

# Fiber vs. Cable: What's best for your business?

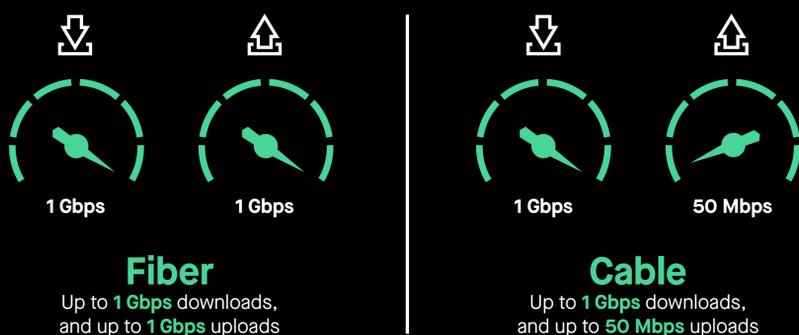


From reaching customers to collaborating with partners to hosting virtual meetings, the performance, bandwidth, and reliability of your Internet connection have a defining impact on business. The Internet should be something employees don't even think about – it just works.

**Understanding the differences between fiber vs. cable service can help you make the best decision for your company's Internet.**

## Symmetrical bandwidth increases the speed of business.

With cable, it takes significantly longer to upload a file than to download. Why? Most cable Internet connections use **asymmetrical bandwidth**, in which data transmits much more quickly in one direction than the other.

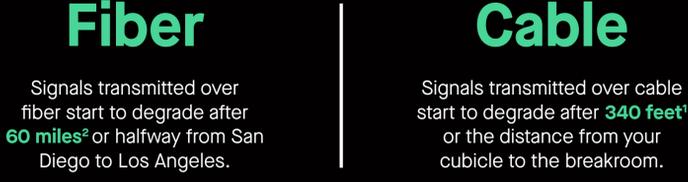


### Why?

With symmetrical bandwidth, fiber delivers the same upload AND download speeds – making it the superior choice to power critical business applications, back up data libraries, access data-heavy cloud-based applications, and more.

## Fiber goes the distance – and then some.

Signals transmitted via fiber suffer far less degradation over distance than those transmitted via physical cables – which greatly improves the signal speed, reliability, and quality.



### Why?

Because with cable connections, data travels across coaxial copper originally intended to carry television signals. Fiber connections transmit data through bursts of light across silica filament thinner than a strand of hair.

## An unreliable network is bad for business.

Network reliability can be the difference between a satisfied customer and a very dissatisfied customer.

It can determine whether you have a successful virtual meeting or a waste of time. Worst of all, an unreliable network can cost your business money – lots of money.

### On average:

Cost of downtime for a critical application per hour<sup>3</sup>



Cost of an infrastructure failure per hour<sup>3</sup>



**Total annual cost of unplanned application downtime<sup>3</sup>:  
\$1.25B – \$2.5B**

## Fiber is more reliable than cable because:

-  **Copper cable is more fragile than fiber<sup>4</sup>.**
-  **Lightning doesn't affect fiber.**

**Given the high stakes of business communications, are you willing to risk your company's data or reputation?**

## Why CenturyLink® Fiber+ Internet?

CenturyLink Fiber+ Internet gives SMBs the ability to customize their Internet service today and be ready to easily expand as their needs grow. With CenturyLink Fiber+ Internet, you can save on the high cost of downtime, increase productivity, and return to focusing on your business.

**See how CenturyLink Fiber+ Internet solutions can shed new light on your business' potential.**

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Sources:  
<sup>1</sup>Linux Tech Tips, June 25, 2017  
<sup>2</sup>linustechtips.com/main/topic/78451-internet-slow-down-from-length-of-cable  
<sup>3</sup>Fiber Optic Internet in the United States, Broadband Now 2018, broadbandnow.com/Fiber  
<sup>4</sup>Steven Waskie, "DC Survey: Downtime Costs Large Companies Billions," DevOps Digest, February 19, 2015, devopsdigest.com/dc-survey-appdynamics-devops-application-performance  
<sup>5</sup>Tech Note: Understanding Cable Stress and Failure in High Flex Applications," Gore Creative Technologies Worldwide, gore.com/resources/tech-note-understanding-cable-stress-and-failure-high-flex-applications