

The Only Thing Businesses Can't Do is Nothing

Managing bandwidth has never been easy – and today, it's harder than ever.

In a world where business operations could shift to a remote environment virtually overnight and maximizing infrastructure is always top of mind, IT leaders must now scrutinize network performance.

As a starting point for IT leaders, here are **six common areas where businesses see ways to eliminate complexities and reduce costs across their networks:**



Below Average Performance

In today's fast-paced and extremely competitive market, a resilient, scalable network is critical – especially one that connects multiple locations.

Sub-par network performance can sink speeds, negatively impacting application responsiveness and user experience. Further, overprovisioned networks, high latency, and underutilized circuits halt performance and limit scalability.

When a GIG isn't a GIG: Understanding Network Bandwidth and Speed

[Read the Connectivity Whitepaper >](#)



Juggling Multiple Vendor-Partners

Bandwidth becomes more costly when enterprises work with multiple, disparate telecom vendors, and visibility into budgets or performance is difficult.

As a result, many companies wind up paying for bandwidth they don't use or miss out on opportunities to better align performance and spend.



Risk Management

Cyberattacks are happening more frequently and with a greater vengeance. Securing an enterprise network – and maintaining regulatory compliance – is challenging, especially when trying to manage multiple locations.

With growing reliance on new, bandwidth-hungry applications at scale, enterprises can differentiate themselves by adapting and scaling their networks without sacrificing performance or cost efficiency.

The biggest ongoing threat to IT? Hint: It's trying to kidnap your data.

[Read the State of Ransomware Whitepaper >](#)



Switching Carriers

Many IT leaders are hesitant to switch providers because of previous bad experiences – like overlapping contract fees and switch-over interruptions. But submitting requests are easier than ever, making transitions less burdensome than they used to be.

To better align bandwidth to business needs, IT leaders must carefully consider their applications user bases, existing contracts, incumbent providers and their current environments.



Minimal Choices

For quite some time, the larger carriers have monopolized the telecom space. As a result, many businesses got locked into lengthy contracts with below-average performance and an inability to optimize bandwidth.

Innovative regional providers are now dominating the market, making it easier for IT leaders to access better bandwidth.



Poor Pricing

Maximizing application performance, empowering remote workforces, and reducing cybersecurity risks is a tall order for today's IT leaders to fill. It's no wonder vetting providers and comparing bandwidth rates are often last on a never-ending "to-do" list.

Many businesses find themselves putting up with less attractive pricing that doesn't align with their strategic goals, often to the detriment of performance.



These problem areas give IT a place to start when reassessing bandwidth, but to truly make progress toward aligning bandwidth to the needs of their businesses, IT leaders must take a closer look.

At FirstLight, we can help with a review of your current environments, applications requirements, user bases, incumbent providers, and existing contracts.



If you're not sure where to start, FirstLight is here to help. Connect with us at firstlight.net to talk with our team of experts.