Large Enterprise Connectivity & IT Infrastructure
Playbook

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# Delivering **scalable, secure** services for large enterprises starts with a <mark>solid IT foundation.</mark>

The "one-size-fits-all" approach does not work when selecting IT infrastructure services intended to keep your business ahead of the competition. Having the right combination can be a competitive differentiator, but it's important to choose wisely. With so many options, analysis paralysis can set in fast.

Let the nature and purpose of your business be your guide.

There's one thing successful enterprises all have in common: a winning technology game plan focused on connectivity, cybersecurity, voice, cloud, and colocation. We created this playbook to help you sort through the noise.

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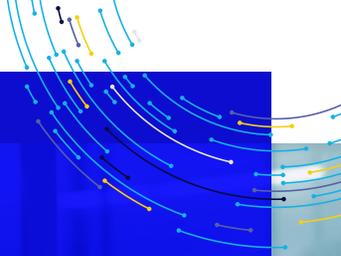
A Winning Technology Lineup.

Choosing the right IT foundation for your business is critical. Given the high stakes, it can also be intimidating. There are many options to build your foundation across four key domains.

THE PLAYING FIELD

● **CONNECTIVITY**

The foundational network infrastructure connecting distributed workforces, data centers, and business-critical operations across multiple locations.

● **CYBERSECURITY**

Robust security solutions to protect sensitive data and critical systems from accidental exposure or malicious exploitation.
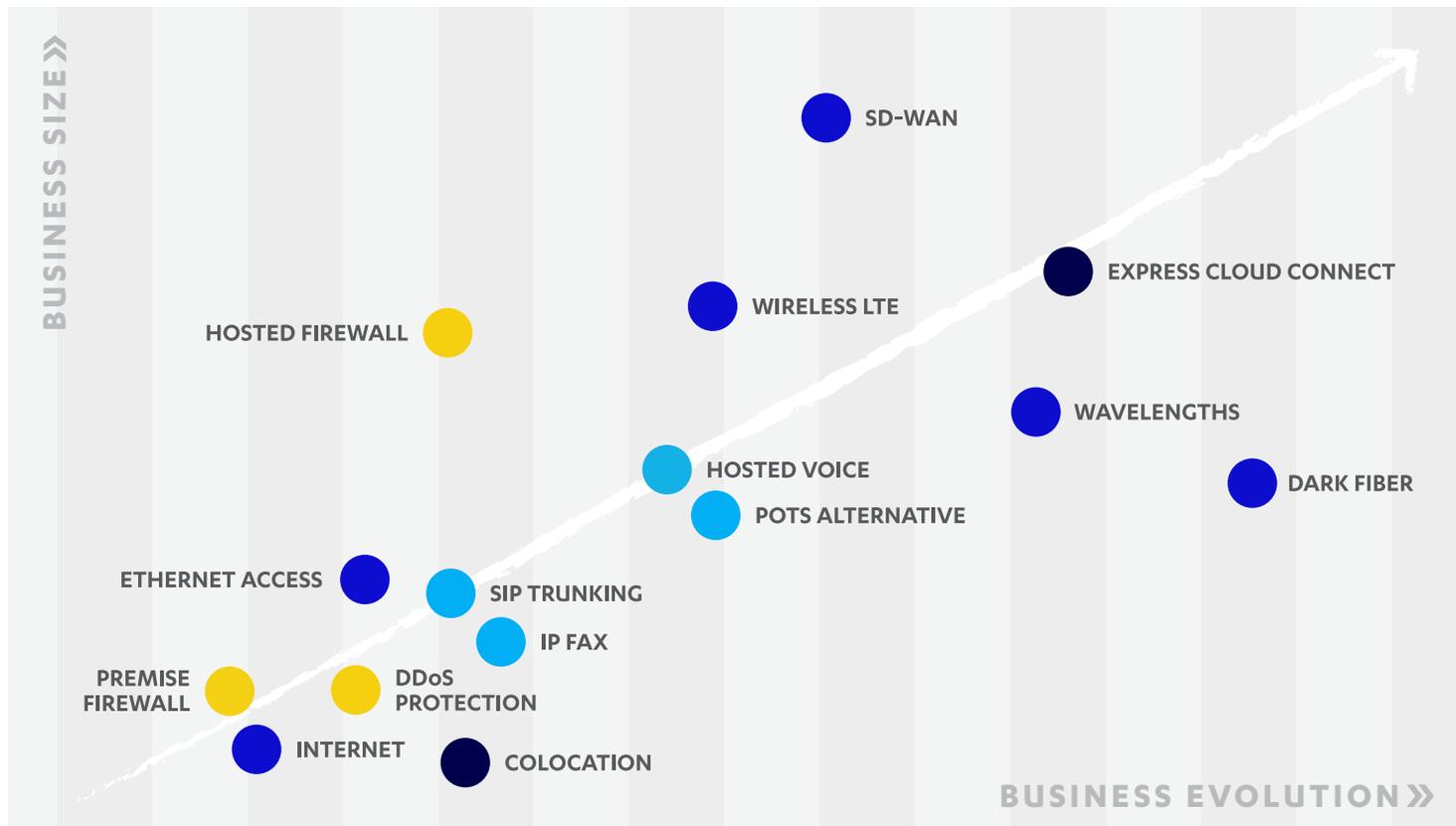
● **CLOUD & COLOCATION**

Secure, reliable data center solutions for traditional and hybrid environments, and a fast, dedicated connection.

● **VOICE**

Combined voice and data solutions and tools to enable shared, seamless conversations across multiple platforms.

BUSINESS SIZE ≫

- SD-WAN
- EXPRESS CLOUD CONNECT
- HOSTED FIREWALL
- WIRELESS LTE
- WAVELENGTHS
- HOSTED VOICE
- POTS ALTERNATIVE
- DARK FIBER
- ETHERNET ACCESS
- SIP TRUNKING
- IP FAX
- PREMISE FIREWALL
- DDoS PROTECTION
- INTERNET
- COLOCATION

BUSINESS EVOLUTION ≫

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Enterprises face complex challenges and opportunities, especially when operating across multiple regions and managing distributed workforces. To stay ahead in a competitive landscape, it is crucial to excel in key strategic areas while maintaining a solid foundation.

- Deploying AI-driven automation to streamline operations, enhance productivity, and drive innovation
- Optimizing hybrid and multi-cloud environments
- Managing distributed and remote workforces with secure, reliable connectivity that keeps users productive anywhere
- Building customer intimacy and hyper-personalization through data-driven insights and advanced analytics
- Implementing zero-trust security architecture
- Balancing IT consumerization and BYOD with corporate security and compliance policies
- Managing shadow AI and ensuring AI governance as unsanctioned AI models create new data security risks
- Maintaining regulatory compliance across various frameworks and jurisdictions

Successful execution across these strategic imperatives begins with a solid foundation of reliable, high-quality connectivity, cloud, voice, cybersecurity and colocation solutions.

A solid IT infrastructure foundation must be flexible enough to support evolving demands, secure enough to keep sensitive, business-critical information safe from bad actors, and reliable enough to maintain a connection across multiple locations.

Large Enterprises Connecting and Securing Global Operations

Large enterprises operating globally need solutions to ensure seamless connectivity and robust security across multiple regions. Managing operations across different time zones and regions requires a reliable, high-performance network infrastructure.

● **CONNECTIVITY:** Internet + Ethernet Access + Wireless LTE + Fiber Diversity

- Connect data centers and high-bandwidth locations with dual-fiber paths to avoid downtime, lost revenue and productivity.
- Join all your sites, run all your applications and scale your bandwidth at the pace of your business over a highly secure, reliable ethernet connection.

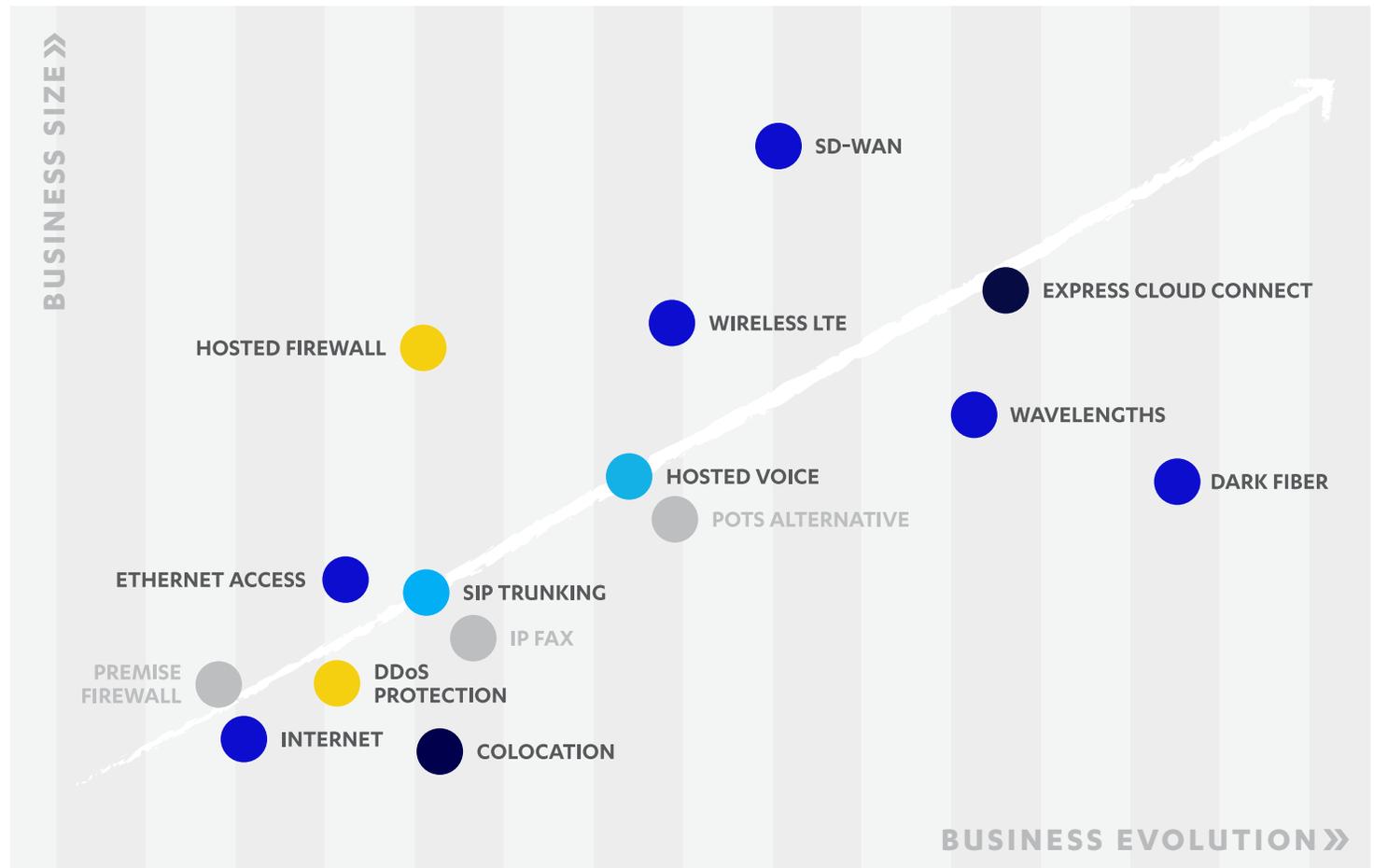● **CLOUD:** Colocation + Express Cloud Connect

- Run your key applications in secure colocation and data center infrastructure to ensure the highest levels of performance and security.

● **CYBERSECURITY:** DDoS Protection + Cloud Firewall

- Store your data logs and have a team of experts scour your data for unusual patterns to catch bad actors before they get too far.
- Avoid visible website downtime with a service that monitors traffic and scrubs data to remove DDoS noise at internet peering points.

● **VOICE:** SIP Trunks + Hosted Voice

- Conduct business reliably every way your customers do – face to face, on a call or via video conferencing any time of day.

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Large Enterprises Supporting a Distributed Workforce

Large enterprises with distributed workforces must ensure that their employees remain connected and productive regardless of their location. Effective communication and collaboration tools are essential for maintaining operational efficiency and team cohesion.

● **CONNECTIVITY:** Wavelengths + Ethernet Access

- Leverage optical wavelengths to provide high-capacity, low-latency connectivity for data-intensive applications.
- Establish a private, secure and scalable network infrastructure supporting data transfer and application delivery across multiple locations.

● **CLOUD:** Colocation + Express Cloud Connect

- Use colocation services to house critical IT infrastructure in secure, high-performance data centers.
- Access cloud services with guaranteed performance and security for efficient data transfer and application hosting.
- Reduce the costs of maintaining and managing on-premises IT infrastructure by leveraging shared data center resources.
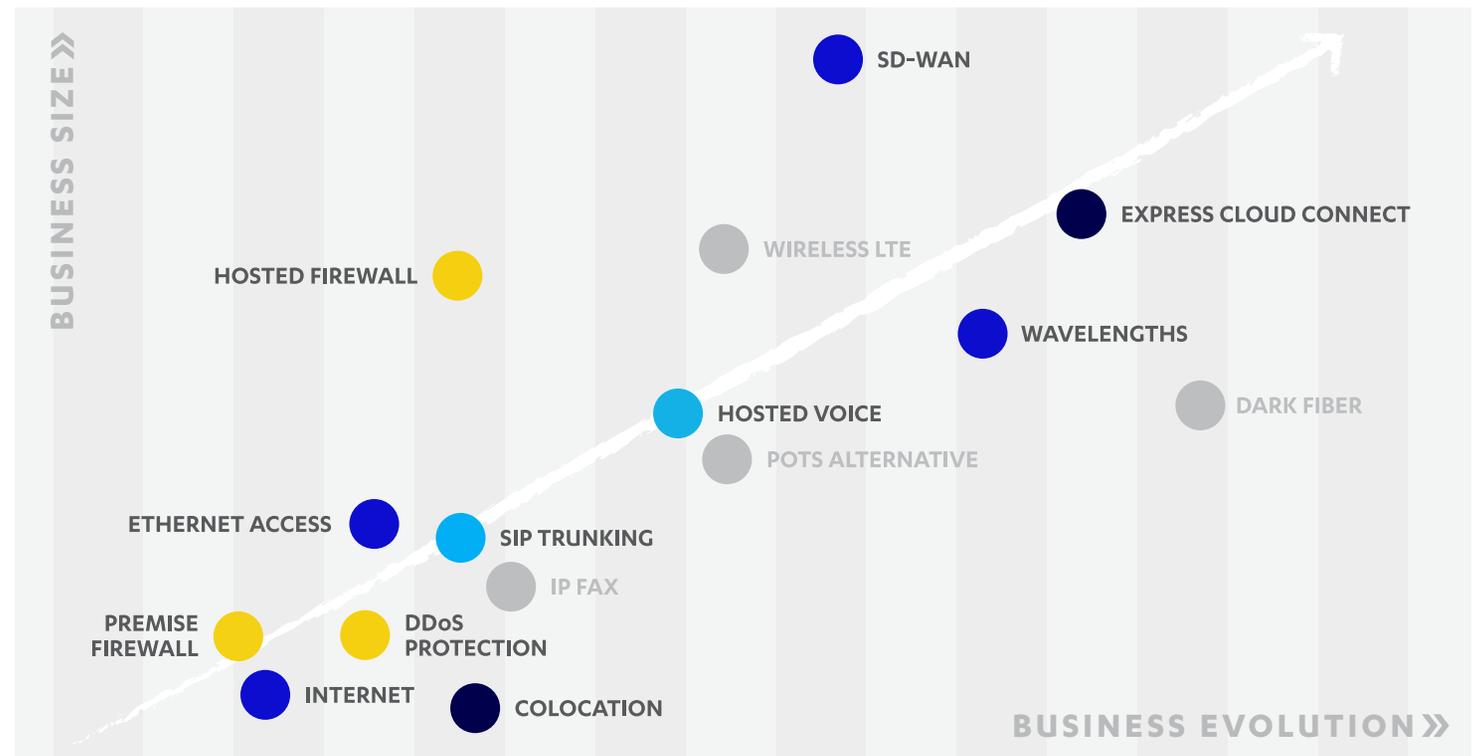
● **CYBERSECURITY:** Firewall

- Implement a robust firewall solution to safeguard your network against sophisticated cyber threats and unauthorized access.

- Benefit from continued monitoring and management of firewall policies to adapt to evolving security threats and maintain a secure network environment.
- Ensure compliance with industry regulations and security standards by implementing stringent firewall controls and security practices.
- Avoid visible website downtime with a service that monitors traffic and scrubs data to remove DDoS noise at internet peering points.

● **VOICE:** Hosted Voice

- Enable clear, reliable voice communication for remote and on-site employees.
- Integrate voice services with other collaboration tools like video conferencing and messaging platforms to provide a comprehensive communication solution.
- Easily scale voice service to accommodate changing business needs and support a growing, distributed workforce.

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What's **Your Play?**

These are the connectivity plays successful large enterprises swear by. Refer to this playbook every time you're thinking of adopting new technologies and use these plays as building blocks to put together your technology game plan. It can help you think through every move to ensure your business is set up for success.

The plays contained in this document address broad use cases. Some products in a play may not be ideal for specific use cases or situations, and some products not included in a play may work better for other business scenarios.

Segra offers a broad portfolio of technology services and will help you design a winning technology game plan tailored to your unique business needs.

Let's start a conversation today.

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