes with access to our mission-critical applications and/or erodes user experience.

B. I don't notice many quality of service issues because the provider has demonstrated the network was built to handle high-bandwidth traffic and provides the latency metrics to show we have the fastest network.

2   Where is your exact network route?

A. I'm not sure what routes my network rides. My provider hasn't told me or won't tell me even though I've asked.

B. My network rides unique routes that most other businesses don't. I know because my provider gave me a copy of my network map.

3   What do your end users have to say?

A. I regularly hear from our end users, complaining about lag or the amount of time it takes to log in.

B. I seldom hear complaints from our end users, but when I do it's usually issues that are easy to resolve with the network provider.

4   What happens when you ask to augment your network with custom needs?

A. My account executive gives me the runaround and tries to explain how my current network meets my business's needs without truly listening to the details of the request.

B. My account executive sets up a meeting to further discuss the specifications I requested, and we work together to customize the current network or explore building a new one.

5	What is it like communicating with your account executive?

A.   I deal with a revolving door of inexperienced junior employees that don't understand my network or sometimes even basic network concepts. It takes multiple phone calls, emails, and meetings to get an answer to the simplest questions about our network specifications.

B.   I reach out to my account executive who works collaboratively with me to understand my network, resolve any issues, and achieve my business goals. My provider's team is full of local telecommunications veterans, so none of my questions go unanswered.

6	Have you discussed your network strategy for hybrid work with your account executive?

A.   I don't hear from my account executive often unless I reach out first. They have not contacted me about my business's workforce plans and how those may impact the network.

B.   My account executive proactively reached out about adjusting our services to handle the increased bandwidth needs that come with remote and hybrid work environments, as well as planning for our future workforce strategy.

If you answered with mostly As, your provider isn't doing enough to support your business or your IT roadmap. It's time to start doing your research and consider other providers in the area. **Even if you answered with just one A, you might be missing out on a better option.**

You need a partner with unique routes that can support growing bandwidth demand, a proven track record of high-quality service, and a team of experienced local telecommunications veterans who listen and work collaboratively with you. **Lightpath can provide the network solutions and services your business needs now and as demands change.**

Make this your year of independence. Start with a map of your location to see how you could increase bandwidth, add diversity, and control costs as you grow your network. Get in touch with the Lightpath team to evaluate your provider, benchmark your capacity, and see how your network measures up to other businesses in your market.

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About Lightpath

Lightpath is revolutionizing how customers connect to their digital destinations by combining our next-generation network with our next-generation customer service. Lightpath's advanced fiber-optic network offers a comprehensive portfolio of custom-engineered connectivity solutions with unparalleled performance, reliability, and security.

Our consultative customer service means we work with you to design, deliver and support the solution for your unique needs, faster and more easily than ever before. For over 30 years, thousands of enterprises, governments, and educators have trusted Lightpath to power their organizational innovation.

For more information on how Lightpath can help your organization, call 877-544-4872 or visit lightpathfiber.com.