Planning a Data Solution
for Your Business

TIME WARNER CABLE
Business Class

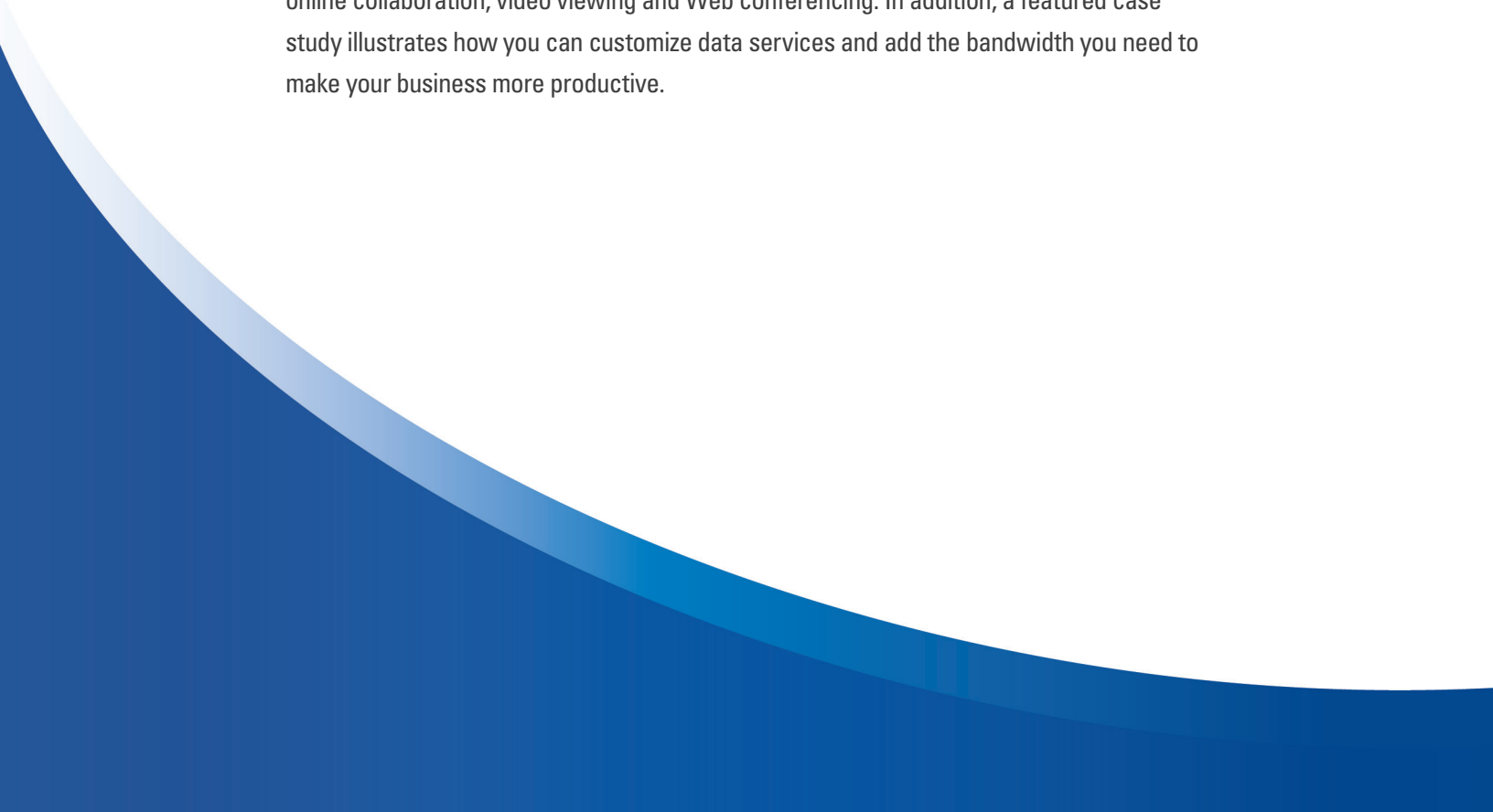You first. The technology follows.®

Highlights

- Learn how advances in information and communications technologies as well as changes in workforce behaviors are driving the need for faster, higher-bandwidth data solutions.

- Review a case study about the Portland Fish Exchange, which partnered with Time Warner Cable Business Class to implement a tailored data solution to gain the right amount of bandwidth and significantly increase the busy market's productivity.

- Learn how Time Warner Cable Business Class can help you map your current and future data needs with customized access solutions.

The Future of High-Speed Data Technology

Technology moves fast, and Time Warner Cable Business Class understands the challenge to stay ahead of critical data trends while concentrating on your day-to-day business.

This white paper analyzes the growing prominence of data-intensive activities such as online collaboration, video viewing and Web conferencing. In addition, a featured case study illustrates how you can customize data services and add the bandwidth you need to make your business more productive.

Business Data Growth:
More Innovation, More Traffic

Most of us are aware of how important the Internet has become in our personal lives – e-mailing, shopping, photo sharing, news tracking and video viewing are just some of the things we do daily from our desktops, laptops and mobile phones. It is no different with the businesses we run every day – Internet access is a critical technology to share data among employees, customers and business partners. Across the millions of companies large and small in the United States, continued technology innovations have created significant growth in the amount of bandwidth required to keep businesses connected.

Based on its ongoing research, Cisco, a leading company in the network technology space, forecasts that business Internet traffic is expected to double in just the five years between 2009 and 2014 (see Figure 1).

Figure 1:
Expected Data Traffic
through 2014
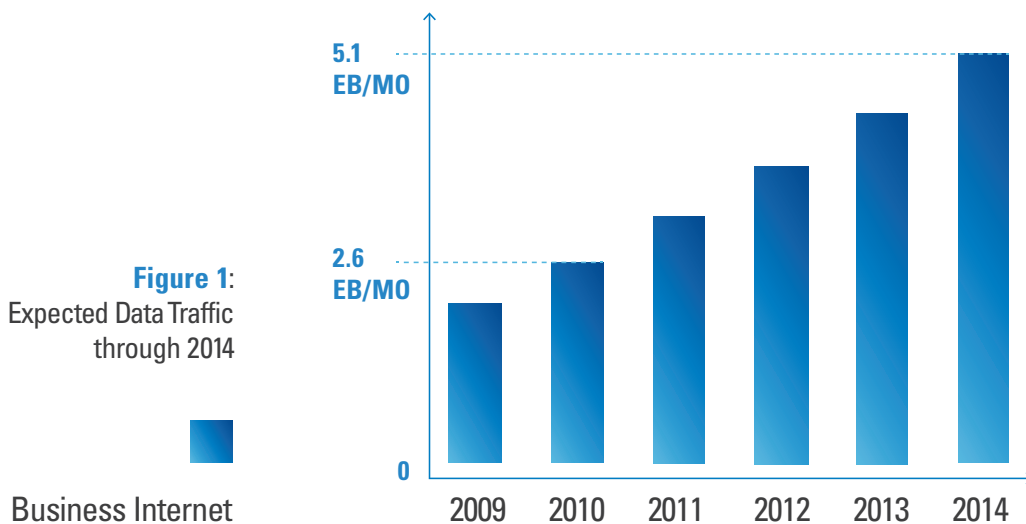
Business Internet

Additionally, Cisco found that Internet traffic demand among businesses in North America grew by 17.2% in 2010, the most of any region in the world.

The drivers for the ever-increasing amounts of bandwidth used by businesses include how employees work in today's Web-connected world, with an emphasis on continuous collaboration, as well as how companies interact with customers through platforms like e-commerce. We explore these drivers and their implications on data solutions in the following sections.

The Connected Company – The Productive Employee

Today's work environment is highly dependent on being connected to the Internet. You and your employees are likely spending significant time during the workday communicating, and searching for and sharing information online. The research firm Forrester reports the following data points, reflecting how businesses are reliant on Internet connectivity:

- 72% of employees use a Web browser hourly or daily
- 40% conduct desktop search hourly or daily
- 41% work with colleagues who are in other locations
- 20% use some form of company intranet, portal or team site

Based on its analysis, Forrester also provides a breakdown of how employees spend their time online, as seen in Figure 2.
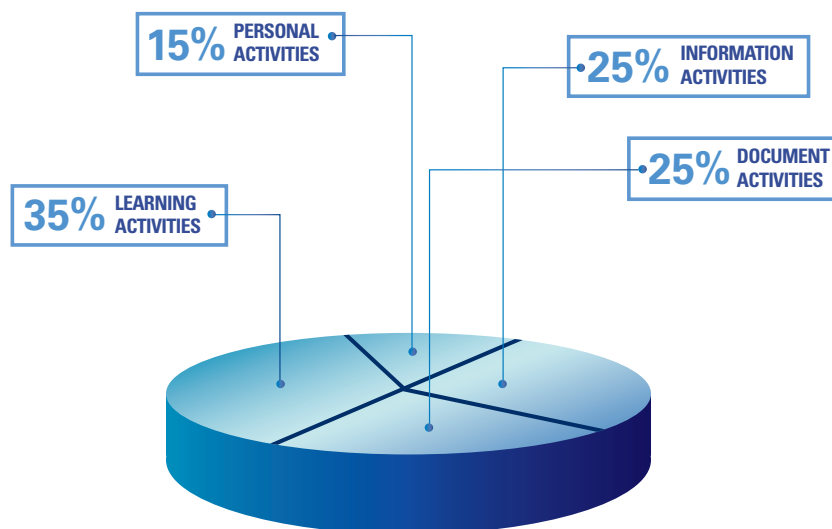

15% PERSONAL ACTIVITIES

25% INFORMATION ACTIVITIES

25% DOCUMENT ACTIVITIES

35% LEARNING ACTIVITIES

Figure 2:
Search and Knowledge-Sharing by Activity

These various activities can take place on the Web or on intranets within the organization, on partner sites, and on social networks. Over time, a business can easily exceed its available bandwidth, a situation that ultimately must be addressed by higher-speed data solutions.

In addition to leveraging Internet access to make employees more productive, businesses are interacting with their customers digitally more and more every year. Forrester projects that e-commerce sales, for instance, will grow to $335 billion by 2012. To generate this volume of revenue, businesses are increasing their use of digital marketing initiatives, such as e-mail and media-rich websites, and customer support through Web-enabled means such as online chat.

As a business grows, these Internet-driven customer interactions can strain existing Web connectivity. Increasing bandwidth is a necessity to continue to find new customers and serve existing ones while maximizing productivity.

The Power of Collaboration

Advancements in Internet-based technology and software have allowed businesses to collaborate with satellite offices, supply chain partners and business service providers more readily. What used to involve the passing back and forth of paper documents over days can take place several times digitally, in minutes. Web video conferencing and Web based software are two excellent examples of the tools a business can use to advance its collaboration capabilities.

Web Video Conferencing

Sending employees to meetings is an expensive proposition. Beyond the hard cost of travel, there is the soft cost of the employee being out of reach and unproductive while en route. Web conferencing technology has made the alternative to in-person meetings an easy choice. It can be a great tool for conducting a product demonstration or service call with your customers, reducing not only travel costs but printing expenses also.

In its forecast of future bandwidth needs, Cisco highlighted these drivers behind a continued increase in the appeal of Web conferencing:

- More meetings will be scheduled via remote video as companies embrace cost-effective solutions.

- As more businesses adopt video conferencing, they will expect partners and suppliers to be able to conduct meetings virtually.

- The savings based on the elimination of what is expected to be higher travel costs will readily support the business case for expanding of video conferencing.

- More phone-based or in-person customer services are expected to be supported remotely, such as product troubleshooting, customer inquiries and technical support.

Popular Web Conferencing Tools
It is possible that your company is already using some of the leading options, such as Citrix GoToMeeting, Netviewer Meet, Cisco WebEx, Microsoft Live Meeting, IBM LotusLive or even free or low-cost choices such as Skype. What demands are services like these currently putting on the speed of your data flow? What will the future bring? Discuss this important topic with a Time Warner Cable Business Class representative today.

Web-based Business Software Applications

The use of Web-based collaboration software tools, often called Software-as-a-Service (SaaS), is growing rapidly due to their ability to allow users to update applications data that colleagues can react to in real time, without purchasing an expensive software license. Examples of Web-based business applications include e-mail, calendar, project management, and accounting systems. In each case, a business simply "rents" the amount of the application it needs and accesses it through its own Internet connection.

It is highly likely that, whatever your industry, your employees will soon require the latest, fastest and most collaborative data applications. The bandwidth requirements will, of course, depend on the number of employees in your company and the applications your business connects to.

It is recommended you plan your future needs now so your company will be prepared both internally and externally to compete on this essential front.

Software-as-a-Service (SaaS) Growth
Forrester estimates that one-third of businesses subscribe to SaaS applications or plan to in the next 12 months. The research firm also indicates that Web-based collaboration such as this can tax the bandwidth and security of a company's existing Internet connections.

Social Media's Impact on Online Commerce

In addition to the use of search functions, data needs have increased with the rapid growth of social networks such as Twitter and Facebook, which have opened up new opportunities for businesses to extend their scope and quickly respond to customers:

- Blogs, instant messaging and services like Facebook and Twitter create a connected world that extends beyond corporate walls.

- Social media brings companies closer to their customers and creates opportunities for reaching new customers through proactive outreach.

- Social media tools have also become a key way to deliver responsive customer service.

Looking ahead, social media will integrate even more software applications and advanced Web services to deliver new functionality to your customers, and even to your employees—placing greater strains on the current data solutions of your business.

As these areas grow, consideration of higher-speed solutions such as Time Warner Cable Business Class Broadband Internet, Wideband Internet and Dedicated Internet Access should be a part of your future plans to stay competitive.

> **Broadband Internet Access.** For businesses that regularly use e-mail, Web searching and basic Web applications, such as online bill payment.
>
> **Wideband Internet Access.** For businesses that require higher-bandwidth solutions to address demand for advanced connectivity, data sharing, and Web-based applications.
>
> **Dedicated Internet Access.** For businesses that need a dedicated, scalable solution to meet unique growth and security requirements.

The following case study shows how one large retail marketplace was able to increase its collaboration among business partners and gain the productivity it needed to survive by carefully assessing its high-speed data needs and successfully implementing a customized data solution from Time Warner Cable Business Class.

Case Study: Portland Fish Exchange

Like many growing companies, Portland Fish Exchange needed to balance the demands for greater speed, efficiency and digital collaboration with the reliability that employees and customers expected from an established business—all while retaining a personal touch.

The following case study highlights the experiences of Portland Fish Exchange as it transitioned smoothly from slow live auctions to a faster e-commerce business model.

Challenge

Portland Fish Exchange needed a more efficient way to sell the nine million pounds of groundfish brought in annually from the Gulf of Maine. Large buyers had grown weary of shouldering the expense of on-site inspectors or buyers in Portland and at nearby auctions in Gloucester and New Bedford, MA. They were also looking for a way to more easily centralize the process of soliciting bids.

Solution

Time Warner Cable Business Class partnered with Portland Fish Exchange, connecting the Exchange's bandwidth-capacity-starved server to the Time Warner Cable Business Class wholly owned, hybrid-fiber network using its Broadband Internet Access solution. As a result, dozens of registered buyers now collaborate and access the computerized, real-time auction tracking system and receive up-to-the-minute information.

With the click of a mouse, those buyers can now enter orders and buy that day's supply of fresh whole cod, haddock and flounder on behalf of seafood distributors, supermarkets and restaurants throughout the region. According to the Exchange's general manager, Bert Jongerden, up to 16,000 transactions take place during each day's auction. So network reliability remains essential, as does the right amount of bandwidth not only to centralize the auction process and meet the needs of customers but also to grow the business.

Results

"Sure, everyone misses the excitement of the call-out auction, but this technology has enabled our clients to have better access to the auction," noted Jongerden. Other benefits include:

• Increased bandwidth to scale with future business needs

• Reduced labor and travel expenses for stakeholders

• Simplified real-time ordering by seafood distributors, grocers and restaurateurs

• The ability to market fish to a broader region

That's why, though it may not be traditional, hearing keyboard taps and mouse clicks instead of the shouts by auction bidders has almost come to seem like music to fish seller Jongerden's ears.

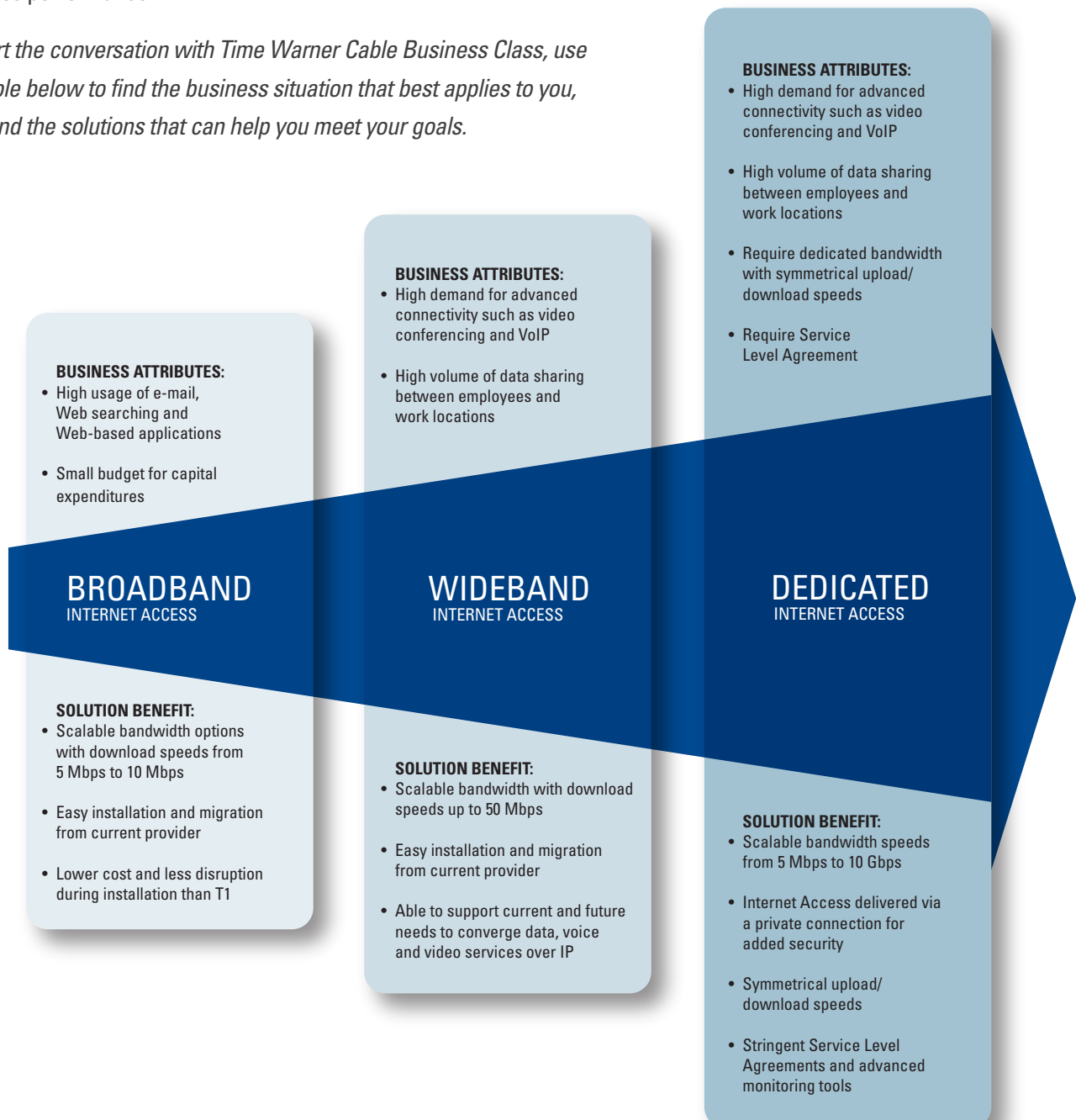Visit more Time Warner Cable Business Class case studies at http://www.twcbc.com/Corporate/News/case_studies.html.

"The auction happens rapidly, so there is nothing more important than the Internet connection. We went with Time Warner Cable because we knew they have a very reliable network."

Bert Jongerden —
Portland Fish Exchange

What Is Your Current Business Situation?

Perhaps in the statistics and trends offered in this white paper, as well as in the discussions of evolving work styles and emerging technologies, you recognize some of the high-speed data challenges your organization is already facing as it prepares for the future. Time Warner Cable Business Class representatives are available to speak with you about how we can analyze your current bandwidth levels, so you can decide what tier of power and speed you will need for optimal business performance.

To start the conversation with Time Warner Cable Business Class, use the table below to find the business situation that best applies to you, then find the solutions that can help you meet your goals.

BUSINESS ATTRIBUTES:
- High usage of e-mail, Web searching and Web-based applications
- Small budget for capital expenditures

BUSINESS ATTRIBUTES:
- High demand for advanced connectivity such as video conferencing and VoIP
- High volume of data sharing between employees and work locations

BUSINESS ATTRIBUTES:
- High demand for advanced connectivity such as video conferencing and VoIP
- High volume of data sharing between employees and work locations
- Require dedicated bandwidth with symmetrical upload/ download speeds
- Require Service Level Agreement

BROADBAND
INTERNET ACCESS

WIDEBAND
INTERNET ACCESS

DEDICATED
INTERNET ACCESS

SOLUTION BENEFIT:
- Scalable bandwidth options with download speeds from 5 Mbps to 10 Mbps
- Easy installation and migration from current provider
- Lower cost and less disruption during installation than T1

SOLUTION BENEFIT:
- Scalable bandwidth with download speeds up to 50 Mbps
- Easy installation and migration from current provider
- Able to support current and future needs to converge data, voice and video services over IP

SOLUTION BENEFIT:
- Scalable bandwidth speeds from 5 Mbps to 10 Gbps
- Internet Access delivered via a private connection for added security
- Symmetrical upload/ download speeds
- Stringent Service Level Agreements and advanced monitoring tools

Next Steps

To get answers about the high-speed data challenges brought up in this white paper, simply contact a local customer service representative. Find out more about Time Warner Cable Business Class at www.twcbc.com.

Do you need help identifying your current Internet speed? To find out, visit our free diagnostic tool at www.twcbc.com/wideband.

Notes

I. Cisco CLUE, 2010

II. Elizabeth Herrell, "Enterprise Communications: The Next Decade," Forrester Research, Inc., March 9, 2010

III. Holger Kisker, Ph.D., Stefan Ried, Ph.D., and Heidi Shey, "The State of Enterprise Software and Emerging Trends: 2010," Forrester Research, Inc., February 12, 2010

IV. Ted Schadler, "The State of Workforce Technology Adoption: US Benchmark 2009," Forrester Research, Inc., November 11, 2009

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