

LOGIX
FIBER NETWORKS

**All Business Internet
Services Are Not the Same**



All Business Internet Services Are Not the Same

Why Dedicated Internet Is the Best Choice for Your Business

The way businesses work today has changed significantly. Businesses of every size now depend on high-performing internet to remain competitive. Whether it is internet-based voice or video or cloud connectivity, reliable internet has become a must-have for businesses.

Companies are integrating digital technologies at a relentless pace, leading to significant market disruptions. [Digital transformation](#) is key to growth and [dedicated internet](#) access is the foundation for futureproofing your business.

Broadband vs. Dedicated Internet

There is a big difference between [broadband](#) and dedicated internet, and the difference can significantly impact the quality of your internet service. The easiest way to understand this is to think about it this way:

- ✓ Broadband = Best effort
- ✓ Dedicated Internet = Dedicated bandwidth

Broadband

With broadband, companies share the connection among other customers. So, your service speed depends on who else is online at any given time. The bandwidth available to your business depends on the contention ratio and the number of customers using — and contending for — the available bandwidth. It is not uncommon for connections to be split among 20 customers sharing a single connection.

Broadband Internet is problematic because:

- ✓ The network and connections are shared
- ✓ Bandwidth can vary greatly
- ✓ High latency

If your connection operates on a 20:1 contention ratio, that one gig speed you are paying for is split between all customers. This may explain why your internet speed seems to slow down, or your voice calls get choppy during peak times. In the afternoon, for example, you may be contending for internet along with nearby businesses and potentially even residential customers. So, your internet connection speed and quality may depend on who and how many people are streaming videos or playing online games.

Dedicated Internet

Dedicated internet is often referred to as point-to-point access because you get a private connection at the speed you pay for. There is no contention since your connectivity is not shared with other customers. Dedicated internet is the best way to get the speed you need for real-time applications such as voice or video and business-critical applications.

Dedicated Internet is preferred. You will have:

- ✓ No sharing of network connectivity
- ✓ Guaranteed bandwidth
- ✓ Consistent bandwidth
- ✓ Low latency

How Can You Tell the Difference?

When comparing business internet service providers, look closely at the words they use in marketing. You will generally see language such as "speeds up to 600 Mbps" or "up to 1 gig speed." The speeds quoted represent the highest possible speeds you can get if nobody else is on your shared network connection.

Broadband providers often advertise the maximum download speeds you can reach but do not always tell you that upload speeds are significantly lower. Even with one gig download speeds, you may be limited to 40 Mbps uploads. If you are moving data back and forth, using cloud services, or doing business online, this can cause slowdowns.

With dedicated internet access (DIA), you get the unfettered usage of the entire one gig with synchronous speeds for downloads and uploads. Service level agreements (SLAs) guarantee your speeds, uptime, and the [mean time to repair \(MTTR\)](#) for any service interruptions.



Use Case: Dedicated Internet with Broadband Backup

Broadband may have a place in your business, but it should not be your primary internet connection. Customers typically deploy [LOGIX SD-WAN Secure](#) with dedicated internet as their primary access along with broadband as a backup service for lower priority internet traffic or redundancy in case of temporary service disruption.

SD-WAN will route the high-priority and real-time business applications across the dedicated internet for optimal performance. Low-priority usage can be routed across the secondary broadband.

With Dedicated Internet and LOGIX SD-WAN Secure, you get:

- ✓ Application-aware routing to select the best network path.
- ✓ Reliable connectivity for critical applications.
- ✓ Ability to use lower-cost Broadband as a secondary backup connection.

LOGIX SD-WAN Secure replaces your firewall with an integrated [next-generation firewall \(NGFW\)](#) as your security solution. NGFW provides unified threat management, URL filtering, anti-virus services, threat intelligence, and more.



LOGIX Dedicated Business Internet

Businesses are more reliant on the internet now than ever before. With more than 95% of all organizations doing business in the cloud, you need the most reliable, dedicated internet connectivity on a fiber network built for business.

LOGIX Business Internet delivers dedicated internet with guaranteed bandwidth and 99.999% network availability. LOGIX operates multiple fiber rings within each major Texas market and dedicated fiber connectivity. The largest independent fiber provider in the state, LOGIX also operates a Texas-based Network Operations Center (NOC), which monitors network connectivity 24x7.

If you need reliable, predictable performance, consistent bandwidth, and low latency, you need dedicated internet service and a dedicated internet service that is built for business.

Watch our on-demand webinar, [Dedicated vs. Broadband Internet: How to Choose the Best Internet for Your Business](#), to learn more about LOGIX's dedicated internet access. Then contact LOGIX Fiber Networks at 281.688.6283 or online to

[Request a Quote](#)