



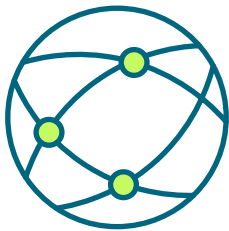
## Ultimate Guide to Optimizing Your Business's Digital Infrastructure

Your digital infrastructure is the backbone of your business, from every piece of hardware to your internal and external software, to the networks that connect them, and the on-site and cloud-based storage centers that back them up. Standard features of digital infrastructure include network architecture, data storage, management and backup, security and vulnerability measures, and user experience and interface.

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Like any aspect of your business, your digital infrastructure needs to grow, change, and evolve with your company. Focusing on improving things proactively rather than just fixing them when they break will eliminate extra downtime, disruptions, and expenses. It is crucial to routinely and proactively review and optimize every aspect to ensure it delivers what you, your staff, and your customers need.

# 5 Keys to Optimization



*Business Internet Services*

## 1 | PERFORMANCE

Key factors such as speed, responsiveness, and reliability take center stage in ensuring seamless operations. Additionally, you must factor in resilience and the need for systems built to withstand disruptions. Whether grappling with unexpected outages or searching for solutions during unexplained downtimes, addressing these technological hurdles remains essential for sustaining the efficiency and continuity of small businesses.

At DQE, we pride ourselves on offering the most reliable connectivity and a robust network with top-tier uptime, making us the ideal choice for local businesses seeking solid solutions. Personalized customer interaction is at the forefront of our service approach. When you engage with us, you're connecting with a team that knows you and your business as opposed to other providers, where troubleshooting or upgrades might mean navigating impersonal interactions, potential call queues, and a lack of continuity in communication.



*Cloud Services*

## 2 | CONNECTIVITY

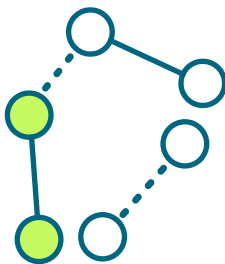
Your systems and services need to connect quickly and seamlessly. Interoperability between software programs, hardware devices, and cloud-based services ensures secure and smooth data transfer and improves productivity.

Connecting to cloud-based storage through your standard Internet connection can consume significant bandwidth. This means it's slowing down your staff and costing you money. Therefore, creating a number of diversified connections becomes imperative. Utilizing a service like DQE's express cloud product gives you a distinct and direct pathway to the cloud provider, separate from your general Internet connection.

*DDoS Mitigation Services*

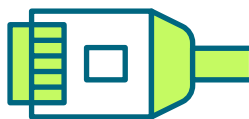
### 3 | SECURITY

Implementing robust data protection measures encompasses various strategies, ranging from firewalls to on-premises localized solutions. A localized firewall, a foundational component, contributes significantly to effectively managing and countering potential risks. These defenses become especially crucial in ransomware attacks, where rapid restoration of a pre-attack environment from replicated cloud data is necessary. Similarly, the recent prevalence of Distributed Denial of Service (DDoS) attacks raises concerns about network bombardment. In such instances, a service like DQE's DDoS mitigation services added to your Internet Services can swiftly address these challenges.

*SD-WAN*

### 4 | SCALABILITY

Anticipating scalability is pivotal in ensuring seamless business growth and accommodating heightened customer demand. The prospect of expanding your team by two or even three more individuals within a year raises questions about your bandwidth requirements moving forward. Contemplating the establishment of another office introduces further complexities—can your infrastructure seamlessly connect and support this new location? Multiple factors come into play here, including the resources needed to manage your network, and the equipment required for this expansion also comes to the forefront. The ability to adapt and successfully scale hinges on these comprehensive evaluations and strategic decisions.

*Metro Ethernet*

### 5 | STORAGE

Navigating data storage considerations requires a comprehensive approach. The complexity of these storage needs often demands solutions beyond standard in-office servers. Deploying sophisticated alternatives proves crucial rather than relying solely on on-site servers or local storage. Utilizing cloud resources becomes essential, especially when dealing with substantial data volumes. While some customers opt to house certain data in the cloud and store the rest locally, this decision hinges on factors like cost and security. It's worth noting that maintaining physical data storage within a data center tends to be costlier than leveraging cloud solutions, albeit requiring robust security measures, including firewalls and DDoS protection. As a customer, pivotal questions arise: Is purchasing and managing on-site equipment across potentially multiple locations more feasible, or is a monthly cloud-based approach preferable? The ultimate choice often centers on data significance, location considerations, and delineating data management and security responsibilities.

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# Establishing a culture of continuous optimization and innovation

Digital infrastructure optimization is critical to operational stability, and a proactive focus will save you time, energy, and budget.

The crux lies in leveraging analytics and insights from data, empowering informed decision-making—the ultimate goal: a service that seamlessly integrates with your company's trajectory.



**Connect with DQE for a free assessment of your digital infrastructure.**

**We want to support your progress and partner with you to navigate your business's ever-changing terrain.**

[Get in Touch](#)