

Gig Networking: A Game-Changer for Modern Business

Modern businesses rely on technology to move faster and smarter than their competitors. In today's environment, the pace of technology has a direct impact on the way a business operates.

Top 5 IT Spending Priorities in 2019



Source: CIO <https://www.cio.com/article/3281387/top-it-spending-priorities-for-2018.html>

Technology can bring a number of benefits to an organization, including:



Faster, more informed decision-making through improved access to data



Higher employee productivity with modern communication and networking tools



Greater customer satisfaction through higher-quality interaction



Greater employee engagement/satisfaction through better access to information to do their jobs more effectively



Higher-quality customer experience due to proliferation of mobile apps, online access and customized preferences



Customer experience impacts customer retention



Poor customer service costs businesses **more than \$75 billion a year**

Source: NewVoiceMedia <https://www.newvoicemedia.com/en-us/resources/serial-switchers-swayed-by-sentiment-how-bad-emotive-customer-experiences-are-costing-brands-billions>

The Network Can Make or Break an Organization's Technology Efforts

A slow network may:



Negatively impact employee productivity



Slow the delivery of mission-critical data



Degrade the user experience



Reduce the business impact of technologies



Damage the brand reputation



Reduce the competitiveness of an organization

Organizations depend on technology to be more competitive, more productive and more responsive to their customers as they seek to differentiate themselves. The key to becoming more agile is through better access to, and use of data, as well as having the ability to enhance the efficiency of working with the data they already have.

New technologies have pushed a number of organizations beyond just increased efficiencies and enhanced productivity to enable higher-quality customer interaction and deeper customer engagement, which in turn leads to greater customer loyalty.

However, the technologies an organization chooses are only as good as the network supporting them. A slow or unresponsive network will impact more than just an organization's productivity—it can affect the growth of the business in myriad ways, from lost sales to dissatisfied customers, not to mention frustrated employees. A slow network also reduces an organization's ability to remain competitive, resulting in a loss of revenue.

A Gig-speed network solves the issues organizations experience

with slow or unresponsive networks, providing all users—employees and customers—with the speed and reliability they need to achieve more. All locations of an organization, from the company headquarters to branch offices and beyond, can be connected and have access to data instantly for fast, efficient information flow and greater operational efficiencies.

Comcast's Gig-speed network is fast enough to keep up with an organization's technology, so employees can be more productive and customers more satisfied, reducing latency and wait times to near zero, even for data-intensive operations such as video streaming and downloads from the cloud or the data center. Organizations can instantly access all types of information, from static reports to interactive videos, and perform multiple tasks simultaneously, from processing credit card transactions to performing data backups to the cloud.

Gig-speed networking has the power to transform an organization's business through greater agility and faster responsiveness, helping it gain or retain its competitive edge and provide a higher level of customer experience.

Learn more about how Comcast Business can help.

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