Broadband vs. Dedicated Internet

For many people, cost is a major deciding factor when it comes to choosing between two products or services, and that thought process is typically no different when choosing Internet access. However, business networks can be very complex, and not all Internet access is created equally.

The two main types of Internet access are Broadband and Dedicated Access. While they'll both get you to the Internet, it's difficult to make a direct comparison of the two. There are a few key points that should be taken into consideration when choosing which connection type is best for your business.

Broadband Internet

Broadband Internet is the less expensive of the two and is most commonly delivered via Cable Modem or DSL, both of which are on networks which largely support residential use. This service is referred to as "best effort", which means the provider will make their best effort to keep your Internet up and running, but ultimately that same network hosts thousands of other connections with growing demands.

It is also important to consider with Broadband that your speed is not symmetrical or guaranteed by an SLA (service level agreement). For example, a Broadband package may list 100Mb/10Mb, but those are 'up to' speeds with no guarantee, and may fluctuate throughout the day. Shared Internet connections are a good solution for a home or small office, but become a liability for larger businesses that rely heavily on Internet connectivity performance or utilizing data back-ups, email attachments and large file uploads.

Dedicated Internet

While more expensive, Dedicated Internet Access provides reliability and security, both of which can greatly increase the productivity of your business. Instead of a public connection delivered via Cable Modem or DSL, Dedicated Internet is exactly that. A direct connection from your provider (transported through Fiber, T1, T3 or Ethernet over Copper) that isn't shared with anyone else. That means the speed you pay for is the speed you will get, 100% of the time. It's like having your own information super-highway, instead of sharing the same traffic lane as everyone else in the city.

Unlike the 100Mb/10Mb Broadband example above, DIA connections are symmetrical. A 100Mb Dedicated connection is 100Mb up AND down, which is backed by a Service Level Agreement. The SLA will outline the guaranteed network uptime, latency, packet loss, jitter, and repair time you should expect from your service.

In an age of increasing cybersecurity concerns, sending your traffic over a dedicated connection is much safer than a public connection. Since the connection is private, you gain extra protection from breaches and don't have to worry about other networks threatening your network infrastructure. Telesystem's unique approach to security takes that protection one step further by including built-in DDoS protection throughout our network at no additional cost.

There are a few cases where a company will need to consider dedicated access over broadband:

- Implementing Hosted VoIP: Voice over IP can be especially taxing on broadband connections, especially if that connection also has to serve the day-to-day Internet needs of its employees.
- Using a Unified Communication Solution: UC is extremely demanding and will almost always require some form of dedicated access.
- Utilizing the cloud for application services: As more applications move to the cloud, greater demand and reliance is placed upon the business Internet connection.
- When Time = Money: If there are deadlines to meet, only dedicated Internet connections provide the consistency and reliability you need.

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