

## 8 Ways ZiPLY Fiber's New & Improved Network is Better for Business



Unprecedented global shifts to remote work, telehealth and online learning mean organizations of all sizes have an increasing need for high-performance networks designed for speed, reliability and capacity.

That's why we're **investing \$500 million** to build, upgrade and expand the region's most sophisticated fiber infrastructure — a purpose-built network designed to meet the connectivity needs of today's businesses and scale for the future.

We also operate our network differently — avoiding substandard industry norms in favor of best practices that deliver superior performance. So you can focus on core business objectives instead of troubleshooting performance issues caused by a slow, congested network.

### Here are eight ways our new and improved network is better for business.

#### 1. Infrastructure upgrades

We've made a variety of core infrastructure upgrades that significantly increase network performance and reliability, such as **replacing legacy copper wiring with high-capacity fiber**, extending the core network closer to premise, standardizing central office design across the region and incorporating dense wavelength division multiplexing (DWDM) technology.

We've also upgraded to 50+ DWDM nodes that carry 400 gig circuits between markets, replaced border routers, racks, wiring harnesses and power supplies, and **buried most of our intermarket conduit deep underground**, making it more reliable than aerial routes and immune to the wind, ice and fire damage common in the Northwest.

Additionally, we've invested millions of dollars to upgrade auxiliary power systems across our northwest locations with batteries, diesel fuel and portable auto-start generators to keep the power on in an emergency. We also own dozens of our own rapid-deploy generators on trailers (GOTs) **to bring power to surrounding communities when it's needed most.**

#### 2. Capacity management

Unlike our competitors who push their networks to their limits — with most core networks operating at 80% of total capacity, leaving little to no room for error or fluctuations — **we cap usage at just 40%**. This means there's plenty of bandwidth to spare when upgrades are necessary or individual components fail, so our customers don't even notice the rare outage. We've also **significantly overbuilt major-location connections with 800-gigabit trunks**, so our customers are less likely to see congestion-related slowdowns.

#### 3. Rapid fiber expansion

Since acquiring the Northwest operations of Frontier Communications in 2020, we've brought fiber internet to 21 new markets across Washington, Oregon, Idaho and Montana, with many more in the planning stages. We also hired more than 400 new employees and **laid more than 1,000 miles of new fiber in our first year** to help improve internet connectivity and bring rural communities on par with larger metropolitan areas.

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In Washington, Oregon and Idaho, we've partnered with numerous public agencies, including cities, counties and ports, to bring fiber infrastructure to communities that have never experienced broadband.

Unlike other carriers who rely on us for last-mile connections, owning the network means we maintain our own independent systems between markets, so **we control the maintenance schedule and can isolate and fix any issues that arise**, which helps keep our customers reliably connected all the time.

#### 4. Redundant core

Another way we reinforce reliability and performance is with a **core backbone capable of 20+ terabytes per second on all inter-city fiber routes**, and we're constantly adding more capacity. Local aggregation networks are also engineered to be fully redundant with multiple fiber connections down to the hub site level.

#### 5. Local routing & direct peering

Unlike other carriers, we've designed our network to be significantly more efficient by using the shortest possible fiber routes for all primary traffic paths, which keeps latency from our users to the peering edge as short as possible.

We also coordinate direct peering and regional caching with hundreds of major content and edge providers so that content is accessible directly on the fiber backbone. As a result, **we run one of the lowest utilization backbones available** with an internet edge average of about 12% during peak usage.

This results in **just three milliseconds of latency** at every connection in the network with lower pings and reduced jitter, which means all your online applications — such as Office 365, payroll, video conferencing, CRM and logistics — work as expected, and your critical network traffic never leaves the region.

#### 6. Route diversity

Rigorous route diversity steers our customers clear of congestion and protects from single-location incidents such as construction or inclement weather events, since **redundant sites in different states means significantly less chance of two impacting events happening simultaneously**.

For instance, we have several routes into the Tri-Cities, from Yakima to Seattle, as well as Umatilla to Portland, so we can put customers data on the shortest path to a destination, which drives both reliability and performance.

#### 7. Automated configuration

We use automated configuration management to minimize human error and increase reliability. Remote monitoring and automation mean fewer technicians in and out of the facility and the **ability to identify any issues before they become visible to the human eye**.

#### 8. DDoS protection

We're the only provider that **protects your business against DDoS attacks before they reach your border, without extra fees**, so you have one less threat to prepare and pay for.

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These upgrades and improvements, combined with superior network management, are how we deliver the mission-critical connectivity and scalability your organization demands. Because you need a network growth partner that can provide the speed, reliability and capacity necessary to remain competitive in today's global market.

**Ready to connect? Call us at 1.888.688.0016.**

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