

## The Ethernet Explosion: Why Businesses are Taking a Closer Look

For the past decade, network capacity and optimization have been a priority for IT managers and decision makers. Today, they are considered mission critical aspects of business. Growing usage, the need for more robust and scalable solutions for data storage and backup, disaster recovery and increased Internet access are making data network capacity a top-of-mind issue for organizations of all sizes.

**According to a 2010 survey of IT decision makers commissioned by Sidera Networks, over the next 18 months, 28% of respondents plan to expand their data network capacity.**

### The Ethernet Advantage

The Ethernet advantage is clear: Ethernet delivers unparalleled flexibility, scalability, cost-efficiency and performance — all attractive to smart businesses and organizations. Add to that the growing use of cloud computing and multimedia collaboration tools and you have reason to look elsewhere. As a result, Ethernet services are gaining traction and interest from businesses across industries.

- **Financial services and content providers** are often faced with dramatic swings in bandwidth requirements. As a solution, bandwidth “on demand,” or “burstable” Ethernet services, offer the ability to scale dynamically and deliver needed bandwidth during peak periods.
- **Legal and professional services businesses** are using Ethernet as the core of their private networks to interconnect offices and data centers, enabling the consolidation and centralization of data, which streamlines support and increases data integrity.
- **Education institutions** across the country are taking advantage of the operational efficiencies and low cost-of-entry that Ethernet provides.

### Sidera Networks: The Smarter Choice

Sidera Networks is uniquely positioned to respond to this growing demand for optimized connectivity with a fiber optic network that leverages unique rights-of-way delivering service to more than 1,500 on-net buildings over 355,000 fiber miles and 10,000 route miles.

Sidera’s high-capacity, low-latency connectivity services are ideal for mission-critical communications, which is why it is trusted to carry every trade made in the major stock exchanges in NYC and provide Internet access for the largest public school system in the country.

#### *Sidera delivers unmatched reliability.*

Sidera’s unique and diverse fiber network routes, along with service level assurance, provide a solution for business continuity alternatives. Sidera is one of the first network providers to receive both Metro Ethernet Forum (MEF) 9 and 14 certifications to assure high quality and reliable Ethernet service.

#### *Sidera delivers proven service and support.*

Sidera has an award-winning, experienced customer support team and two geographically diverse, state-of-the-art Network Operations Centers (NOC), operating 24x7 with guaranteed response times, to ensure fast and efficient network servicing.

#### *Sidera offers a one-of-a-kind network.*

Sidera’s Xtreme Network is a high-capacity, ultra low latency, fault tolerant, fiber network built in direct response to the business needs of financial services customers. The Xtreme Network connects major financial data centers and exchanges within New Jersey and New York, including Sidera’s state-of-the-art, high-density colocation facility located in Newark, NJ. Unlike other commercial networks, this ring has the ability to keep traffic within New Jersey or extend out into New York — a critical benefit to enterprises located in this major business corridor.



### Sidera Networks — The Choice of Industry Leaders

Sidera Networks, LLC., [www.sidera.net](http://www.sidera.net), formerly RCN Metro Optical Networks, is the premier provider of tailored, high capacity communications services that ensure optimal business performance to carrier and enterprise customers. Sidera Networks offers a comprehensive suite of facilities-based services including: Ethernet, SONET, Wavelength, Internet access, Colocation and more. With a fiber optic network that spans over 20 major U.S. metropolitan areas in the northeast and midwest, as well as leading international financial centers, Sidera is the choice of industry leaders in the financial services, telecommunications, education and healthcare industries.

For more information, call 888-955-5406 or visit [www.sidera.net](http://www.sidera.net).