How enterprises can use *fibre optic connectivity* to futureproof business performance

More Australian businesses are relying on cloud-based services to maintain business efficiency in an increasingly technology-reliant world. Better flexibility, faster gigabit speed, and superior reliability are the driving factors for enterprises looking to futureproof their business connection.

Fibre optic broadband is a powerful business internet solution that can significantly improve an organisation's productivity and communication capabilities. With unlimited data and symmetrical speeds of up to 1 Gigabit per second (Gbps), it could transform the way enterprises operate in the cloud.

Fibre optic broadband is likely to have a significant impact on business growth by supporting critical applications including cloud storage and online collaborative tools helping businesses compete in the digital age. These business-critical applications are crucial to the long-term viability of organisations with any failure or interruption detrimental to the short- and long-term success of business operations.

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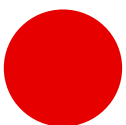
Here are five things you need to futureproof your business connection.

1 Flexibility

Unreliable connectivity can lead to growing frustration and have an adverse impact on business success. According to a recent survey, unsuitable internet speed was one of the four main factors preventing or limiting businesses from using IT between 2019-20.[1]

To limit unplanned downtime, businesses should consider fibre optic networks with greater flexibility to let them choose how they run their network. For example, businesses may choose to allocate the entire 1Gbps bandwidth to a single port or split it up among a few ports.

With multiple configuration options, businesses can access services such as internet, data, voice, and cloud technology. This is particularly ideal for medium and large enterprises who have onsite PABX phone systems and need multiple channels for concurrent calling.

2 Capability

Fibre optic broadband provides all the capabilities to streamline and support bandwidth-hungry applications such as video conferences, or let teams collaborate on projects in real time regardless of where they're located.

It's important to choose a fibre optic broadband service that can offer flexible and dynamic business-grade access to the internet service provider's core products such as data, voice, or cloud connectivity. Business-grade bundles can provide a cost-effective solution that lets organisations streamline all network and calling operations without the hassle of multiple installations.

3 Fast Speeds

Disruptions over the past few years have led to an uptick in hybrid working arrangements. According to recent data, approximately 40 per cent of employed people were working from home, with between 20 and 30 per cent working most of their hours from home.[2]

This ever-evolving hybrid workplace has resulted in increased staff interactions happening online, and

thus the need for faster internet speeds to support enhanced productivity and effective collaboration.

Choosing a fibre optic broadband provider with Australia-wide availability can improve collaboration among customers, clients, and employees with minimal internet disruption, regardless of their physical location.

1. https://www.abs.gov.au/statistics/industry/technology-and-innovation/characteristics-australian-business/latest-release
2. https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions/working-arrangements/latest-release

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4 Superior reliability

For many businesses, a secure and reliable internet connection has never been more important. Not only does it keep a business running smoothly, but it also lets employees communicate and share information seamlessly.

To deliver optimum business outcomes, organisations should choose a fibre optic broadband provider that owns and operates its fibre network infrastructure, meaning it has full control over service quality.

Organisations that can't risk internet service interruptions should look for a provider that offers a service level agreement (SLA) backed by outage restoration targets with rebates.

TPG Telecom Fibre1000 is a powerful business internet solution tailored to meet connectivity and business requirements.

5 Comprehensive support

What's more frustrating than a disruptive internet connection is the absence of a technical support team to help resolve any issues. Technical support can help its customers solve anything from slow internet and intermittent reception issues to security breaches and loss of access to phone numbers.

A proactive technical support service will listen to customer issues and coordinate with its team to resolve them in a timely manner. This support should ideally be 24/7 over 365 days per year to ensure customers get answers as soon as an issue arises.

Futureproofing performance with fibre optic connectivity

As technology continues to transform business models, organisations need cost-effective, fast, and flexible internet to enhance operational efficiency and scale up their business. Fibre optic broadband solutions have emerged as an appealing option for many medium and large businesses.

With superfast speeds, superior reliability, and unbridled flexibility, TPG Telecom Fibre1000 is a powerful business internet solution tailored to meet connectivity and business requirements.

To learn more about how TPG Telecom can futureproof your business's performance, contact the team today.

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