

## Business Challenge

The need for a reliable business network is growing thanks to industry trends like mobility, the Internet of Things (IoT), Bring Your Own Device (BYOD), Big Data, and cloud computing. This digital transformation is putting intense pressure on networks to be flexible, agile, and responsive - and businesses rely on a stable network infrastructure.

Legacy networks are limited and not built for the agility that modern businesses require. As a result, IT organizations are looking for alternatives that provide the scalability and bandwidth required to support increasing traffic and connected devices. Today, the modern IT organization is about improving the end-user experience while increasing productivity and unlocking new opportunities for business growth.

## The Solution

Ethernet solutions from RCN Business help organizations thrive in today's digital environment. Ethernet provides a secure, reliable, high-performance backbone that helps companies manage data growth, drive application performance, and securely access cloud and data center resources.

An all-Ethernet infrastructure simplifies network management while significantly reducing costs. Over time, Ethernet has proven to deliver lower latencies, more control, and higher throughput than other technologies. Its flexibility and reliability coupled with an open-standards approach allow IT managers to solve real-world problems and prepare for future growth. RCN Business Ethernet is a fiber-based solution that delivers symmetrical speeds between 10 Mbps and 100 Gbps.

## Key Benefits & Results

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**VALUE**  
 More affordable than legacy networks.
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**HIGHLY SCALABLE**  
 Supports speeds from 10/100/1000 Mbps to 100 Gbps. Customers can increase bandwidth dynamically, and often without the need to purchase or install new equipment
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**CONSISTENCY**  
 Supports multiple QoS levels and features designed to guarantee predictable levels of network performance.
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**QUALITY OF SERVICE**  
 Full redundancy ensures improved reliability and disaster recovery ability compared to traditional premise-based systems.
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**RELIABILITY**  
 Ethernet operations, administration, and maintenance (OAM) performs path discovery, detects and reports connection failures, and measures performance
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**COST-EFFECTIVE SOLUTION**  
 Networks are less complicated and easier to maintain than traditional networks.



For the second consecutive year, customers chose RCN Business for the "Readers' Choice Awards for Best Internet Provider"

- Ranked #1 for Best ISP
- Highest score in overall value
- Highest likelihood to be recommended to colleagues
- High scores in overall quality and reliability
- High scores in tech support

## Critical Differentiators



### Wholly owned, fiber-rich network delivers superior uptime

Calls travel unencumbered along RCN's secure network over a continuous connection that means less packet loss and higher reliability. RCN Business operates a sophisticated network with network backbone featuring a smaller node size and robust fiber capacity.



### 24/7/365 local support

You can rest assured the person on the other end of the support call understands your business, local market, and urgency to solve your concern. RCN Business is dedicated to minimizing any impact to your business.



### Custom, robust solutions

RCN Business takes a consultative approach by first understanding your distinctive needs and delivers a unique solution designed especially for you.



### Speed to market

Unlike larger competitors, RCN Business focuses on rapid installations and upgrades and, as the sole owner of a fiber-rich network, does not rely on third parties to meet deadlines.

## RCN Ethernet Solutions

RCN Business Ethernet is ideal for single locations with high bandwidth data needs, in addition to multi-location businesses requiring secure local area networks (LANs) to enable communications and data delivery between their locations. RCN Ethernet solutions earned the Metro Ethernet Forum's (MEF) rigorous Carrier Ethernet 2.0 (CE 2.0) certification.



### E-LAN

This provides businesses with a transparent Layer 2 virtual LAN that can seamlessly connect multiple sites.

This cost-effective alternative to traditional network topologies offers businesses a more flexible and scalable network solution, connecting each location's premise equipment, enabling the transfer of data through a single Ethernet interface, with speeds up to 100 Gbps.

### E-LINE

This is a secure point-to-point Ethernet connection. Delivering symmetrical speeds between 3 Mbps and 10 Gbps, this cost-effective alternative to traditional networks enables organizations to interconnect two locations so that they appear to share the same LAN despite the distance between them.

### DIA

**Dedicated Internet Access (DIA)** offers greater bandwidth with committed upload and download speeds. RCN Business DIA provides a secure dedicated fiber-based connection between a business' Local Area Network (LAN) and the Internet.

With connectivity speeds ranging from three Mbps to 10 Gbps, a business can get the exact bandwidth they need to help them operate more efficiently, and save money.

For more information visit [www.rcn.com/business](http://www.rcn.com/business) or call **1.877.726.7000** or tweet **@RCNBusiness**