



# 8 Reasons Why Your Company Needs a 1Gbps Internet Connection

In this age of real-time information and global economy, the speed and efficiency of a company's Internet connection can make or break it. While speeds of 100Mbps may seem sufficient, limiting your company's Internet bandwidth may well limit your company's true potential.

Here are 8 reasons why businesses will benefit from an ultra-fast 1Gbps connection.

## 1. It empowers companies in today's era of cloud computing

More and more businesses are running their operations with cloud computing solutions transitioning to software-as-a-service (SaaS) applications such as Office 365, Google Apps, Salesforce and so on. In fact, the International Data Corporation (IDC) expects cloud software will grow to surpass \$112.8 billion by 2019. However, taking advantage of SaaS applications mean higher network traffic. As more applications are hosted externally, having Internet with larger bandwidth ensures optimum user experience when accessing cloud services.



## 2. It expands your business reach and creates new market opportunities

More and more businesses are going online. E-commerce is growing at an explosive rate with global B2C e-commerce sales amounted to more than USD \$1.2 trillion. A stable and super high-speed Internet connection has never been more important for supporting inquiries and online sales from customers all over the world. With a 1Gbps Internet connection, businesses can easily take advantage of this enormous global online market demand and create new business opportunities.



### 3. It supports and optimises operations for peak periods

While seasonal holidays are a boon for business and revenue, they can also be a bane to operational capabilities. Spikes in customer traffic due to seasonal sales, month-end closings and other peak periods can cause serious bottlenecks, affecting productivity and interfering with the all-important customer experience. A 1Gbps connection provides you a buffer for spikes in customer demand and ensures that any sudden surge in requests can be processed quickly, allowing your business to stay competitive and deliver consistently.

### 4. It enriches your relationship with your customers

Communication is a key part of business and today's Internet technology offers a number of exciting ways to communicate with your clients across the world: digital voice, video, desktop collaboration, telepresence etc. With various forms of multimedia access powered by apps like Skype, WebEx, Facetime, Google Hangouts, creating and maintaining crucial customer relations has never been easier. As such, it is imperative that you have sufficient bandwidth to prevent laggy or choppy calls. Having a 1Gbps connection facilitates smooth and stable communications, allowing you to fully convey the best features of your products as well as provide the best customer service.



### 5. It enables lightning-fast uploads and downloads

As our capacity to store and process data grows exponentially, so do the size of our data files -- in fact 90% of the world's data has been generated over the last two years. Businesses today increasingly have to handle and work with large files like high definition images, videos and large slide presentations. With a 1Gbps connection, the largest files can be easily downloaded in minutes, emails with large attachments can be sent quickly, and regular file and system backups can be completed in no time.



### 6. It improves the communication and productivity of your workforce

The core strength of a business lies with the effective employee communication. Slow internet speeds as a result of limited bandwidth, coupled by a high volume of communication during busy hours can hinder your company's productivity. A high speed connection gives businesses the assurance of sufficient bandwidth to support centralised unified communications across multiple departments and remote offices, enabling better collaboration and faster information sharing.

### 7. It supports the increasing use of multiple-devices-per-employee in the office

The one-computer-per-employee model has dramatically shifted in years to a bring-your-own-devices workplace culture. Professionals now conduct their business not only through a desktop but also laptops, smartphones and tablets. With more devices connected to the office network, there is higher amount of traffic generated from video calls and streaming, file downloads, emails and Internet surfing. A 1Gbps connection ensures that there is enough bandwidth to go around.



### 8. It enables new ways of working

The workplace has evolved dynamically in recent years with the rise of the part-time, freelance economy and global companies. Telecommuting is becoming increasingly common in the era of cloud computing. A high-speed Internet connection to the office allows employees greater flexibility and faster access to their work-related resources, empowering them to work from home or outside the office, anytime and anywhere.