



Business Continuity Includes Connectivity

Business continuity encompasses many segments of your business. Most astute businesses have done some level of business continuity planning. It requires that you rigorously plan and prepare to quickly recover from unforeseen natural disasters or crippling events.

Disasters and serious incidents aside, how often is your business impacted when you simply suffer an “incident” and you lose Internet connectivity or experience slow speeds? Surprisingly, these “incidents” occur far too often. More than business owners care to admit.

The reality is most of today’s businesses are connectivity dependent. Many critical applications, such as email, CRM, ERP, and accounting, are cloud-based, which is great because we pay less for beefy functionality... and mobility. However, the consequence of losing connectivity now means productivity grinds to a slow roll or halts completely. Our valued employees huddle in the break room or flat-out go home.

Why then do so many business owners decide to go on the cheap for Internet and/or data connectivity? And, many don’t even consider a back-up connection. Would you put cheap wings on your airplane? The Internet is your businesses umbilical cord so it’s wise to reconsider this approach.

Going “on the cheap” often translates into a “shared” Internet service such as Spectrum’s coaxial cable broadband or CBTS’ Fioptics as your primary and only Internet connection. These services are considered “shared” because you share them with everyone else on the loop. Your speeds and the quality of your service can be negatively affected by the activity of neighboring businesses, and even residential neighborhoods. Both services can be good for the proper application, but they frequently come with packet loss, jitter and latency that have a negative impact on the performance of some real-time, mission critical applications.

In today’s environment, many businesses have access to fiber for dedicated Internet connectivity. It is cleaner, performs better, is more reliable and scales efficiently to the needs of your business. Keep that shared service or circuit as your back-up for connectivity. (Yes, you do

need a back-up circuit to satisfy your business continuity objectives.) Consider it a very inexpensive insurance policy.

Here are four fun facts about fiber:

1. **Constitution: Glass** - the optic cable is made up of strands of incredibly thin, pure glass that carries digital information with light instead of electrical currents.
2. **Interference: None** - optical fiber cables work through the transmission of light, interference from electronic devices isn't a concern. Additionally, since they don't conduct electricity, fiber optic cables are ideal for high voltage locations.
3. **Security: High** - light doesn't create an electromagnetic field when it travels through the cable, making it extremely difficult to intercept information without physically tapping into the cable.
4. **Speed: High** - a single optical fiber strand has been shown to transmit data at a rate of 100 terabits per second capable of transferring data across the world at the speed of light.

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