

# I.T. Networks Should Bend, Not Break.

How Ethernet supports business  
agility and drives success.

## Agile Companies Are Winners

An agile business can move swiftly and decisively in the face of fluctuating business conditions—whether positive or negative. But mid-sized businesses that are geographically distributed, like financial services and healthcare organizations, find it particularly difficult to flex with the times.

In most cases, it's pretty clear what the culprit is—the company network. For companies using outdated technology, agility will be impossible to achieve. Fortunately, upgrading to Ethernet can help your business be more agile by allowing you to:

- Rapidly send and receive even the largest files seamlessly
- Scale your speed and bandwidth painlessly
- Enable enhanced disaster recovery so you can operate continuously
- Communicate and collaborate more easily by streamlining employees—no matter where they're located

## What *Exactly* Is Agility?

Business agility is the capability of a company to rapidly change or adapt in response to changes in the market.<sup>1</sup> It offers the ability to react quickly to new competitors, market conditions, and innovations in a way that results in a measurably improved bottom line. Research shows that companies exhibiting agility leadership know how to build

cohesive teams, even across geographic distances, for distributed organizations that have satellite and branch offices far from headquarters.<sup>2</sup> Agility also leads to faster and more confident decisions. And, finally, agile businesses are always trying to improve their games by striving to do better.

## Significant facts about agile leaders<sup>3</sup>

51%

Have accelerated decision-making processes.

62%

Say building the right team is the most important way to improve agility.

Agile businesses come in all sizes.

50%

Don't believe they are agile leaders.

100%

Have learned to combine speed with stability.



## The Distributed Organization: Challenges to Agility

Businesses that are distributed with branch or remote offices have special agility challenges. In order to thrive, they need to invest in technologies that can keep them agile; however, **nearly half of businesses that invest in new applications, services, or technologies don't have the bandwidth to support them.**<sup>4</sup>

Looking forward, half of businesses expect data center traffic increases to put pressure on their networks in the coming year. And trends, such as bring your own device (BYOD), mobility, big data, VoIP, and cloud computing, have made the network more critical than ever for those concerned about agility.

**That's why agile businesses that upgrade their network equipment overwhelmingly choose Ethernet for network connectivity.**

As the most widely deployed networking standard in the world, Ethernet:

- Delivers outstanding quality of service across all your applications
- Runs at lower cost-per-megabyte than more traditional network types
- Carries all your voice and data traffic while cutting capital investments
- Eliminates the time and operational expense of managing separate networks

A converged Ethernet solution also reduces the complexity of your network. You'll find that it:

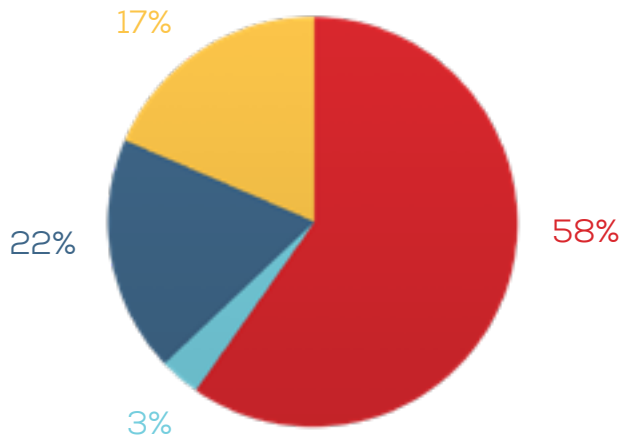
- Streamlines the operation, management, and flexibility of your network topology
- Allows you to easily make adds, changes, and deletes to your network
- Perform remote troubleshooting without time-consuming onsite visits
- Scales without expensive equipment upgrades, saving you capital expenses in the long run

## Case in Point: VoIP

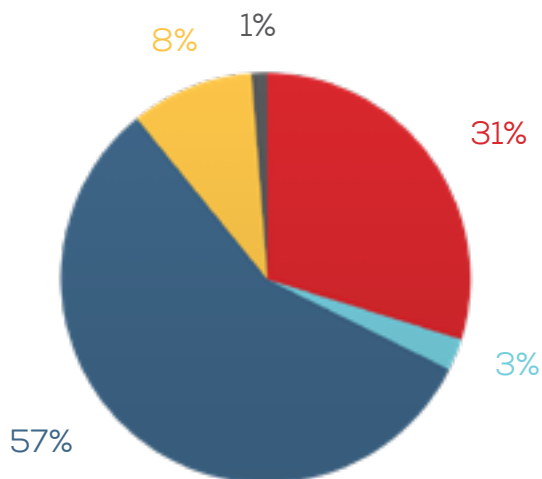
Most businesses either already have or plan to deploy VoIP. Integrating this technology is a huge step toward agility, but without the proper bandwidth, VoIP cannot be used to its full potential. Fortunately, Ethernet can seamlessly support VoIP, allowing businesses the chance to stay flexible and respond quickly when necessary.

- We have fully deployed VoIP in my company
- We have partially deployed VoIP in my company
- We are planning to deploy VoIP in the next 1-5 years
- We do not have any plans to deploy VoIP
- Not sure

### 100–499 Employees



### 500+ Employees



\*IDG Research Services, June 2013

## The Result: Ethernet Makes You Agile

### Communicate more easily

Ethernet enables faster communication and decision-making between people by offering faster speeds and higher quality of service for your technologies to run on. Additionally, Ethernet can support phone numbers that move when your employees do, so you'll always be able to make quick decisions or engage in spontaneous collaboration.

### Share information seamlessly

Even the largest files can be shared over Ethernet in a quick and secure manner. And with virtual private networks (VPNs) and controlled data sharing, your information is protected without affecting your agility.

### Collaborate effortlessly

A business's agility improves by leaps and bounds when your employees can collaborate using video conferencing and instant messaging. Ethernet makes it easy to implement these collaboration tools—all while prioritizing your "face-to-face" meetings to deliver sharp video and clear audio.

### Scale painlessly

Ethernet gives you the power to increase your bandwidth without buying new equipment or making complex network configuration changes. Plus, adding new VoIP phone lines or integrating new apps and cloud-based services quickly and easily is critical to achieving the kind of agility that allows you to efficiently adjust to changing business dynamics.

### Operate continuously

When disaster strikes, Ethernet helps your business carry on without interruption by quickly moving data to offsite locations, rerouting traffic to alternate sites, and allowing you to host cloud applications on your network that employees, customers, suppliers, and other key business stakeholders can easily access from anywhere.

## Conclusion

Business agility allows you to be flexible in the market and counter the innovations of competitors. But your ability to be agile is heavily dependent on the speed of your network and its ability to support investments in newer technologies such as video conferencing, messaging, presence, and VoIP.

By upgrading your network to Ethernet, you get a single, simplified network that allows you to integrate the latest technologies, maximize employee collaboration, and prioritize decision-making. But most importantly, you're putting yourself on the right path to becoming part of an elite group of organizations that can call themselves truly agile.

To make your business more agile with Ethernet, visit [business.frontier.com/enterprise/ethernet](https://business.frontier.com/enterprise/ethernet) or call your Frontier representative.

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