

## CLOUD CONNECT

# 8 reasons why you need a dedicated connection to your cloud provider

Enterprises are increasingly shifting IT services to public cloud environments where they take advantage of flexible, on-demand applications and infrastructure.

Most of these enterprises also rely on the public Internet to connect their corporate networks with cloud service providers. Unfortunately, the public Internet fails to meet the requirements of many mission-critical applications and also introduces a number of new challenges.

Here are eight reasons why a dedicated connection to your cloud provider is a better choice than the public internet:

## 1. REDUCE SECURITY THREATS

Reduce the risk of threats such as data theft, corruption and distributed denial of service (DDoS) attacks that often propagate across the public Internet.

## 2. MEET COMPLIANCE REQUIREMENTS

It can be easier to meet compliance requirements by using a private network. For instance, data encryption is not required to achieve PCI DSS compliance on a private network.<sup>1</sup>

## 3. DELIVER HIGH PERFORMANCE

Reduce the latency found on the public Internet by connecting to cloud resources closer to your enterprise location. You can also select a bandwidth option that meets your specific performance requirements.

#### 4. ENABLE CONSISTENT PERFORMANCE

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Millions of individuals and organizations simultaneously using the public Internet sometimes cause traffic spikes and congestion that lead to unpredictable fluctuations in performance. Provide smooth, consistent performance with a private connection that bypasses the public Internet.

#### 5. IMPROVE RELIABILITY

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When the public Internet can't keep up with high traffic loads, some packets in transit may be dropped—forcing them to be retransmitted from the source location. With a dedicated, private connection to your cloud provider, your network traffic is unaffected by other Internet users.

#### 6. GAIN NETWORK VISIBILITY

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You never know which path through the public Internet your data will follow, making it difficult to find the source of performance or reliability issues. With a private cloud connection you have a dedicated path directly from your enterprise network to the cloud provider network.

#### 7. ENABLE A HYBRID CLOUD ENVIRONMENT

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With a direct connection to your cloud provider, your on-premises infrastructure, applications and data can be seamlessly integrated with their counterparts in the cloud.

#### 8. DEPLOY QUICKLY AND EASILY

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By choosing a leading solution such as Cloud Connect from Windstream Enterprise for your dedicated connection to the public cloud, you get faster network provisioning to top cloud providers such as Microsoft Azure™ and Amazon Web Services™.

1. PCI Data Security Standard Requirements and Assessment Procedures, Version 3.2, April 2016, <https://www.pcisecuritystandards.org>

#### About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today's most complex networking and communication challenges.

To learn more about Cloud Connect, visit [windstreamenterprise.com](http://windstreamenterprise.com)

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