REDUCING COSTS WITH THE RIGHT CLOUD CONNECTION

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HOW THE RIGHT CLOUD CONNECTION SAVES

Keeping costs low is one of the biggest considerations of any business. Even enterprise organizations cannot afford to needlessly spend money. So it goes with reason that budgets should be considered and examined very closely when it comes to your cloud strategy. And as we like to say at Level 3, without a network strategy, it's not a real cloud strategy. Just like shopping for the best cloud platform needs to include price analysis, your network connection choice should be made with cost efficiency in mind.

How can Level 3® Cloud Connect Solutions℠ help cut connectivity costs? In many ways.

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PAY FOR LESS WITH A PRIVATE CONNECTION

A private network connection can be more cost effective when moving large volumes of data or workloads in and out of the cloud. This is because most cloud providers only charge for information moved out of the cloud using private network connections, while they charge for both data egress and ingress when using public Internet connections. In other words, with a public connection, you are paying for bandwidth both coming and going to and from the cloud. With a private connection, you only pay for data when it is retrieved from the cloud.

DYNAMIC BANDWIDTH AND USAGE-BASED BILLING

Through Level 3 Cloud Connect Solutions Virtual Private Network (VPN) services, you can scale your bandwidth up and down as you need it and only pay for what you use. And guaranteed throughput helps to move large workloads in and out of the cloud with the speed, latency and predictability that applications and end users require. With this model, your enterprise is only responsible for paying for the amount of bandwidth it ends up using. This grants you a unique level of flexibility and efficiency, as your network delivers the bandwidth according to what your demand necessitates—ideal for unpredictable, variable workloads.

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Whether it's Microsoft® Azure™, Amazon Web Services®, or a cloud provider in the Equinix Cloud Exchange, the complexities of connecting can stack up and seriously affect costs. With Level 3, attaching different cloud services to your Wide Area Network (WAN) is made simpler, faster and more efficient. Pre-established connectivity to leading cloud services and data centers allows your business to connect more quickly and efficiently. And a smoother, more direct connection path results in time and money saved.

> **Connecting to your end destination can be problematic. With Level 3, the connection to the cloud is simplified through pre-established connections.**

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THE FLEXIBLE, GLOBAL CONNECTION

The cloud choices you make will depend on your current business needs and circumstances, which is why flexibility is always important. Level 3 delivers flexibility for connectivity and bandwidth usage. This allows enterprises to scale based on specific needs. We can enable you to move your workloads in and out of the same, or different, cloud, from one part of your network to another.

Flexibility translates into speed, location and cost. From fixed fee to usage-based, your cloud connection network should fit your specific use case well.

A truly global connection service understands that getting sensitive information and mission-critical applications from one place to another does not simply call for a standardized solution. The relationship works like this: you give us your parameters and context, and we develop a unique, customized solution for your company.

Because at the end of the day, it depends on what you're doing with the cloud, what your network architecture is, what applications are running through the cloud and what the inherent needs of those applications are.

Just like no two companies are the same, every business cloud strategy is different.

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EFFICIENCY SAVES MONEY

High-performance connections to cloud services and private data centers increase efficiency. With **better performance**, **lower latency** and **less packet loss**, you have **more time and energy** to dedicate to the other aspects of IT. And Level 3's local connectivity options may allow you access to local cloud resources, lessening the hassle of navigating various service providers across multiple languages and time zones. This results in a **more effective team** without weak links.

Level 3 offers dedicated and VPN services, as well as operational processes around providing quick and easy connectivity to leading cloud providers.

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MAKE THE CONNECTION CHOICE

The impact of an optimal network connection on your cost can be tremendous. To guarantee security and performance — allowing for a flexible connection and quick scalability — Level 3 Cloud Connect Solutions℠ should be a part of every cloud strategy.

In the end, the simplified global connection option is also the one that saves businesses like yours the most with scaling and reducing operating costs.

For improved application performance, security, flexibility and productivity, Level 3 has everything you need to develop a successful cloud strategy.

Learn About Level 3® Cloud Connect Solutions℠

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