

Case Study

# INNOVATIVE NETWORKS:

Driving Business Transformation  
Through Connectivity



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## Modern organizations face unprecedented challenges in today's fast-paced, expanded business landscape.

Hybrid workforces require fast and reliable communication, while dispersed on-the-go customers demand high-tech digital services like remote conferencing, video streaming, cloud-based applications, and upgraded voice solutions. Organizations must upgrade technology by digitally transforming with cloud services, automation, AI, modern voice communication and internet connectivity solutions to remain relevant today.

However, digital transformation presents challenges. Many IT teams, constrained by talent and resources, struggle to integrate new technologies, lead cloud migration, manage multiple vendors, flatten infrastructure, and centralize management. All this while controlling costs and maintaining data security and privacy law compliance across a rapidly expanding endpoint environment.

## How can your team navigate this seemingly daunting landscape?

The answer lies in engaging a fast, secure and reliable connectivity solution. This solution can enable the critical communication and modern services necessary to help businesses compete today while easing the burden of digital transformation on resource-constrained IT departments.

This playbook will share the stories of how three organizations — a state Metro Water District, regional communications provider, and national real estate giant — leveraged connectivity solutions to achieve success despite the challenges of today's business environment.





# Understanding today's business landscape

The pulse of modern business is fast, fluid, often virtual and increasingly Software as a Service (SaaS)-driven. Nearly one-third of businesses (29%) conduct their affairs online today and more than half (53%) of organizations have already implemented SaaS solutions according to recent statistics from 2023.

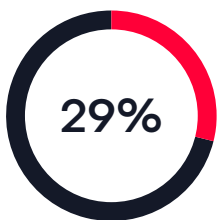
Today, hybrid workforces disperse across remote locations with the need to share data and maintain communication with a centralized hub. For the California **Metro Water District** (MWD), maintaining consistent network connectivity and security is essential due to their service's critical nature — ensuring water availability and safety to a sizable rural district in California. The Metro Water District's largest single contractor of state water projects needed unfailing fiber connectivity and air-tight security with centralized control so their many dispersed and remote sites could safely communicate with the MWD network for the critical testing and monitoring of water quality across their entire district.

## Customer Profile

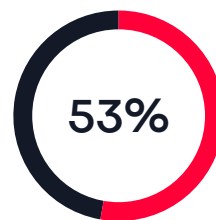
**Industry**  
Public Utility

**Location**  
Southern California

**Service**  
Enterprise-wide Local Area Network (ELAN)



Nearly one-third of businesses conduct their affairs online



More than half of organizations have already implemented SaaS solutions

MWD engaged Frontier Business's 1 GB wide-access, private, secure, fully-meshed fiber Ethernet Local Area Network (ELAN) circuit. MWD's customized solution included 100 MB Dedicated Internet Access (DIA) connections. The DIA service provided dedicated connectivity and reliability, along with a Service Level Agreement (SLA) delivering 99.99% guaranteed circuit availability and the additional peace of mind provided by a 4-hour mean-to-time repair (MTTR) window.

MWD's results were as hoped — a modern, centrally-controlled connectivity solution that delivered the mandatory reliability and network security matching the critical nature of their business while solving the complexity problems experienced by many teams.



In the past, networks were overly complex. Our delivery of Dedicated Internet Access allows customers to flatten and simplify their network designs, so they are easier to manage and scale. The speed and availability are there and a strong core of connectivity removes a level of complexity and when you can deliver a service customers are confident in, they can just focus on doing their business."

**Tom LoFrisco**

VP, Commercial Product and Marketing,  
Frontier Communications



# Transformative solutions for today's challenges

To meet the needs of today's on-the-go customer bases and hybrid workforces and remain competitive, companies must upgrade their digital tech game. Businesses in all industries need cloud services, video conferencing, higher bandwidth capacity, and modern fiber-optic voice solutions to keep pace. For the Dallas offices of Keller Williams, upgrading their technology was urgent as their lack of digital services negatively impacted current clients and future business.

**Keller Williams** of Dallas faced several significant challenges. First, the Southlake office began undergoing a significant expansion, which called for increased network capacity with more bandwidth and reduced latency. Second, the Keller Williams team needed a connectivity solution to securely link the Dallas office while also improving internal lines of communication.

Keller Williams engaged Frontier Business's Ethernet Virtual Private Line (EVPL) solution, which checked all the desired boxes. The team enjoyed the benefits of greater network bandwidth, Ethernet privacy and security, seamless data transfer, optimized app performance, reduced latency, and high-definition audio with a crisp connection for superior on-premise communication.

## Customer Profile

### Industry

Real Estate

### Location

Austin, TX

### Service

Ethernet Virtual Private Line (EVPL)





The EVPL solution boosted the company's digital posture while providing the ease of a centralized framework and the convenience of one provider. Also, the IT team enjoyed the benefit of Frontier Business's system setup assistance, which ensured everything was up and running correctly as fast as possible.

Cloud access may be the most critical, considering the importance of business applications today. However, like many aspects of digital transformation, cloud migration can prove challenging as Simon Bacher, Co-Founder at Ling, explains, "As the CEO of Ling App, a digital language learning startup, I've firsthand experienced the critical need and intricate challenges of evolving in today's digital landscape. One key aspect is cloud migration, which for us meant ensuring that our language learning platform was accessible and scalable across the globe, improving our service delivery and significantly reducing operational costs. However, it brought challenges, notably ensuring reliable internet connectivity for our team's virtual collaboration and streaming our content to users worldwide."

What this means in many organizations is that the often talent-constrained and budget-crunched IT department gets left picking up the slack. Over-stretched IT teams frequently end up shouldering the digital transformation burden, which can include overseeing cloud migration, managing multiple tools and vendors, attempting to flatten infrastructure, controlling costs and maintaining adequate network security.

"This shift towards digital reliance places immense pressure on IT departments, requiring a paradigm shift towards 'flattening infrastructure' and optimizing resources to 'do more with less.' The strain of overseeing burgeoning technological needs while ensuring operational efficiency can be daunting," shares Gianluca Ferruggia, General Manager at Design Rush.

Just how important is a fast, reliable, secure connectivity solution for organizations today?

"The reliability of internet connections for virtual conferencing and digital communication services has become a cornerstone of business operations today," says Ferruggia.

Ferruggia's words aren't hyperbole. A fast, reliable, and secure connectivity solution is critical to providing the digital services and quality communication demanded by today's businesses. As the teams at the Metro Water District, Keller Williams, and Marcus Communications soon discovered, selecting the right connectivity solution can make all the difference.



# Fast, reliable, secure connectivity to the rescue

**Marcus Communications'** situation was critical as a UHF-wide communication network for first responders who provide essential life-saving services that demand uncompromised network connectivity. With emergency service employees spread across a statewide network, Marcus Communications needed a centralized, fiber-based redundancy solution with modern, secure, and ultra-reliable connectivity for its business-critical apps and communication services.

Marcus Communications created a foundation of critical connectivity with added flexibility by engaging Frontier Business' Dedicated Internet Access (DIA) with an Ethernet Local Area Network (ELAN) solution. DIA sourced dedicated connectivity for enhanced reliability with 99.99% guaranteed circuit availability in the service level agreement (SLA). Further peace of mind came with a four-hour mean-to-time repair (MTTR), so even in the unlikely event of an interruption, network downtime would be minimal for the emergency communication network.

Marcus Communications won big by linking over a dozen interconnected communication towers across the state with a wide-access, private, secure and ultra-reliable fully-meshed fiber network. The team enjoyed the ease of centralized management and the convenience of one provider while ensuring critical connectivity and communication to provide fast and efficient emergency support in their communities.

## Customer Profile

### Industry

Communications

### Location

Connecticut

### Service

Enterprise-Wide Local Area Network (ELAN)



**DIA sourced dedicated connectivity for enhanced reliability with 99.99% guaranteed circuit availability**





## Implement a strategy for success now

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Challenges abound for today's businesses — from syncing with on-the-go, dispersed customers to maintaining communication with hybrid workforces to undergoing digital transformation. A robustly connected foundation with the advantages of a guaranteed SLA, reliable fiber-optic Ethernet technology and the management convenience of one provider can make all the difference today. This was discovered by the teams at the California Metro Water District, Marcus Communications and Keller Williams.

All three organizations built flexible and successful connectivity and transformation strategies around Frontier Business's DIA, ELAN and EVPL solutions, which the provider customized to each business's unique needs.

Their teams saw the impactful results of a reliable, modernized connectivity solution designed to boost network performance and maintain security while ensuring consistent access to business-critical communication services.

By building a strategy around Frontier Business's connectivity solutions, these organizations achieved more with less, centralizing management, flattening infrastructure, and ensuring the connectivity necessary for serving customers and empowering employees.

To learn more about planning your success strategy, visit [\*\*enterprise.frontier.com\*\*](https://enterprise.frontier.com).



# WHY FRONTIER BUSINESS

## Our focus, your success

At Frontier, we believe in the power of technology to change lives. That's why we take pride in being a trusted business telecommunications partner, helping you meet today's challenges and technology demands. With fiber spanning across 25 states, our growing network is designed with the evolving needs of business customers like you in mind.

We know providing better solutions, better service, and better value is the best way to ensure your business wins. From dedicated connectivity to fully managed services, we're committed to practical and powerful solutions that bring teams together and move businesses forward.

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