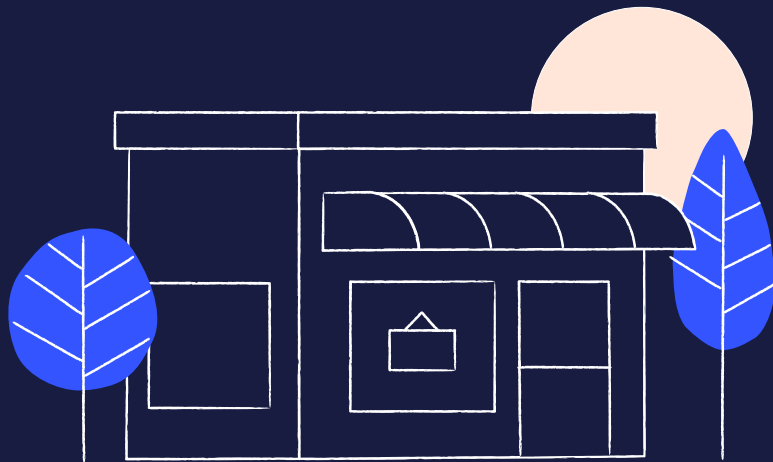


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# 5 Reasons

Your Small Business Needs  
Fiber Optic Internet



For modern businesses, an internet connection is an essential service that supports both office operations and the customer experience. But not all small business internet connections are created equal. Download speeds, outages, overworked networks and cyber security can all be affected by the type of internet connection you choose and the provider that serves your business.

These differences in service quality don't just affect your personal satisfaction with your internet provider; they can also impact your company's overall productivity and efficiency if your connection isn't sufficient. On the other hand, a lightning-fast, friction-free internet connection can speed up productivity at the individual and company-wide levels, resulting in faster project turnarounds, reduced downtime, greater customer satisfaction, increased profits and more long-term growth potential.

As a business leader, you can't afford to underestimate the impact your internet connection has on your company's bottom-line. By upgrading to fiber-optic internet, your small business can invest in an internet service that helps to deliver business outcomes and generate untapped value for your business.

Here are five key ways that [fiber internet for small business](#) can increase the ROI of your internet connection.



# 01

## Upgrade to the fastest internet in town



### BENEFIT OF FIBER INTERNET

#### Best-in-class internet speeds

Cable internet service providers advertise internet speeds of up to 100 Mbps, but the actual upload/download speeds you receive often fall far short of those promises. Businesses using video conferencing, digital marketing platforms, e-commerce apps, and other cloud-based tools and solutions, slow upload and download speeds can severely limit day-to-day operations.

The risk of slow upload and download speeds is even more significant for businesses that conduct most or all of their business operations using their internet connection. These problems melt away when you switch to fiber internet.

With speeds up to 1,000 Mbps (1 Gbps), fiber internet is roughly *20 times* faster than a cable ISP.

Advantages of fiber's internet:

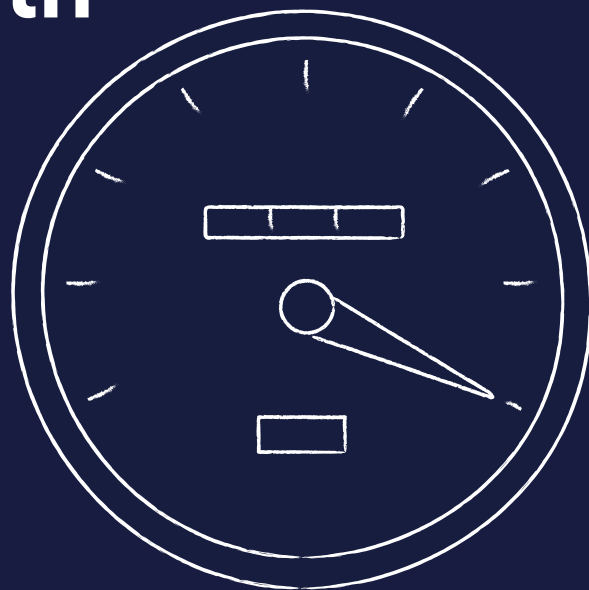
- ▶ Quick file/data transmission
- ▶ Seamless use of cloud-based technologies
- ▶ Faster customer service
- ▶ Friction-free collaboration
- ▶ Optimized performance capacity

“We have a great need for the ability to access platforms through common connection points. In the office, we push a lot of data [...] [The difference between cable and fiber] was pretty much night and day. The ability to push files when you're moving a couple gigabyte of data—there's no comparison in terms of the time savings.”

— **Andrew Dean**, Senior Consultant, Open Professional Group

# 02

## The bandwidth you pay for is the bandwidth you get



### BENEFIT OF FIBER INTERNET

#### Larger bandwidth and exclusively yours

Wonder why your cable ISP's upload/download speeds are never as good as advertised? It's because the bandwidth supporting your online activity isn't exclusively yours. The bandwidth you get on your cable spectrum is shared with neighboring cable internet users, and the more they use their internet, the slower your upload and download speeds will inevitably become.

Shared bandwidth can become particularly difficult to deal with during peak usage periods. If you're a small business working in an office setting, for example, and you have other neighboring businesses in the office at the same time as you, you're likely competing for one another's bandwidth if you get your internet from the same cable internet service provider.

The less bandwidth you have, the slower your uploads and downloads will be, which means all of your online business

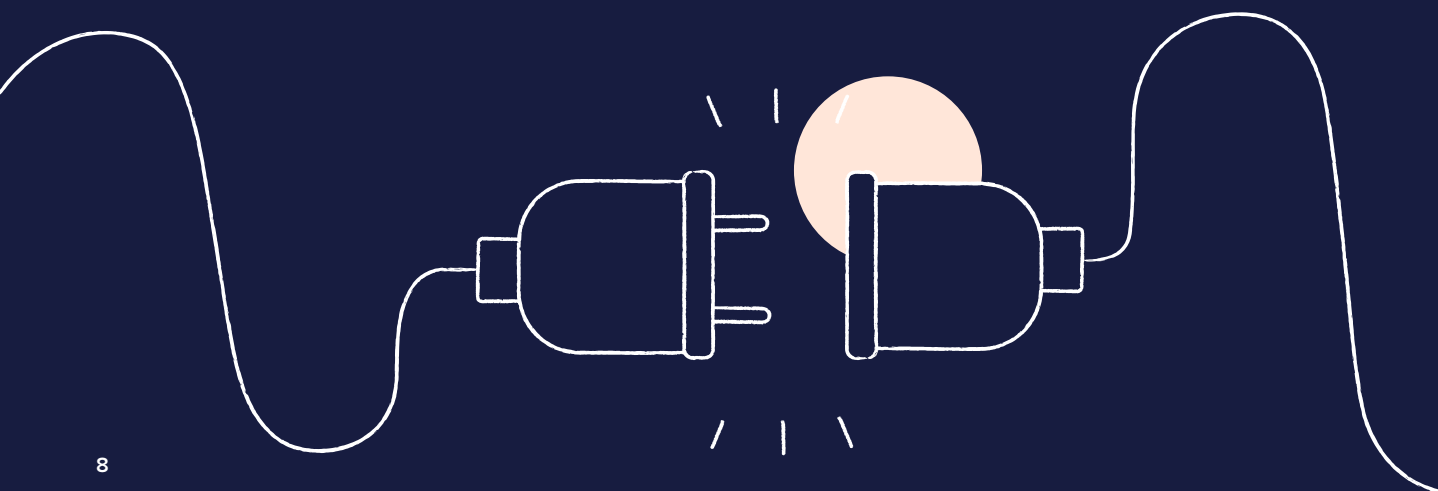
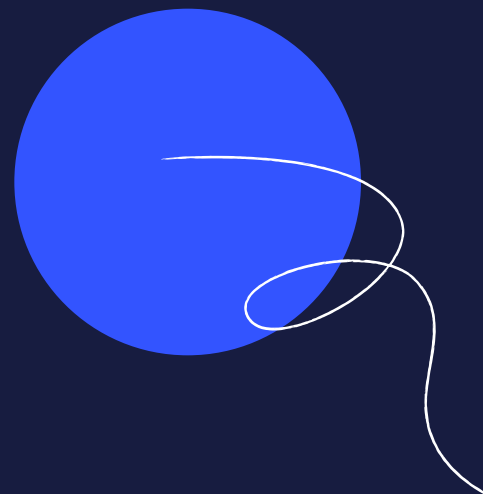
activities will take longer to execute. And if your business has its sights set on growing, brace for those bandwidth headaches to increase. As you add new employees, devices and online usage, your small business internet bandwidth will become a greater limitation on your ability to maintain business performance at scale. This problem doesn't exist with fiber internet, though.

Fiber internet offer much *larger* bandwidth than cable or other types of internet connections; it's also not shared, so the bandwidth you pay for is the bandwidth you get.

For businesses, this reliability is critical to managing business operations and planning for future growth.

# 03

## You'll experience fewer slowdowns and service interruptions



“

*Prior to [converting to Ting fiber internet], the HOA got at least one complaint a week. Now we've built out all the homes [in the development]—and not a single service complaint about Ting. With the dramatic change in people pounding on the bandwidth, and the critical necessity of maintaining service, you can't say enough good about a provider that delivers that outcome.”*

—Steve Krohn  
Resorts Companies COO

### BENEFIT OF FIBER INTERNET

#### Consistent, interruption-free internet

When it comes to offering a consistent, [interruption-free internet connection](#), fiber is the hands-down favorite. Thanks to its fiber-optic cables and modern infrastructure, fiber internet connections lap the field in terms of maintaining consistent connectivity. Unlike cable, DSL, and mobile internet clients, you can expect consistent high-speed internet service.

Slow and inconsistent service is one of the fastest ways to frustrate your customers and lose their business. When Charlottesville, Virginia-based Resorts Companies acquired two new developments that were already connected to an internet service provider beset with connectivity issues, the company quickly realized its poor internet service was costing the company potential sales revenue.

If your business isn't connected to fiber internet service, your connection's consistency and strength could be affected by:

1

Bad weather

2

Electrical interference

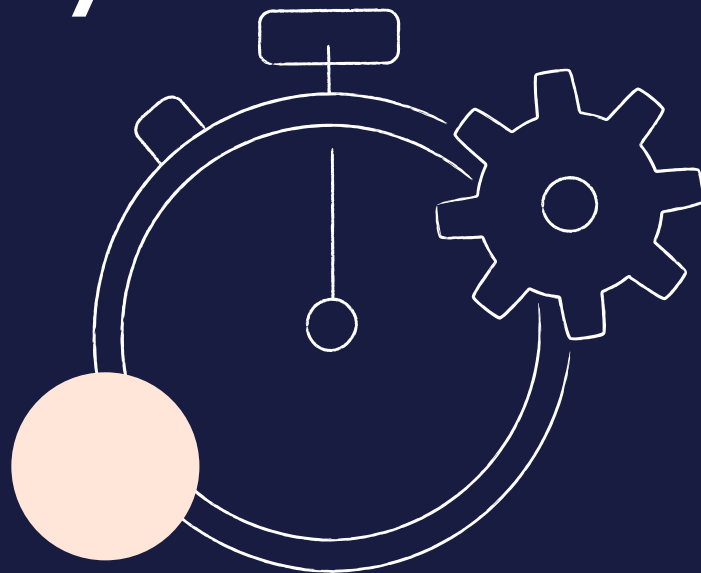
3

Physical obstructions

Fiber eliminates minor service disruptions to support a stable internet experience and better business outcomes.

# 04

## Minimal latency means maximum productivity



### BENEFIT OF FIBER INTERNET

#### Transmit data more quickly

Latency is a metric that measures the amount of time it takes to get a response from data being sent through your internet connection. If your business is using a virtual desktop, for example, latency might refer to how quickly a cloud-based application opens up after you've clicked on it.

For businesses and private individuals, lower latency is always better. Whether you're collaborating online, communicating via video conferencing or accessing cloud-based tools, lower latency gives you a more responsive internet connection, improving productivity, communications and the quality of your user experience, which may be a particularly critical area of need if latency is affecting customer-facing technology.

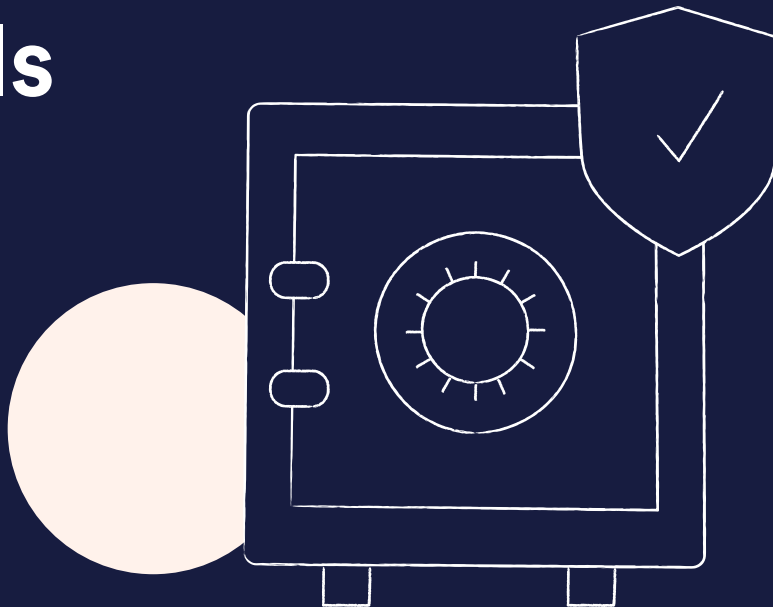
High latency can cost your business clients or customers. Fiber internet is ideal for minimizing latency in any online environment.

Fiber-optic cables transmit data at the *speed of light* and enable your business to send and receive data more quickly and smoothly than any other method.

Low latency enables friction-free online interactions and can be a crucial source of value for businesses operating in multiple locations or with largely remote workforces.

# 05

## Secure your business connection against would-be criminals



“

*We do lots and lots of work with network operations and security. ... That stuff is heavily protected from a security standpoint. When we talk about using a VPN, it's extremely important because we don't allow access to unsecured connections other than through trusted connections. The ability to move a number of people's data across that connection is enormous. Reliability is even more important than speed.”*

— **Andrew Dean**  
Senior consultant at OPG

### BENEFIT OF FIBER INTERNET

#### Reliable and secure connection

Cable internet connections are easy to hack, and Wi-Fi and mobile infrastructure can be even easier to breach. For businesses that need a secure connection, these ISPs can create a new liability, even as they provide an essential business service.

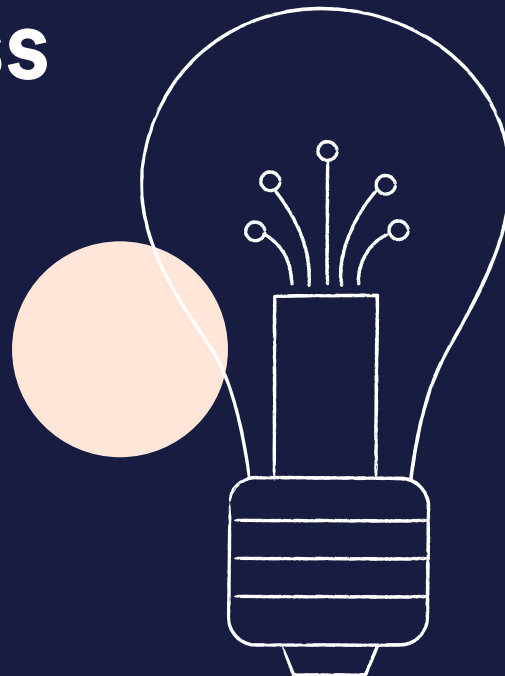
Fiber is different. Because the fiber-optic cords can't be physically hacked, potential data thieves must find another way into your network. This makes fiber internet the obvious choice for small businesses when cyber security is a priority.

For businesses working in industries with strict security and data privacy regulations, such as healthcare and finance, fiber internet can:

- 1 improve regulatory compliance, and
- 2 protect the business from legal trouble

The bandwidth capacity of fiber can also improve small business internet security by supporting more activity across secured connections without compromising on speed or performance with regard to uploading and downloading.

# Embrace innovation through fiber internet for small business



## BENEFIT OF FIBER INTERNET

### Fast, reliable and secure internet

Don't take your small business internet service for granted. When your internet connection affects your back-end operations, customer experience and everything in between, there's value in making sure your business is supported by fast, reliable and secure internet.

Lightning-fast internet could be your company's ticket to:

- ▶ increased performance,
- ▶ wider profit margins, and
- ▶ seamless scalability as you grow your business over time.

Don't let a bad internet connection hold your business back from reaching its full potential.

[Contact Ting today](#) to switch your small business over to the best internet service in town.

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