



How to Make Sure Your Business Internet is Reliable as Texas Gets Back to Work

A photograph of a modern business telephone with a color display screen and a keypad, resting on a white surface. The background is a server room with blue lighting and server racks. The image is partially obscured by a white diagonal line that separates it from the top section of the page.

Reliable business internet is critical as Texas gets back to work. Learn the four key factors you need to consider when evaluating business internet providers.

How to Make Sure Your Business Internet is Ready as Texas Gets Back to Work

The coronavirus pandemic has disrupted businesses nationwide, including throughout Texas. Between quarantines, closures and working at home, COVID-19 has changed the way many people live. As Texas gets back to work, efficiency and productivity are going to be a priority.

Much business takes place online nowadays, so the cost of downtime is huge. More than 90% of businesses in the U.S. use cloud-based services. A study of Fortune 1000 companies put the cost of downtime at \$100,000 per hour. Across industries, unplanned downtime adds up to as much as \$2.5 billion annually. These numbers may be more or less in your business, but no matter how high or low your number is, any outage is problematic.

As employees and customers get back to work in Texas, your business needs reliable business internet to maximize productivity so that it can get back up to speed.

The Best Business Internet Providers in Texas

During the pandemic, consumer habits changed significantly. More than half (54%) of those studied by MIT Sloan Management Review said they tried new brands and companies. This increased willingness to try new brands provides both an unprecedented opportunity for companies and a potential problem.

This trend gives you the ability to gain new customers if you can provide the level of service they want right now. It can also cause previously loyal customers to shop around. Either way, you must be at your best as businesses open back up.

To ensure that you have business internet that is right for your business, there are four key factors you should examine:

- Reliability and uptime
- Overall speed
- Synchronous uploads and downloads
- Local customer service

Reliability and Uptime

When choosing internet service providers, reliability is one of the most important factors.

Five Nines

At minimum, you need a provider that provides service-level agreements with 99% reliability. While that sounds like a high number, it could mean an average of 14 minutes of downtime every day. You will want to evaluate the cost of the service against its reliability number. If possible, consider working with a business internet provider that guarantees “five nines” reliability. Five nines is industry shorthand for an uptime of 99.999%. It equates to 5 minutes and 15 seconds of downtime in a given year –an average of less than 1 second every day.

24/7 Year-Round Monitoring

You should also work with business internet providers that operate network operations centers (NOCs) where employees monitor speed and reliability 24/7 year-round.

Connecting Remote Workers

During the pandemic, many employees worked from home. Studies show that post-outbreak, 46% of employees who had not previously worked from home expect to do it more often in the future. This makes reliable business internet even more important to handle remote connections reliably and securely.

Fast Speeds

Speed is defined by several variables, including bandwidth, latency and upload/download speeds.

Business internet providers advertise fast speeds, but you need to look closely at the specs. Within that number, the amount that is available to use at any given time is the bandwidth. Latency is the time it takes after you click on something and the data returns. So you need both high bandwidth and low latency.

Some national business internet providers and cable companies also use leased or shared lines to deliver their service so your upload speeds could depend on the amount of traffic from other businesses nearby.

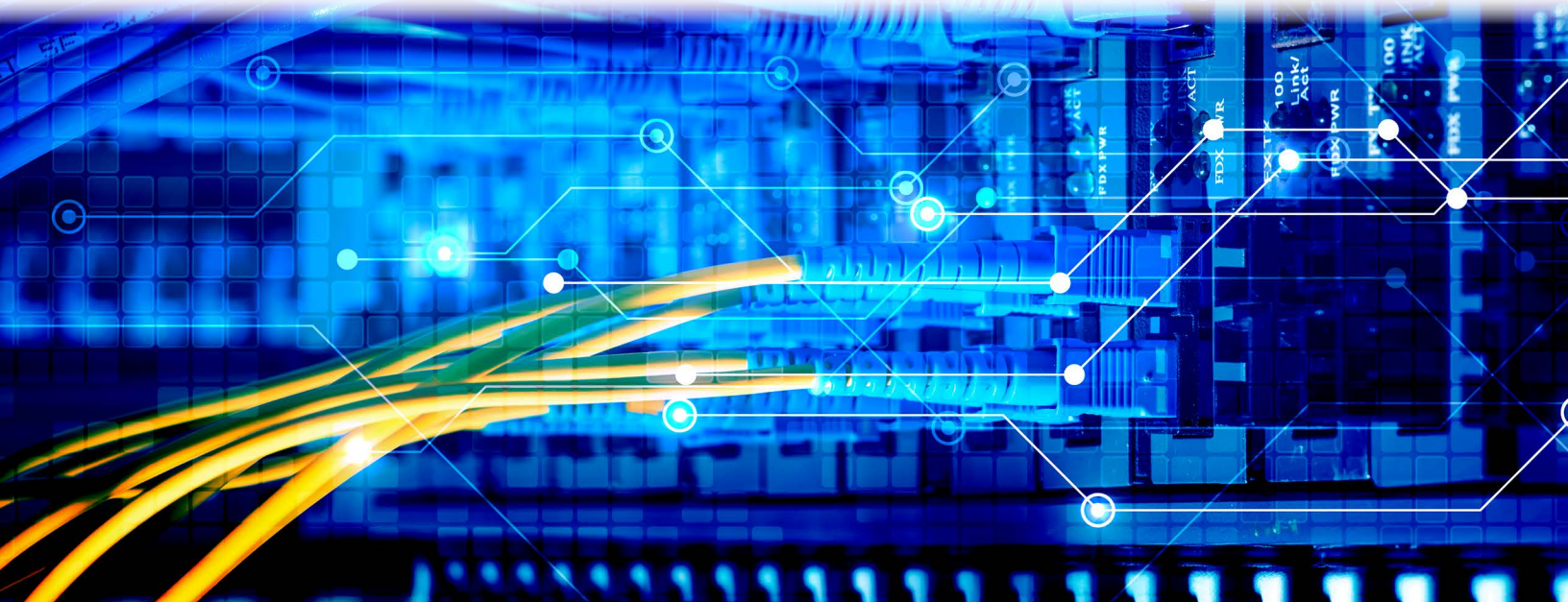
Synchronous Upload and Download

You also need symmetrical speeds. Some companies offer fast downloads but save money by offering lower upload speeds. That may be fine for residential service, but when it comes to business, you need synchronous upload and download speeds. In the workplace, employees transfer large amounts of data back and forth all the time. They need optimum speeds for peak efficiency. The best business internet providers offer synchronous upload and download speeds on a dedicated fiber network.

Local Customer Service

If there is a problem, you need a fast response. When a business internet provider has its call center in another state or another country, or outsources support, getting help quickly can be difficult.

National business internet providers, cable companies and residential internet service providers are less responsive. Many lease their lines from other vendors, which can make it difficult to isolate the issue and get someone to accept responsibility to fix it.



LOGIX is Built for Business

More than 10,000 businesses have chosen LOGIX as their preferred provider, including some of the biggest names in business. With more than 265,000 miles of owned fiber, LOGIX connects more than 3,000 enterprise buildings and 100 data centers throughout Texas.

With industry-leading uptime guarantees of 99.999%, LOGIX provides dedicated fiber, lightning-fast business internet speeds 10 Gbps and higher, and synchronous upload and download speeds.

LOGIX's customer care and service centers are in Texas, as is the LOGIX NOC, where LOGIX technicians provide 24/7 year-round monitoring of the state's largest privately owned fiber network to ensure top performance and security.

As Texas gets back to work, you can depend on LOGIX to provide the most robust and reliable business internet.



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For more information about solutions from LOGIX,
call 281-688-6231