



Broadband Service – *a Necessity for Business*

Gone are the days when having broadband service for business communications is a luxury. Today it's a necessity, an enablement service to bring connectivity to scale a business. According to [OpenVault's Broadband Insights Report for Q1 2020](#), overall broadband consumption increased 47% from last year. As the world becomes increasingly more connected, businesses, regardless of industry are beginning to utilize and need other applications that rely on broadband.

So, What Is Broadband?

In telecommunications, broadband is wide bandwidth data transmission that transports multiple signals and traffic types. When talking Internet access, it's any high-speed Internet that is always on and faster than dial-up service over traditional services (analog lines, for example).

Broadband has evolved, resulting in a variety of types:

- ✓ **T1 service:** An older type, T1 tops off at 1.5 MB and is very slow.
- ✓ **Digital Subscriber Line (DSL):** This technology was all the rage in the early 2000s, but the speed of data transmission is dependent on the distance your service travels - the farther you are from a service node, the slower your service.
- ✓ **Fiber cable:** This option sends data faster and is better suited for long-distance communication – making it more expensive than other connectivity solutions. It's also less likely to go out during a power outage because no electricity is involved. Traditionally, it is included with service-level agreements (at a high price) and is ideal for hospitals or doctor's offices that need guaranteed bandwidth.
- ✓ **Coaxial cable:** Coax is one of the most common connectivity technologies, and it's considered the "workhorse" of service types with high reliability. It guarantees 95% uptime with no more than 20 seconds of latency. Unfortunately, it rarely comes as part of service-level agreements but is less expensive than fiber cable.
- ✓ **Wireless:** Most popular in cellular applications, wireless requires you to purchase the amount of data you pull from a cellular tower. Similar to DSL, there are latency issues with wireless broadband as the signal has to travel from the tower.

- ✓ **Fixed wireless:** As with cellular wireless, fixed wireless beams a signal through the air, but with this, you are beaming from one point to another so you need a clear path between dishes. One key benefit is it can be set up temporarily for a few days – providing high-speed Internet access for a conference or event.

The common thread here is speed – everyone wants more and look for service providers who can provide the highest, most reliable speed at the best cost. But many businesses are focused on the bandwidth they need today – not what they will need three to five years from now. The right communications partner such as BullsEye will help decision-makers future-proof their businesses for more employees, increased security needs, and other growth requirements.

So, How Do I Pick My Broadband Service?

This is where the right partner comes into play. At BullsEye, our roots are in broadband – we were established as a data company in 1999. At our network operations center (NOC), we monitor thousands of circuits for service level deterioration or latency increases. When this occurs, our NOC team can proactively advise clients of the situation and dispatch a technician if needed. At times, this can all occur before the client even realizes there's an issue.

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For businesses with multiple locations, there may be different needs and options for each location. Our relationships with more than 100 providers across the U.S. mean we have a complete portfolio of broadband services to identify the one that best suits your business and individual locations. While you may have a variety of service providers, you have one communications provider: BullsEye. We manage all the different service providers and provide you with one consolidated bill for all. And because we provide more than just broadband, we also can address, consolidate,

and manage your other technology needs, including voice, Internet of Things, networking, security and more.

If you'd like to learn more about broadband options and how BullsEye can help, contact us at **877-438-2855** or sales@bullseyetelecom.com.

