



Top Three Business-Technology Considerations for 2022

Having a solid game plan in place for your business is critical – regardless of your company’s industry or size. The same is true for the technology your business relies upon every day. As we enter 2022, three key technology goals that businesses should focus on this year are **Connectivity**, **Collaboration** and **Security**.

Our technology playbook outlines our portfolio of services and capabilities that you can leverage to successfully meet these business initiatives. As your strategic partner, [Kinetic Business](#) is committed to helping you achieve digital transformation and growth through customized solutions built for your business.

Connectivity: Speed, performance and control are key.

Connectivity is essential in today’s digital workplace and in this increasingly interconnected world. Your operations and employees, as well as existing and potential customers, all rely on the ability to connect with your business network and systems efficiently and securely, giving them access to all the tools, services and applications they need.

Kinetic Business has made significant investments to expand our fiber-based infrastructure over the past 18 months and will continue to do so. The result is greater penetration and availability of our highest speed internet into the local markets we serve. Fiber is not only faster, more reliable, and highly secure, but is also essentially a future-proof technology that will return those dividends of speed, reliability, and security for years to come.



Our connectivity solutions include the following options:

Gig Internet – The Backbone of Your Business

Power your bandwidth-hungry network, apps, devices, and cloud solutions with our unlimited business internet featuring speeds up to 1 Gig, with no data caps. Kinetic Business Fiber Internet is the productive foundation that growing businesses are built upon, delivering ultrafast speeds and scalability.



Features:

- Fiber-based scalable network supports future needs
- Avoid congestion experienced on shared internet connections
- Symmetrical upload and download speeds

Dedicated Internet – For Your Most Demanding Connectivity Needs

For businesses with heavy internet usage, as well as specific security needs, we offer a Dedicated Internet solution. This service provides private internet connectivity, protecting business-critical information, and SLA guarantees, making it ideal for companies that need to meet regulatory requirements. Dedicated Internet's symmetrical upload and download speeds provide optimal data transferring for increased productivity.



Features:

- Private connectivity meets many regulatory requirements, such as HIPAA
- 99.99% SLA guarantees
- Connection not subject to network traffic constraints
- Up to 10 Gbps, ideal for heavy file transfers and batch uploads



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SD-WAN – Benefit from a Smarter Network

The network demands facing enterprises continue to grow and evolve in real time. Kinetic Business SD-WAN scales with your business, delivering higher application performance, while helping you meet data security and business continuity goals. The service allows you to set business policies regarding traffic prioritization, with the flexibility to make changes, in real time. Take advantage of our award-winning customer portal that provides centralized management and complete visibility and control, via a 'single-pane-of-glass' view of the network.



Features:

- Low-touch provisioning: Set up new locations, services, and priorities right from your screen
- Virtually eliminate downtime with support for multiple WAN connections and LTE/cellular backup
- SD-WAN overlay tunnels built on IPsec encrypted tunnels and firewall functions for improved security
- Dynamic multi-path optimization (DMPO) makes use of all available bandwidth and connections
- High availability configuration support to protect against individual device failure
- Business intelligence reporting provides performance analysis over time



Enhanced LAN and Wi-Fi – Cloud-based Network Management

Streamline deployment and management of your network and reduce the burden on your business. With Enhanced LAN and Wi-Fi, you can leverage a single pane of glass for network configuration, monitoring and changes. The service uses cloud-managed switches and access points, providing detailed analytics into employee and customer behavior, and device visibility, so you can better manage usage and end-user experience.

Features:

- Advanced wired and wireless LAN capabilities
- View, manage and configure network devices from anywhere in the world
- Easily managed, secure Wi-Fi network designed to improve employee productivity
- Dedicated security radio to detect and prevent wireless intrusion attacks

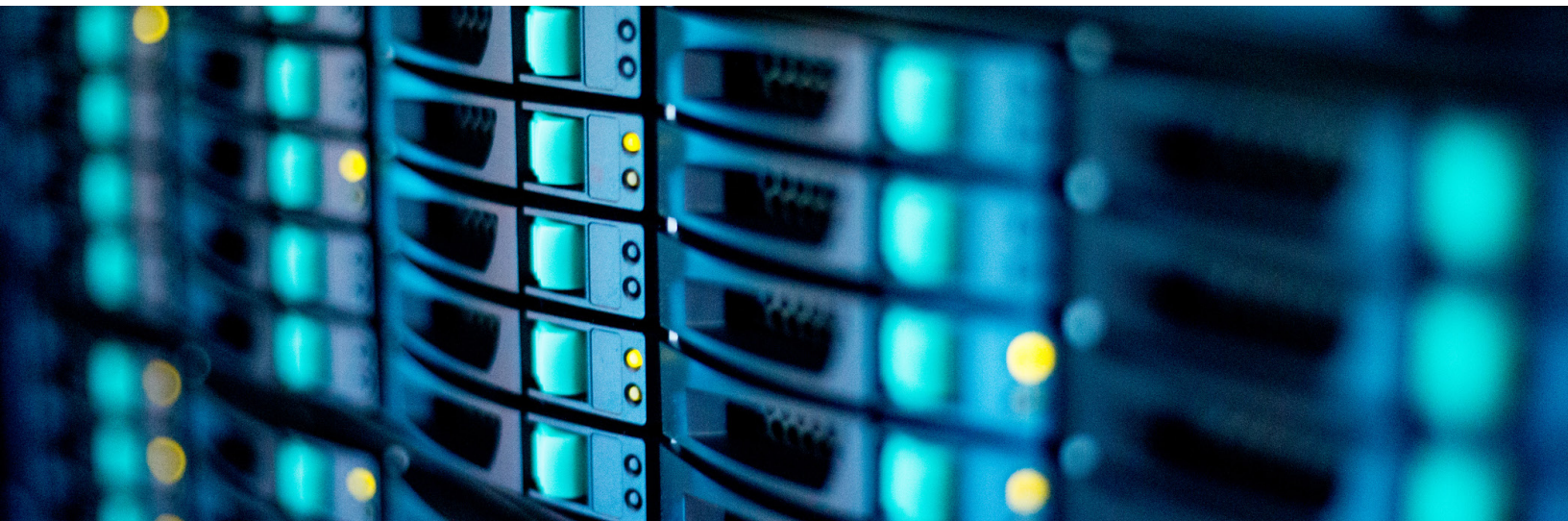


Cloud Connect – Dedicated Access for Business-Critical Applications

Successfully make your move to the cloud with Cloud Connect. Our solution provides highly secure, dedicated access to third-party public and private cloud service providers (CSPs), delivering optimized performance for even your highest bandwidth services and applications. This capability improves access and better secures transmission of data, creating a simpler network architecture to manage. Cloud Connect is a flexible service, offering physical or virtual CSP connection options that span from 50 Mbps to 10 Gbps.

Features:

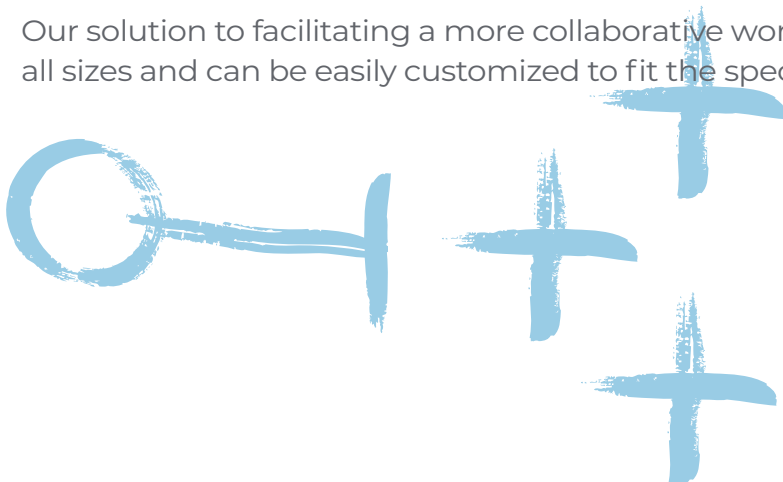
- Connect directly to your cloud service providers without using IPSec VPN tunnel capabilities
- Access to leading CSP ecosystems such as AWS, Microsoft Azure, Google Cloud Platform, Salesforce and more
- Provide your customers and employees with the best user experience and get the most from mission-critical apps
- Virtual connection reduces costs and can support multiple CSPs in a single connection



Collaboration: Making Teamwork, Work

Working together over the past 24 months has often meant working apart. Practically every business has had to adapt to the challenges, schedules, and needs of remote employees and enable the ability to conduct virtual meetings with clients and staff. Our solution to facilitating a more collaborative workforce has proven successful for businesses of all sizes and can be easily customized to fit the specific demands of your enterprise.

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OfficeSuite UC® – Transform the Way You Do Business

Optimize communication and collaboration across your business, and benefit from the ability to work anywhere, from any device, with our award-winning OfficeSuite UC® service. The platform unifies your office sites and employees via diverse services including VoIP, presence, chat, and mobility. Improve organizational efficiency with easy management and maintenance of your business phone system and communications services via our award-winning customer portal. With OfficeSuite UC®, you can trust in a leading UC provider who has been named to the Gartner Magic Quadrant for three consecutive years.

Features:

- 100% cloud-based UCaaS solution that blends user-centric design with advanced technology, reducing IT and administrative costs
- Optimize employee mobility and productivity with cloud-based tools and integration with business-critical applications
- Improve collaboration with OfficeSuite HD Meeting video conferencing
- Secure communication helps you meet business compliance requirements, including SOC Type 2 and HIPAA
- Flexible, scalable solution that grows with your business and supports up to 20,000 users
- Optional contact center application provides inbound calling, queuing, routing, recording and analytics



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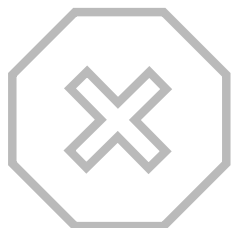
Security: The Best Offense Is a Strong Defense.

"Defense wins championships." That well-known sports phrase is particularly relevant to businesses in 2022. For enterprises to achieve their own goals, they must not only successfully counter any new competitor strategies, but also defend against the unknown.

Cybercriminals are evolving in terms of sophistication and aggression. The damages they can inflict on an enterprise are increasing and their ransom demands are growing larger. The widely reported breach of [Sinclair Broadcast Group](#) in late 2021 not only affected the operational status of its entire network of stations across the country, but it also interrupted the lives of its customers who simply wanted to watch their local news.

As businesses contemplate the growing security challenges facing their organizations in the coming months, it is helpful to remain mindful of emerging cyberthreats and basic strategies to shore up networks and network-connected operational devices.

Kinetic Business is a leader in cybersecurity mitigation solutions and can partner with you to help you meet your security goals. We offer a full suite of security services including Managed Security and DDoS Mitigation. As part of our Professional Services offering, we can also provide Security Operations Center as a Service (SOCaaS), which includes a wide range of security capabilities like penetration testing, compliance solutions, threat intelligence, incident response and more. Contact us to learn more about preventing, detecting and mitigating network threats.



DDoS Mitigation – Protect Your Network and Your Business

Distributed Denial-of-Service (DDoS) attacks are becoming increasingly pervasive, malicious, complex and costly to address. Protect your enterprise from business-disrupting threats with our fully managed DDoS Mitigation solution which monitors, detects, validates and mitigates attacks – even on third-party networks – before an outage or related damage occurs. With DDoS Mitigation, you can meet business continuity objectives and protect your revenue and brand reputation with rapid attack identification and mitigation, ensuring little to no downtime.

Features:

- Proactive, cost-effective DDoS attack prevention
- Fully managed, end-to-end service from a single provider
- 24/7 expert monitoring to detect and mitigate threats in real time
- Attack notification within 15 minutes, with identification and mitigation backed by SLAs



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Managed Network Security (MNS) – Comprehensive Protection Against Cyberthreats

Safeguard your network and your business with our Managed Network Security solution. This service addresses your entire threat landscape, helping you stay ahead of attacks with a comprehensive, multi-layered defense system. With Managed Network Security, you can take advantage of diverse security capabilities that include MNS CPE Firewall or Cloud Firewall, Unified Threat Management (UTM), Security Information and Event Management (SIEM) and more. You can also optimize bandwidth availability for business-critical services by safeguarding against unauthorized applications and malicious content, and lower costs by using a fully managed security service that is backed by a team of experts.



Features:

- Detection and mitigation of real-time network attacks
- Managed firewall and content filtering
- Intrusion detection and prevention
- Cloud-or premises-based solutions
- PCI-compliant for regulatory requirements

Count on Kinetic Business.

At Kinetic Business, we deliver innovative connectivity, security and collaboration solutions that provide your business with a competitive advantage. Our solutions improve performance and are readily scalable for businesses – no matter the size or industry.

If you'd like to learn more about any of the business solutions that we offer, **please click here** to select which solutions.



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