Help customers access business critical cloud applications safe and fast. Get up to speed on enterprise-grade connectivity options to cloud computing providers.

**What is a private network cloud connection?**
Direct high-speed connection between an organization's data center, office or colocation environment and cloud-based applications.

Customers can bypass the public Internet for better network performance (equivalent to on-premises) and greater data protection. Private connections let customers prioritize traffic to manage network availability and speed up business-critical applications. Customers may opt to prioritize the use of, for instance, Salesforce (or Office 365, CRM systems, etc.) over streaming music or watching YouTube videos.

**Key Benefits**
- Increased connection speeds
- Scalability to control bandwidth usage and costs (pay as needed)
- Improved network performance and reliability
- Better end-user experience
- Stronger security and privacy protection
Once customers choose the right cloud architecture and provider, they need the right connection.

**Common Issues**
- Slow connection or navigation of applications
- Remote employees experiencing frequent delays
- Severe latencies and packet loss
- Frustration over investing in best-of-breed products that run slow

**Sample Use Cases and Ideal Customers**
- Businesses using cloud-based applications such as Salesforce, Office 365, CSP services like storage, computing, work apps, etc.
- Multiple employees logging into mission-critical business applications
- Those currently accessing applications via an Internet connection
- Organizations that perform recurring data migration
- Replications for disaster recovery or business continuity
- Transferring large amounts of data back and forth from storage and high-performance computing applications within a data center
- Moving large virtual machines between testing environments in the cloud and on premise production environments

### Selling Tips

Network plays into an organization’s strategy to improve efficiency and often times, lower costs. Address slow application issues and eliminate slow public bandwidth. Customers purchasing a cloud-based application? Don’t forget about the network. Those investing in an application should be maximizing its ability. Private network cloud connections improve performance and improve the end-user experience. By offering a private and secure connection, you are recommending a predictable and fast solution for requests and responses from cloud resources.

### Public vs Private Cloud Connections

**Public**
- **Third-Party Controls:** Organization is limited with a third-party controlling data systems.
- **Unpredictable Internet connection:** Connection speed can be slow based on Internet provider and traffic.
- **Potential Threats:** Sensitive data may be vulnerable to attackers through a public connection.
- **Bandwidth Commitment:** Customers pay based on a set bandwidth commitment, not usage.

**Private**
- **Greater Control:** Customer manages network connection, with the option to prioritize applications and software usage based on business needs.
- **Improved Performance:** Avoid Internet traffic to increase network performance and reliability.
- **Stronger Security:** Protect data from unwanted intruders with a private, dedicated connection.
- **Cost Efficiency:** Control bandwidth and allocate resources based on business needs.

Many of TBI’s providers have strong relationships with major cloud service and data center providers, bringing customers the best solutions for private cloud connections.