

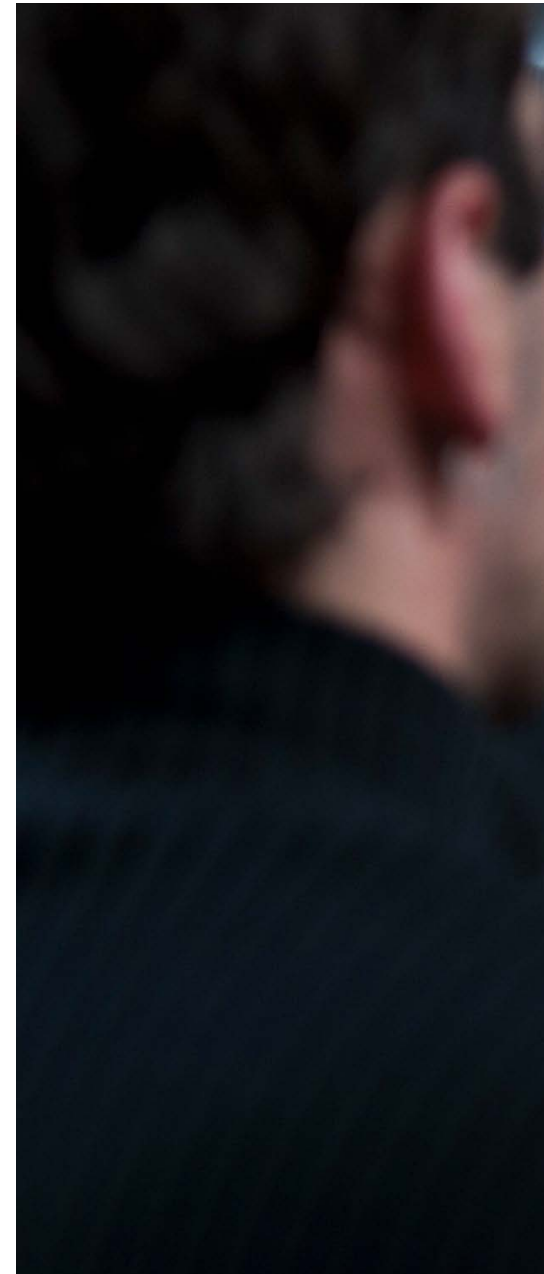
# Large Church and Multisite Religious Center Connectivity & IT Infrastructure **Playbook**

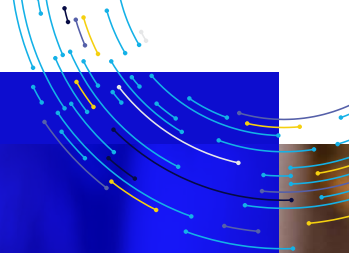
# The right IT plan goes a long way in **supporting meaningful connections.**

The “one-size-fits-all” approach does not work when choosing IT infrastructure services for your religious organization. The right combination can enhance community engagement, but it’s important to choose wisely. With so many options, analysis paralysis can set in fast.

**Let the nature and purpose of your organization be your guide.**

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







# A Powerful Technology Lineup.

Selecting and implementing an IT foundation is key to building engagement with members of your community. Given the number of available options, it can also be intimidating. There are many infrastructure options to build your foundation across four key domains:

## THE PLAYING FIELD



### CONNECTIVITY

The foundational network infrastructure enabling live-streamed worship, online giving platforms, and communication across multiple ministry 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.





Technology has transformed the way faith communities connect and amplified the impact of their ministries. The right internet and networking solutions help religious organizations extend their reach and more effectively serve their people.

- Enhancing worship through multimedia and live-streamed services
- Offering app-based and secure online giving options like QR codes and text-to-give to supplement traditional methods
- Protecting sensitive member data and financial information as churches become targets for ransomware attacks and data breaches
- Modernizing operations with AI-powered ministry tools for personalized engagement, sermon development, and administrative efficiency
- Creating fellowship opportunities through digital content distribution, virtual small groups, and tech-based outreach
- Maintaining secure communication with satellite campuses, outreach centers, and community partner organizations
- Safeguarding online giving platforms with encryption and fraud detection

Successful execution across these key priorities can help lead to opportunities for growth as an organization and within the community while supporting ethical stewardship practices and maintaining operational security and integrity.

A solid IT infrastructure foundation must be flexible enough to support evolving demands, scalable enough to accelerate data transfers and secure enough to thwart bad actors.

## USE CASE 1: Megachurch

Technology is a powerful ally that makes worship on a wide scale possible. Cultivating a strong community of believers and supporting diverse ministries requires a strong IT foundation.

### ● **CONNECTIVITY:** Internet + Ethernet Access

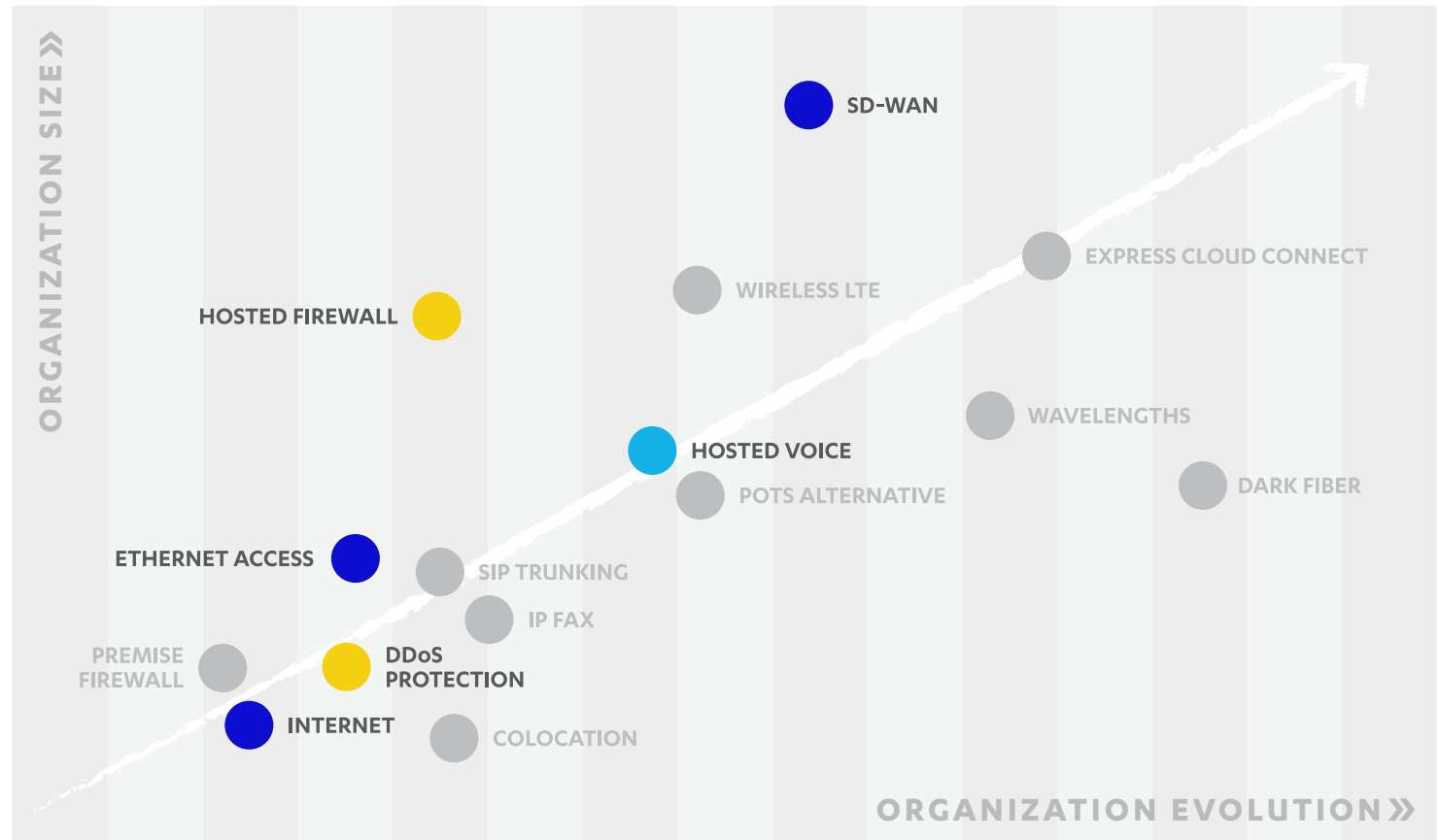
- Dedicated fiber bandwidth with symmetrical speeds supports lossless, immediate access to the multimedia elements involved with immersive in-person worship, while providing a secure channel to ensure technical issues don't distract from worship and fellowship.
- Secure and reliable wireless internet keeps your staff and congregation connected throughout your campus, enabling access to ministry resources and digital content.
- Scalable and private fiber ethernet infrastructure keeps your campus, satellite locations and outreach centers connected and your data secure.

### ● **CYBERSECURITY:** Premises Firewall + DDoS Protection

- Livestreamed services, online giving and access to ministry resources could be wiped out by a flood of weaponized traffic. Active traffic scanning tools close the door on DDoS tactics that could take your website offline.
- The effects of a data breach can be costly and crippling. A key component of a solid cybersecurity strategy is to ensure sensitive data doesn't fall into the wrong hands with rock-solid defenses at your network's edge.

### ● **VOICE:** Hosted Voice

- Ensure crisp and reliable voice communication, fostering collaboration among staff, volunteers and your community, empowering your ministries to connect with the people you serve.



## USE CASE 2: Multisite Community Ministry

Digital innovations have created new opportunities – and challenges – to turn faith into action. Reliable networking and connectivity empower faith leaders and believers to make the most of every opportunity to serve each other and their communities.

### ● **CONNECTIVITY:** Internet + SD-WAN

- Fast, reliable fiber internet with guaranteed high speeds ensures that unreliable connectivity will no longer hinder your staff and volunteers, allowing them to stay fully focused on advancing the guiding purpose of your mission and supporting community outreach operations effectively.
- Simplified network management, paired with a single, secure network, delivers steady bandwidth and consistent, high-quality performance across all ministry office locations, empowering your team to work seamlessly together, no matter where they are.

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

- A data breach could be disastrous for ministry operations and put the information of staff, volunteers, clients and community partners in jeopardy. Active network defenses and traffic scanning technologies equipped with the latest threat-detection capabilities play an important role in ensuring bad actors don't hamper your mission.

### ● **VOICE:** Hosted Voice

- Forging strong bonds within your congregation and the community requires communication. Reliable voice and video solutions empower you to build authentic connections and answer every call at every location.



# What's **Your Play?**

These are the most widely used connectivity plays religious organizations trust. Refer to this playbook every time you're thinking of adopting new technologies, and use these plays as building blocks to assemble your technology game plan. It can help you think through every move to ensure your organization is set up for success.

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

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

**Let's start a conversation today.**

