

The power of next generation connectivity



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Businesses face numerous challenges in the modern world, often requiring them to rethink their strategies and adapt to changing circumstances. As a result, to be able to succeed, leaders need to create environments that can adapt to maximise opportunities, mitigate risks and most importantly be able to scale both securely and sustainably. The key to this is connectivity.

However, the true differentiator will be between those who use next generation connectivity solutions and those who don't.

As technological advancements continue at pace, in [Private 5G, SDWAN, SASE and Application Centric Infrastructure \(ACI\)](#) to name a few, businesses who are early adopters of next generation connectivity solutions will be able to securely scale and sustain operations against a testing demanding environment.

To take advantage of this businesses need to look for cloud-based connectivity which can offer the following:

1. Predictable cost base

Currently multinational organisations can struggle to predict costs as they grow, especially with different connectivity models in each region. In advanced solutions businesses should be provided with a comprehensive evaluation of their operations, applications and connectivity to create a unified managed service contract.

2. Consolidated support and management infrastructure

Rather than looking at a disparate global inventory, businesses should be looking for consolidated support globally with centralised management. This

homogenised infrastructure allows for more predictable budgeting while being secure in the knowledge that support, and management will be maintained.

3. Flexible scale

Unlocking innovation potential and competitive advantage, solutions should be able to leverage a range of connectivity technology to cover areas that are typically out of reach.

4. Sustainable approach

The need for sustainable solutions and approaches is increasingly pressing. Next generation solutions should be able to help businesses transform their sustainability and drive carbon efficiencies by providing clear carbon impact information and better yet insights into how to improve.

In an evolving world, businesses must embrace this next generation of connectivity to thrive. By harnessing the power of cutting-edge technologies, scaling connectivity effectively, ensuring security, and promoting sustainability, businesses can unlock their true potential.

Take a deeper dive into this topic with real world examples on how customers are Rethinking Connectivity for an evolving world in [our latest whitepaper](#).