Business Value of Internet Leased Line for CEOs of Manufacturing Companies

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Introduction

Like most other businesses, manufacturing companies are also undergoing a digital transformation. To communicate with customers, collaborate with engineers, gain visibility into supply chains and access data from connected equipment, they seek enterprise-grade online service. A basic broadband service may not be able to provide them with the speed, security and reliability that is critical to their operations. Such organisations need an uncontended data connectivity solution.

By opting for a dedicated Internet Leased Line (ILL), manufacturers can enable better functioning of their online applications, IP telephony, online transactions and other digitally defined processes. It supports the IT managers and executives in a CTO’s team – the people who configure and upgrade software systems, troubleshoot problems and ensure the security of digital processes in the company.

By streamlining workflows with adequate bandwidth and network speed, it also finds favour with CXOs who have to ensure positive interactions between the organisation and its customers, and CEOs who develop operational policies strategic plans for the growth of the company.

What is an Internet Leased Line?

An ILL is a direct connectivity solution between the service provider and the subscriber. It is a point-to-point, always-on and dedicated bandwidth data connection that has a fixed subscription fee. It helps data-hungry enterprises to get a reliable, resilient and high-quality Internet connection with guaranteed speeds and uptime.

The line is called a ‘leased’ line because the connection is rented by the Internet Service Provider (ISP) directly to an organisation. By its very definition, an ILL is an uncontended connection, not shared with other users. Consequently, peak time usage patterns in a location do not affect the performance of the service.

Furthermore, an ILL has symmetrical speed, which means that uploads and download speeds are the same.

With ILL, businesses get a service richer than what standard or vanilla broadband offers them. The difference between ILL and vanilla broadband connection can be summarised in terms of the following points:
How can manufacturers use ILL?

Manufacturing companies need speedy, secure and consistent data connectivity to fuel a variety of operations. They use data services to connect their geographically dispersed facilities and remote employees. The organisations also collaborate virtually with their business partners, vendors and clients. Such communication often involves the exchange of mission-critical data comprising multimedia files.

The IT team has to make sure that the office network has consistent speed allowing all users to upload and download files for their routine tasks efficiently. They look forward to unlimited data and uncontended bandwidth.

For the C-suite officers who make the final decisions in hiring new services for the organisation, it is essential to ensure optimal returns on investment made in any data connectivity solution.
By subscribing to an ILL service, manufacturing enterprises can fulfil all such objectives. The line brings more consistency in their regular business processes and functions. It helps them to:

- Link their corporate offices and production facilities to the Internet
- Build a local area network (LAN) and connect multiple offices with last-mile connectivity
- Transmit data securely between locations

The ILL connectivity has been specially devised for bigger organisations with more than 15 employees, and manufacturing companies usually fall in this category.

A business mulling over its options for data connectivity can make the decision based on the following questions:

- Are the organisation’s Internet needs critical?
- Does it need to connect geographically distant offices on a shared network?
- Does it use bandwidth-sensitive web conferencing applications?
- Do other data connectivity solutions fail to provide last-mile connectivity?
- Has the business expanded over the past few months or is on the road to expansion?

If the answer to most of these is ‘Yes’, the company must consider ILL as an option for its data service.

### Benefits of TTBS

#### ILL Service for Manufacturing Companies

With data in demand for a variety of enterprise and non-enterprise activities, high-speed Internet connectivity is a boon for any organisation. In its routine office work, a manufacturing company may not realise how average Internet speeds affect the operations. As long as the employees are able to use custom applications and share files through email or messaging services, an organisation may assume that all is well with its data connectivity.

However, when slow Internet speed or frequent downtime causes productivity and employee efficiency to decline progressively over months, it can trigger a severe dent on the organisation’s profitability and market position. It has been estimated that poor Internet services can cost approximately 45-60 minutes of productivity per employee per week.

A manufacturing company that has already invested in high-value production plants, machinery, input materials and a host of technologies, cannot afford to reduce its efficiency by compromising on data service.
Performance Bandwidth Security
Reliability Last-Mile Reach Scalability

With a high-speed, low latency ILL connection, the online collaboration between employees across offices and production centres of a manufacturing company becomes easier. Teams can share files effectively. For TTBS’ ILL connections, the packet loss stands at less than 1%.

Engineers can communicate with factory staff and provide the necessary instructions in real-time. Logistics personnel can connect with suppliers for raw materials and third-party maintenance workers to support operations.

On subscribing to a professionally managed Internet Leased Line, an organisation gets a number of benefits, including:

**Enhanced productivity and smoother communication with clients and vendors**

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For back-office support, ILL enables customer service teams to respond to clients’ queries and feedback more effectively.

**Last-mile connectivity**

A manufacturing company’s plants, corporate offices and branch offices may be located in different regions. ILL gives them the advantage of multiple last-mile options with copper, RF and fibre cable-based services. With fibre ILL connectivity, subscribers also get ring protection.

**Performance management and scalability**

An ILL connection comes with a sophisticated web-based management tool for proactive monitoring of the circuit and network performance. It helps to understand bandwidth utilisation and ensure that applications are functioning optimally.
Furthermore, when the organisation needs to expand, introduce new services, or hire more employees, it can easily expand the network to support the larger number of users and processes. TTBS ILL is a scalable solution, and businesses only need to upgrade their plan to keep receiving the same high level of efficiency even for an expanded user base and increased density of IT activities.

**Security of connection**

An ILL service provides dedicated Internet access (DIA). Since it is an exclusive line connecting only the two locations, it is considerably more secure than regular Internet and, therefore, better for business operations. Managed services are also provided for more security. It allows businesses to share sensitive data between teams without the fear of cyber thieves snooping over the information.

At TTBS, the Managed ILL Service brings unified threat management tools. The connection is provided with a firewall and intrusion prevention system (IPS) for higher security of Internet-based operations.

**Service level agreement**

Unlike vanilla broadband connections, the ILL service provided by TTBS is backed by 99.5% service level agreement (SLA). Manufacturing companies subscribing to this data connectivity solution are assured of configuration management and proactive performance monitoring by a trained team of technical support associates. They see that the commitments for symmetric speed, low latency and < 1% packet loss are met at all times. On-site services for scaling of network and troubleshooting are provided within promised timelines.

Such unique features and advantages over a vanilla broadband make ILL a suitable way to provide data connectivity in manufacturing organisations. The line is a tailored solution that effectively meets the objectives of different departments in the company for a smoother workflow and process excellence.
Conclusion

Data is the new gold for economies that are increasingly getting digitalised. The CTOs of a manufacturing company must stay on the cutting edge of digital technologies that enable organisations to leverage such data. They need to ensure that there is sufficient bandwidth for all critical applications and data analytics processes to perform optimally.

While making decisions on data connectivity channels for the organisation, they must also consult other C-suite officers – such as the Chief Operating Officer or Chief Executive Officer – to see that the service they choose fits well into the operating budget allocated for their department.

The enterprise-grade characteristics of the ILL enable it to meet the needs of manufacturing companies that regularly transfer large amounts of data.

The uncontended nature, symmetric upload/download speeds, security and scalability of Internet Leased Lines enable organisations to add more efficiency in their operations. By leveraging these connections, they can improve their productivity while also optimising the customer experience. When ILL plays a part in automating plant operations and coordinating the efforts of teams handling such operations, it also reduces the time-to-market for manufacturers.

To know more about the advantages of TTBS ILL services for your business, download the brochure by clicking on https://www.tatateleservices.com/downloads/products/resources/brochure/Internet-Lease-Line.pdf.

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