brightspeed Business

What Does That Mean?

A simple breakdown of business connectivity terms.



CONNECTION

Fiber internet
Delivers fast, reliable internet over fiber-optic technology to support your business's everyday connectivity needs.

Cable
Provides internet to your business through the same type of coaxial cable commonly used for cable TV to support everyday online activities.

Broadband
A general term for high-speed internet that can be delivered through different technologies, including fiber, cable, and DSL.

DSL
Uses existing copper telephone lines for internet connectivity for things like email and basic web browsing.

WiFi
Connects devices like computers, phones, and tablets to your network wirelessly, so you can get online without plugging in a cable.

Network
Connects your computers, phones, WiFi, applications, and other technology so they can communicate and share information.

Dedicated Internet Access (DIA)
A business-grade internet service that provides a dedicated, high-performance connection with capacity reserved exclusively for the customer rather than shared with other users.

Fixed Wireless Access
Provides voice and internet to a fixed location using wireless signals from a nearby cell tower, instead of a wired connection like fiber or cable.

IP Address
A digital address that helps information find its way to and from your network.

- **Static IP:** Same, consistent address to connect things like secure remote access, VPNs, employee devices, etc.
- **Dynamic IP:** Address changes, but still able to browse the web, use cloud apps, email, video calls, etc.

CONNECTING MULTIPLE LOCATIONS

Ethernet
Technology that allows customers to connect devices and networks to share data. Ethernet Service (Switched Ethernet) uses this technology to connect multiple enterprise locations within a service area, so they can send and receive data at the same time.

Optical Wavelength
A dedicated, high-capacity fiber connection designed to move large amounts of data quickly between offices or facilities—including data backups, large databases, images and videos, and shared files.

Layer 1
The physical connection that carries data directly from one location to another, using fiber.

PERFORMANCE

Bandwidth
The amount of data your internet connection can handle when people, devices, and apps are online at the same time.

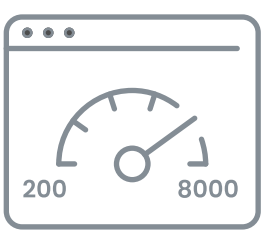
- **Dedicated bandwidth:** Bandwidth reserved for your business that is not shared with others.
- **Shared bandwidth:** Bandwidth shared with others, which could mean slower performance at busier times.

Upload/ Download
Upload speed is how quickly you send data, and download speed is how quickly you receive it.

Symmetrical Speeds
Equal upload and download speeds, so you can send data just as quickly as you receive it.

Latency
How long it takes data to travel from one point to another. Lower latency means less delay and more responsive video calls, voice, and cloud apps.

SPEED



Mbps
Megabits per second

A way to measure internet speed and how quickly data moves over your connection.

Gbps
Gigabits per second

Measures higher internet speeds, with 1 Gbps equal to 1,000 Mbps. Gig speeds offer more room for users, devices, and high-demand activities at the same time.

RELIABILITY

SLA
Service Level Agreement

A commitment from your provider that sets clear expectations for service standards like reliability, consistency, and performance.

Uptime
The amount of time your internet or network is up and available. Higher uptime means fewer disruptions that can get in the way of day-to-day operations.

Scalability
The ability for your connectivity to grow along with your business, making it easier to support more users, devices, and changing technology needs.

COMMUNICATIONS

VoIP
Voice over Internet Protocol

Technology that lets you make and receive phone calls over an internet connection instead of a traditional phone line.

POTS
Plain Old Telephone Service

Traditional phone service that carries voice calls over copper telephone lines instead of an internet connection.

UCaaS
Unified Communications as a Service

Cloud-based software that combines calling, video meetings, and messaging in one service, so teams can stay connected from anywhere.

Now that you know the terms, find out how Brightspeed Business Fiber can support your connectivity needs.