



## Dedicated Internet Access (DIA) for business

Nowadays, Internet connectivity is crucial for all business's day-to-day operations. From basic operations like sending and receiving e-mails, uploading and downloading large files, to complex operations like conducting live conferences, streaming video, and running bandwidth-intensive applications, without impacting the network performance.

While business success demands more and more bandwidth, business growth demands stable and reliable Internet connectivity. With financial revenues and business continuity so closely tied to the Internet availability, businesses are demanding more than just bandwidth and low latency from their service provider, they are also looking for high availability and stability. Therefore, it is essential for service providers to deliver additional resiliency to maximize the availability and to protect against downtime.

### Why do businesses select Dedicated Internet Access (DIA)?

Businesses need an Internet connection that helps them in hitting their targets. An Internet connectivity that provides the consistent capacity, the scalability, and the reliability they expect for employees to meet business-critical functions.

DIA offers a fully dedicated path from the business's premises directly to the Internet. DIA performs consistently because the selected bandwidth is always available to the business. It delivers non-subscribed speed, regardless of the congestions caused by peak hours and demand fluctuation. Also, DIA supports symmetrical upload and download speeds so businesses will receive files as quickly as they send them.

### What to consider when evaluating DIA service providers?

It is important to remember that your Internet service is only as good as the service provider that avails it. In addition to the dedicated bandwidth, the symmetrical speeds, and the unlimited data allowance, there are other considerations that help in selecting the right service provider:

- Can the provider easily scale the dedicated speeds after short notice?
- Is there a resilient core network to minimize the downtime?
- Does the provider have 24 x 7 performance monitoring?
- Is the service backed by Service Level Agreements and responsive customer care team?

### stc business DIA Differentiations

#### Scalability

More bandwidth options are available, whenever business needs to expand.

#### Intelligent Routing

Works by first examining all available Internet routes for critical network performance indicators such as latency, current usage, and historical reliability of the routes, before routing the Internet traffic through the best-identified path, bypassing congestion and outages.

This enhances customer experience on latency-sensitive applications such as e-commerce, VoIP, and media streaming. It also minimizes network downtime.

#### Industry Standard SLA

The service is backed by stringent SLA, 24 x 7 support, and end-to-end network monitoring.

#### Performance Monitoring

Keep eyes on utilization and main performance parameters, through stc Business Real-time secure online portal. By monitoring utilization and availability, businesses can make smarter decisions about capacity as their business grows.