Unlimit your thinking, unleash your potential

Debunking the myths of choosing an internet services provider

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1. Context

Over the last several years, the nature and volume of enterprise network traffic usage have both undergone significant change. As organisations seek to leverage the benefits of emerging technology solutions to navigate this shift, and continue to drive their digital transformation journey, consideration factors have changed too. While cost is still a major criteria in decision-making, it is no longer the only important factor – and a recent Ovum research report shows that the selection of technology partners is one of the biggest challenges in network deployment.

In today's landscape, enterprises need to rethink buying decisions by breaking away from the previous cost-led approach – instead looking for a full-service provider for lifecycle management, which can also offer a portfolio of services to achieve network transformation.

Ultimately, choosing a network partner should never be based on any single parameter – such as cost or locality – as it will not help your enterprise find a holistic solution that caters for your current and future requirements on dependability, SLA management etc.

Trading off your enterprise's capability for upfront cost savings risks limiting your organisation's ability to remain competitive and customer centric in the longer term.

2. Debunking the myths of internet service buying

One of the key elements of any network is internet services. But this is an area particularly plagued by commonly-held misconceptions that restrict strategic initiatives. It is therefore crucial that every enterprise consider these before choosing where to place their investment.

Let us uncover a few common myths around internet service buying behaviour to get the right perspective.

MYTH #1

2.1 – You can buy from any provider and get enterprise-level service quality without any downside.

Why is this not true?

You may not be set up to manage the large number of providers, contracts and varying service qualities that come with this decision. An example is a global pharmaceutical manufacturer which had implemented their WAN with more than 100 service providers for over 350 sites. They found that they could not achieve the connectivity performance they expect even with SD-WAN. This is due to the varying quality of internet services that form the foundation of their WAN design.

While there may be a few large enterprises that go with this approach, what will follow is multiple contract management from providers, plus the need for system integrators to deal with the myriad ISPs in their network. This will result in additional cash-burn and management complexity.

Simply put, buying and managing 10s or 100s of ISPs is too much of a burden and you cannot be assured of good connection quality. In the longer run it could result in a loss of focus on business strategy due to potentially unreliable solution providers.

The Tata Communications difference

Our flagship internet platform **IZO™ Internet WAN** offers multiple service variants to provide you with a single partner that is accountable for the service quality and management across your entire estate.

This will help you to yield better results and lower TCO from your network in the long run, and with performance and quality assured, you will be able to focus on growing your business.

MYTH #2

2.2 – Buying internet service from local providers is cheaper and you have the resources to handle this approach

Why is this not true?

Your preference to go with local providers will end up with operational overheads. Your local strategy may entail buying regionally, and each single region can have different market conditions and variable service quality.

For example, let's say you have an estate in APAC – your buyer might not be familiar with the market in every APAC country like South Korea, Thailand, Cambodia, etc. Local providers in each country will have their own service quality and management. Even if you have decided to buy your WAN locally, as a multinational enterprise, you probably do not have significant IT presence in every country where your company operates to deal with the local ISP.

The Tata Communications difference

We have extensive experience in working with large enterprises. Usually, these enterprises split their estate into regions.

One such example is the case of a global luxury group corporation which has more than 2000 sites spread over 9 regions. We offered them a global WAN design and were competitive in the majority of their regions. And we can offer you the advantage of a global service provider along with price competitiveness.

MYTH #3

2.3 – All internet providers are the same and your needs can be solved with any provider.

Why is this not true?

As an enterprise navigating to an internet-centric WAN architecture, you need to be cognizant about the fact that not all internet service providers are the same. While some players may be dominant in a single region, this will not help multinational businesses to maximise their network capability in terms of flexibility and consistency.

Key factors you need to consider before making your buying decision:

- Existing challenges that enterprise is experiencing with current MPLS

- Understanding the planned activities in the network that will affect the usage of bandwidth

- The number of internet connections that will be required at the business locations – worth having a 1-Year, 3-year, 5-Year plan

- The performance of cloud / SaaS applications in the current network and to see if it has reached the required level

3. Think internet? Think IZO™ Internet WAN – the world's first predictable internet, designed to help you win with cloud-first strategy

When we say IZO™ Internet WAN is superior compared with local procurement or via resellers, it's because we have built our solution around removing the pain-points associated with these approaches – resulting in 3 key metrics of Performance, Coverage and Cost Efficiency.

Local procurement providers do not have an operational interlock, resulting in delayed response to critical events. Moreover, since local ISPs are not Tier-1 providers, they are also unable to control traffic routes to applications hosted elsewhere.

Let's take a look at how each approach stacks up against our solution:

Local procurement or via resellers	IZO™ Internet WAN
• Best effort basis • No SLAs • No operational interlock resulting in delayed response to critical events	• **Enhanced:** Predictable performance, end-to-end SLAs for premium internet • **Basic:** Operational interlock, SLOs, improved customer experience even on broadband services
• Local or regional play • Resellers do not own network, do not control traffic route	• 150+ countries through our IZO™ Internet WAN Enhanced and more than 35 countries coverage on broadband through IZO™ Internet WAN Basic • High capillarity in all markets with local support
• Will come with complex pricing structure	• Range of offerings with efficient price-performance ratio

IZO™ Internet WAN delivers business-grade quality on the internet for your enterprise usage. With its capabilities such as Predictability & Dependability Performance, Global Coverage with Local Reachability, Simple & Agile Management with Cost Efficiency, IZO™ Internet WAN presents an interesting and new approach for creating an internet VPN with predictable service quality.
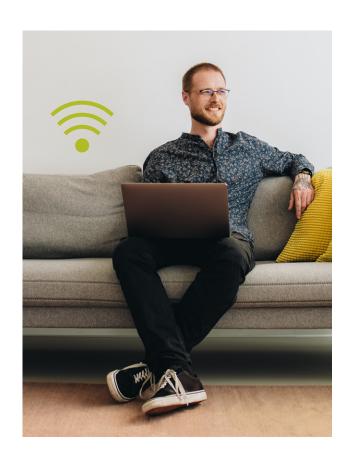
4. Conclusion

If your choice of partner for internet services is driven by a preference for choosing a local provider, or on costs alone, this will result in unnecessary, and potentially unmanageable, overheads and challenges. You must instead prioritise the need to find the right internet partner for your network transformation journey – and one that will help you focus on delivering your business objectives.

There can be exceptional cases – for example, if 80% of your links are situated in one country, your preference for choosing a local provider may make sense. However, most enterprises are typically globally or regionally dependent (e.g. APAC with 5 countries coverage).

Tata Communications helps you to operate across countries as a global internet provider for your internet needs. We have demonstrated this capability in various large deals where we were competitive in the US, China, Europe etc. with our super partnership ecosystem.

What's more, IZO™ Internet WAN brings you the connectivity that can offer a fast, flexible, dependable, and uniform service experience on a global scale with no data limits. Our curated IZO™ Internet WAN platform includes partners from 100+ countries, with most connected on our global IP backbone to help your business operations run efficiently.

Global reach
- Azure, AWS, Google, Oracle, IBM
- 100 connections, in 22 cities

SLA and traffic measurement
- Connected to exchange providers for on-demand access to serval additional clouds

Performance
- Security, low latency and high performance

Acclaimed
- Highly rated service, cited in Gartner Magic Quadrant

Self service and automation
- Customer self-service ordering
- Delivery automation (roadmap)

Flexibility
- Internet connection via Cloud gateways

In summary, as a global service provider with significant regional player partnerships and who can offer internet-centric WAN with competitive pricing and premium support, we make your internet fit for business – and help you to navigate your network transformation journey.

For more information, visit us at www.tatacommunications.com

Contact us